

# /LiveRamp

## LiveRamp Launches Quick Start Insights to Simplify and Accelerate Clean Room Value

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*DIRECTV Advertising, LG Ad Solutions, News Corp, Roku, SiriusXM Media, Snap Inc., and Spectrum Reach among launch partners transforming collaboration and media measurement with brands*

SAN FRANCISCO--(BUSINESS WIRE)--Nov. 18, 2024-- [LiveRamp](#) (NYSE: RAMP) today expanded the [Quick Start Insights](#) on its data collaboration platform to now offer Media Intelligence across a network of premium publishers. These standardized insights in the [LiveRamp Clean Room, powered by Habu](#), enable clients to more quickly access and deploy media performance metrics—including audience overlaps, optimal frequency, and last-touch attribution—from premium publisher and CTV data, while reducing heavy workloads often required to collaborate with partners. LiveRamp clients now have a simplified way to enhance media buying and planning strategies and significantly increase the time-to-value of clean room partnerships.

Establishing clean room collaborations can have prolonged periods of negotiation and require substantial technical resourcing. LiveRamp's Quick Start Insights address these challenges by fast-tracking partnerships with simplified terms and conditions and a toolkit that substantially reduces reliance on data science resources, including the need to write custom code for each query. As their clean room maturity grows, clients have the ability to customize or expand beyond these established insights to meet specific business needs, laying the foundation for comprehensive enterprise collaboration.

### **Publishers and Brands Gain Ease, Speed, and Scale**

At launch, 12 premium publishers offer LiveRamp's insights for Media Intelligence including DIRECTV Advertising, LG Ad Solutions, News Corp, Roku, SiriusXM Media, Snap Inc., and Spectrum Reach where brands can now scale campaign and audience insights from clean rooms.

LiveRamp's Quick Start Insights offer many other benefits for each collaborating partner:

#### **Publishers**

- **Reduce Operational Friction:** Lower the barriers to integrating new partners and accomplishing effective collaboration with easy-to-implement, uniform queries.
- **Grow Revenue Opportunities:** Quickly monetize data assets while delivering deeper and more consistent insights to advertisers.
- **Balance Flexibility with Control:** Offer flexible data analysis within a turnkey framework of standardized insights to meet diverse advertiser demands while maintaining rigorous standards.

#### **Brands**

- **Accelerate Collaboration:** Expedite the timeframe from implementation to activation while minimizing the paperwork needed to collaborate across most integrated publisher, TV, and social platforms. One major CPG brand was able to achieve four times faster campaign optimization when using LiveRamp's ready-to-go insights.
- **Democratize Data Access and Harmonize Measurement:** Access more partner data and make campaign decision-making more reliable with consistent reporting metrics across multiple partners.
- **Optimize Overall Marketing Performance:** Maximize campaign reach with targeted engagement, improve advertising impact with precise frequency analysis, and optimize marketing spend with last-touch attribution.

"Today, LiveRamp introduced a way for the ecosystem to effortlessly implement and scale clean room partnerships," added Kimberly Bloomston, Chief Product Officer at LiveRamp. "Data collaboration is a powerful accelerant for business growth and should not be held back by paperwork or a lack of technical expertise. As we continue investing in our collaboration network and ways for clients to unlock immediate value from data collaboration tools such as clean rooms, we look forward to soon expanding these initial Quick Start Insights to additional client types and needs, including retail."

Contact [info@liveramp.com](mailto:info@liveramp.com) to collaborate with publishers offering Media Intelligence in the LiveRamp Clean Room today.

#### **About LiveRamp**

LiveRamp is the data collaboration platform of choice for the world's most innovative companies. A groundbreaking leader in identity, LiveRamp is setting the new standard for building a connected customer view with unmatched clarity and context while protecting precious brand and consumer trust. LiveRamp offers complete flexibility to collaborate wherever data lives to support the widest range of data collaboration use cases—within organizations, between brands, and across its premier global network of top-quality partners.

Hundreds of global innovators, from iconic consumer brands and tech giants to banks, retailers, and healthcare leaders, turn to LiveRamp to build enduring brand and business value by deepening customer engagement and loyalty, activating new partnerships, and maximizing the value of their first-party data. LiveRamp is based in San Francisco, California with offices worldwide. Learn more at [LiveRamp.com](https://liveramp.com).

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