

/LiveRamp

LiveRamp's Data Collaboration Platform Drove 313% ROI for Brands, According to Total Economic Impact Study

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LiveRamp enables cost savings and business benefits across media planning, campaign performance, and ROAS by collaborating responsibly with data

SAN FRANCISCO--(BUSINESS WIRE)--Jun. 25, 2025-- [LiveRamp](#) (NYSE: RAMP), the leading data collaboration partner, today announced the findings of a commissioned Total Economic Impact™ (TEI) study conducted by Forrester Consulting on behalf of LiveRamp. The study revealed that a composite organization representative of interviewed customers using the LiveRamp Data Collaboration Platform for marketing use cases achieved a 313% return on investment and \$9.6 million in business benefits over three years, with a payback period of less than 6 months.

When evaluating marketers' audience insights, targeting, and measurement precision, the study found that organizations face significant obstacles in their paid media lifecycle across search, social, programmatic display, linear TV, CTV, and media networks. With a lack of granular attribution data, media spend is inefficient and channel effectiveness cannot be measured accurately. It's also challenging to securely collaborate with media partners at scale while upholding each party's privacy requirements.

The study revealed that investing in the LiveRamp Data Collaboration Platform addressed these hurdles by delivering significant improvements in media efficiency and effectiveness. Over three years, this equates to sizable growth and productivity for the defined composite organization, including:

- 15% efficiency gain in paid (non-retail) media budget spend, worth \$6.1 million
- 20% efficiency gain in retail media budget spend, equating to \$1.2 million
- 70% measurement optimization of paid media, driving \$18 million in incremental revenue
- 90% measurement optimization of retail media, equaling \$8.8 million in incremental revenue
- 50% time savings for team members focused on media activation activities

"We've positioned [LiveRamp] as a nonnegotiable piece of our adtech infrastructure," said the head of media transformation for a financial services firm who was interviewed for this study. "LiveRamp helps us measure frequency holistically across all of our partners versus looking at it partner by partner. We've saved millions of dollars from cutting waste, ensuring our ad placements are targeted to the right people, and buying higher quality data versus what we used to buy. LiveRamp provides a critical service. I don't think that you could do advertising without it, certainly not programmatic."

The study revealed that the LiveRamp Data Collaboration Platform also unlocked unquantified benefits, including:

- **Improved brand perception** through a more accurate understanding of consumers and their buying journeys
- **Enhanced relationships with agencies, retailers, and publishers** through more strategic media planning discussions enabled by improved data accessibility
- **Improved cadence of media planning** with more frequent, informed campaign planning activities comprised of historical performance data across publishers
- **Improved data governance to avoid potential revenue loss and legal costs** due to the use of embedded identity resolution instead of sending hashed customer data directly to partners

"I view the LiveRamp relationship as the only conduit to getting the 90 million people in our database into the ecosystem [ethically]," said the VP of data-driven experiences at a personal care and beauty brand who was also interviewed. "We knew that all of our partners and retailers were investing in LiveRamp as well. Having that kind of common currency across the ecosystem was important."

"The key to unlocking a lot of value for us has been getting to a stage where we're planning both national media and retail media side-by-side with a 'better together' attitude," said a senior analytics director of a specialty CPG firm. "Bringing in our own media exposure data and pushing the retailers to bring their own in is really where the magic has happened. We've identified a lot of efficiencies. It's also where we've learned a lot about media execution and how to coordinate between us."

Matt Karasick, Head of Product at LiveRamp, added, "LiveRamp is a powerful force multiplier for brands, publishers, and platforms, from establishing a robust identity foundation that underpins all media efforts, to enabling seamless and secure data collaboration across the world's powerful data collaboration network. We will continue to invest in how our platform helps marketers unlock greater efficiencies, deeper insights, and better outcomes throughout the customer journey."

Forrester aggregated the experiences of the interviewed marketing leaders to create a single composite organization – a B2C enterprise with \$5 billion in annual revenue that spends \$100 million in annual paid media and advertises through several paid media channels, including programmatic, search, social, linear TV, CTV, and retail media networks.

Download *The Total Economic Impact Of LiveRamp Data Collaboration Platform* [here](#). Learn more about the LiveRamp platform at liveramp.com/our-platform.

About LiveRamp

LiveRamp is the leading data collaboration partner, empowering brands, platforms, and publishers to deliver exceptional experiences and drive measurable performance everywhere it matters with the world's most powerful data collaboration network.

Built on a foundation of strict neutrality, unmatched interoperability, and global scale, LiveRamp enables organizations to maximize measurable outcomes and create lasting business value. Trusted by the world's leading brands, retailers, financial services providers, and healthcare innovators, LiveRamp is shaping the future of responsible data collaboration in an AI-driven, outcomes-focused world.

LiveRamp is headquartered in San Francisco, California, with offices worldwide. Learn more at LiveRamp.com.

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