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## LiveRamp Expands Meta Insights Available to Retail Media Networks

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SAN FRANCISCO--(BUSINESS WIRE)--Oct. 23, 2025-- [LiveRamp](#) (NYSE: RAMP) today announced expanded measurement capabilities that leverage the power of its data collaboration network to deliver superior customer outcomes.

Retail media networks can now unlock new attribution insights from their Meta campaign investments through the LiveRamp Clean Room. By connecting Meta campaign results with their own first-party sales data, RMNs and their partners can see how off-property sites, including Meta, drive sales, orders, and ROAS across campaigns, brands, and products. These insights help RMNs better demonstrate value to suppliers, leading to a truer understanding of campaign performance and the ability to make data-driven budget allocation decisions.

The expansion highlights LiveRamp's role as a trusted, neutral partner that enables measurement and data collaboration across publishers.

In addition to these measurement capabilities, many RMNs already leverage LiveRamp to securely send their sales data to Meta for in-flight optimization, helping improve campaign performance. With today's updates, RMNs can access insights from all partners — now including Meta — with the confidence of neutrality and control. Coming soon, additional capabilities such as incrementality, halo analysis, and new buyer insights will further empower retailers and their suppliers to benchmark performance and prove the full value of their media strategies.

"At Albertsons Media Collective, we're dedicated to delivering measurable value for our brand partners through innovative, data-driven solutions," said Evan Hovorka, VP of Product Innovation at Albertsons Media Collective. "With LiveRamp's expanded Meta insights, we have improved the visibility and accuracy of lower-funnel results. We did this by connecting audience-targeted Meta campaigns directly to item level sales with greater precision and speed. Importantly, these advancements were made possible through the use of privacy-preserving solutions to ensure that customer data remains protected and anonymized throughout the process. Our deep collaboration with LiveRamp continues to unlock new innovations. This latest upgrade further improves decision making across campaigns which leads to improved trust and accountability for retail media investment at Albertsons."

"Clean room measurement of Meta ads with LiveRamp allows us to combine Target's first-party guest insights with Meta's platform ads data in a privacy-safe way," said Guthrie Collin, VP of Product Management at Roundel. "This clarity gives our advertisers greater confidence in performance, helping them invest more effectively to reach and engage Target guests."

Reach out to [info@liveramp.com](mailto:info@liveramp.com) to learn more.

### About LiveRamp

LiveRamp is shaping the future of responsible data collaboration between the world's leading brands, retailers, financial services providers, and healthcare innovators. As consumers embrace new AI-driven experiences, the LiveRamp data collaboration network exponentially expands the breadth and accuracy of the data on which marketing AI capabilities operate, powering deeper customer insight and measurable performance on a global scale.

LiveRamp is headquartered in San Francisco, California, with offices worldwide. Learn more at [LiveRamp.com](#).

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