



LiveRamp Adds Meta to Cross-Media Intelligence

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SAN FRANCISCO--(BUSINESS WIRE)--Aug. 4, 2026-- LiveRamp (NYSE: RAMP), the leader in data collaboration, today announced it has expanded its [Cross-Media Intelligence](#) solution to enable cross-media measurement across Meta and other media channels, such as CTV, programmatic, social, and audio, enabling brand marketers to measure campaigns across more of their media investments in a single, unified view.

Through Cross-Media Intelligence, marketers can unlock powerful insights by incorporating Meta campaign data into broader cross-media measurement workflows. Marketers can access de-duplicated attribution and incrementality measurement from Meta in the LiveRamp Clean Room, powering unified reporting based on first-party data.

By connecting Meta campaign data with the rest of their media investments, marketers gain new cross-channel insights, including reporting that accommodates their preferred tactics, creative variations, and campaign objectives. As a result, marketers can optimize performance for more effective investments.

"What's been really valuable for Hill's is to build the perspective which matters to us in our media strategy and breadth," said Tarang Jain, Senior Director of Media at Hill's Pet Nutrition. "If we want to see the reach, frequency, incrementality, or how a platform like Meta is performing best, we can go and do that. That is really valuable because we can't get that slice of data anywhere else."

Leading brands including Hill's Pet Nutrition have already begun measuring their campaigns in Cross-Media Intelligence. By connecting campaign data from Meta alongside their other media investments, these marketers have been able to build a more complete view of campaign performance, as well as make more informed, data-driven decisions across their media mix.

"Cross-Media Intelligence was built to give brand marketers the single, trusted view of campaign performance that they've chased for so long, and now helps marketers to make informed decisions across Meta and other media," said Christine Grammier, VP, Product at LiveRamp. "With Meta now available as a reporting source within Cross-Media Intelligence marketers can better understand campaign performance across more of their media mix using secure, interoperable workflows."

As marketers increasingly look to understand performance across fragmented channels and platforms, interoperable measurement workflows are becoming a growing priority across the advertising ecosystem.

LiveRamp's neutral clean room serves as the foundation for Cross-Media Intelligence, enabling publishers and brands to participate in measurement workflows while maintaining control over their underlying data. Through Cross-Media Intelligence, marketers gain a more complete and comparable view of campaign performance across channels, increasing demand for interoperable measurement approaches that extend beyond individual platforms.

Reach out to 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](https://liveramp.com).

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