Google PAIR Case Study Shows Significant Gains for Advertisers

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RAMP Investors & Analysts –

Today we published our first customer case study for Google Display & Video 360’s PAIR - or Publisher Advertiser Identity Reconciliation - with Omni Hotels & Resorts.

**Bottom line:** PAIR campaigns showed a 4X increase in conversion rate over traditional cookie-based first-party audience targeting in Display & Video 360 (DV360), indicating PAIR delivered better-performing impressions.

**What is DV360’s PAIR?**

DV360 is Google’s demand side platform (DSP) that provides advertisers with programmatic access to display and video ad inventory from Google’s owned & operated sites (e.g., YouTube) as well as third-party publisher sites. DV360 is the leading DSP in market share terms. PAIR is DV360’s new solution for third-party cookie deprecation that allows advertisers to securely and privately reconcile their first-party data with a publisher’s first-party data to enable personalized advertising.

**What does this mean for LiveRamp?**

LiveRamp has long championed the idea that personalization and privacy is not an either/or proposition. The results of this case study demonstrate that campaigns based on authenticated first-party data are not just more effective than third-party cookie campaigns, they are significantly more effective.

LiveRamp’s role in PAIR is twofold. First, we are one of only two independent clean room launch partners for PAIR; clean room software enables the secure sharing of first-party data between advertisers and publishers. Second, a prerequisite for using PAIR is using Authenticated Traffic Solution (ATS), LiveRamp’s cookieless identity infrastructure for encrypting and reconciling first-party data.

We believe first-party data collaboration will be one of the primary solutions for marketers to sustain personalized advertising once third-party cookies are eliminated later this year. DV360, as the market leading DSP, will play a critical role in enabling this type of first-party data sharing, and together, we are excited to help support this ecosystem transition.

For additional information, please see our latest blog post.

As always, we’re available to answer any questions. Thank you.

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