/LiveRamp Data Collaboration Platform: What is it? How does it work?

Benchmark Webinar with LiveRamp

July 9, 2024

/LiveRamp

Data Collaboration

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Data Collaboration is an Emerging and Increasingly Strategic Market

What is Data Collaboration?

Brand marketers securely sharing consented first-party data about their customers with business partners & publishers to deliver personalized marketing at scale and accurately measure the results.

Why it Matters?

In a post-cookie world with expanding data privacy regulations, data collaboration is essential for delivering and measuring personalized marketing, and for broader enterprise use-cases (e.g., supply chain optimization).
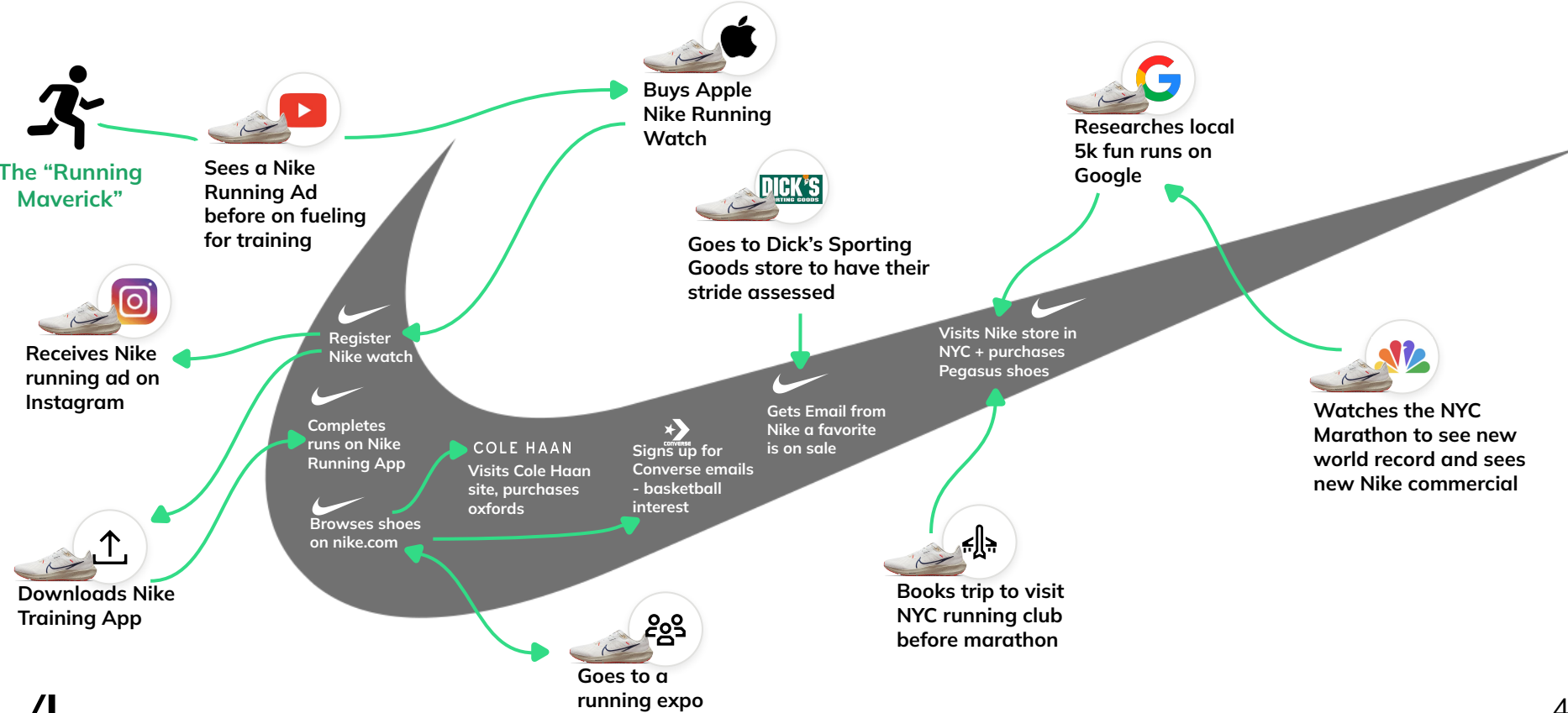
*"**90%** of companies say expanding their **data collaboration capabilities** is key to achieving their top goals and driving innovation across the enterprise."*
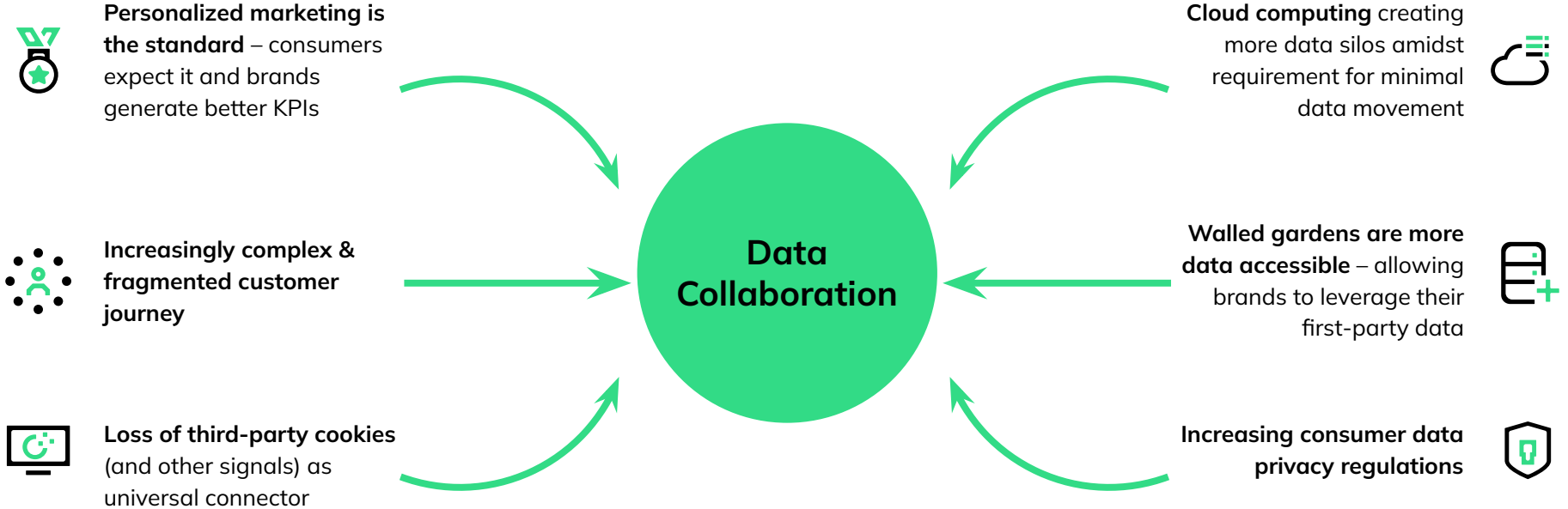
FORRESTER®

Thought Leadership Paper, March 2024

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Connecting Data Across a Complex & Fragmented Customer Journey

Data collaboration unlocks siloed data for personalized customer experiences and better business outcomes for marketers

The "Running Maverick"

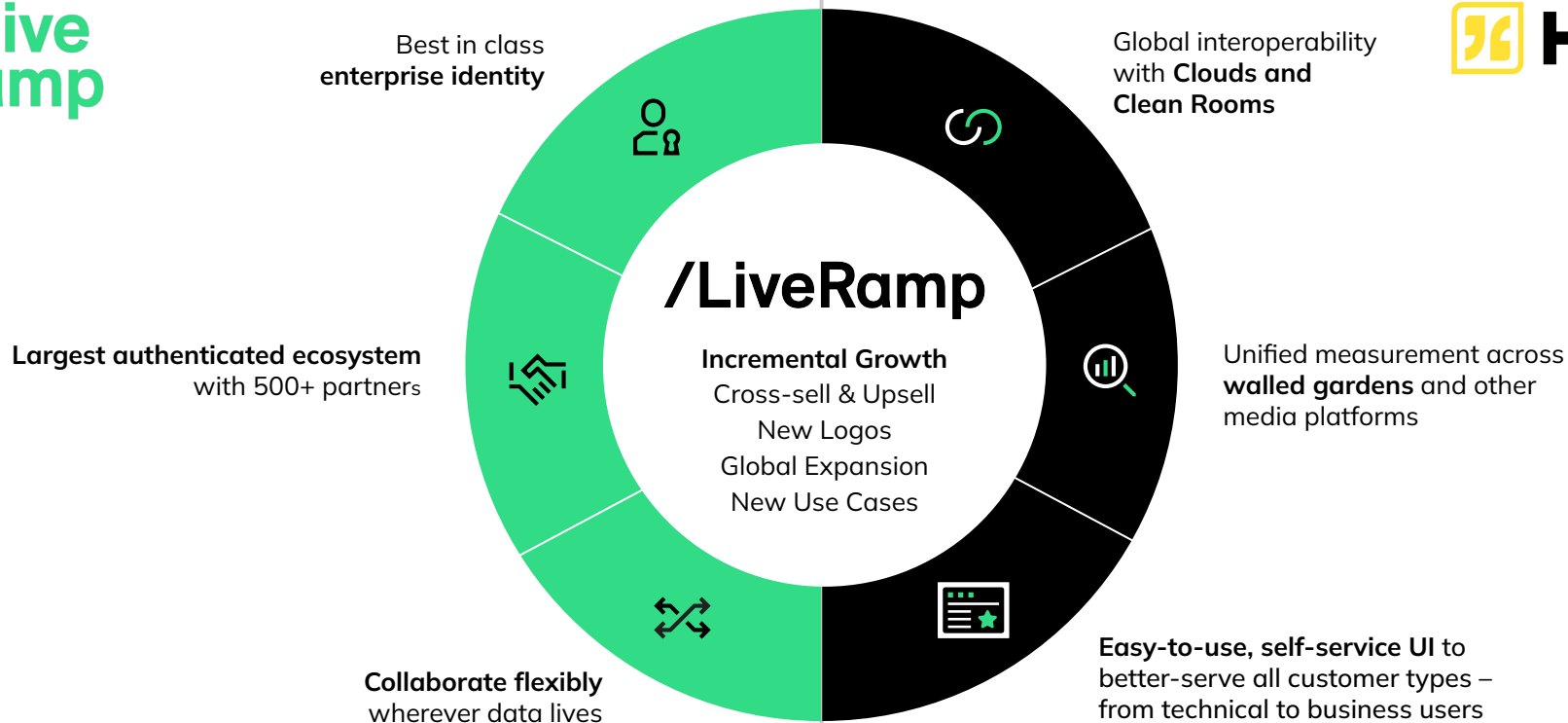Sees a Nike Running Ad before on fueling for training

Buys Apple Nike Running Watch

Researches local 5k fun runs on Google

Goes to Dick's Sporting Goods store to have their stride assessed

Receives Nike running ad on Instagram

Register Nike watch

Visits Nike store in NYC + purchases Pegasus shoes

Completes runs on Nike Running App

COLE HAAN
Visits Cole Haan site, purchases oxfords

Signs up for Converse emails - basketball interest

Gets Email from Nike a favorite is on sale

Watches the NYC Marathon to see new world record and sees new Nike commercial

Browses shoes on nike.com

Downloads Nike Training App

Goes to a running expo

Books trip to visit NYC running club before marathon

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Multiple Factors Fueling Data Collaboration

Personalized marketing is the standard – consumers expect it and brands generate better KPIs

Increasingly complex & fragmented customer journey

Loss of third-party cookies (and other signals) as universal connector

Data Collaboration

Cloud computing creating more data silos amidst requirement for minimal data movement

Walled gardens are more data accessible – allowing brands to leverage their first-party data

Increasing consumer data privacy regulations

3P Signal Loss is a Catalyst for More Data Collaboration

Survey Question: Which solutions hold the most promise of replacing 3P cookies? [1]

	Advertiser Respondents	Publisher Respondents
Advertiser 1P data activations	**49%**	17%
Google Topics	40%	13%
Attention-based metrics	34%	31%
Social media targeted advertising	31%	39%
Contextual advertising	31%	21%
Publisher 1P data activations	27%	**47%**
Unified identifier technology	22%	24%
Programmatic direct (PMP)	14%	33%

# Better Together – Unparalleled Data Collaboration Capabilities

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Habu

Best in class **enterprise identity**

Global interoperability with **Clouds and Clean Rooms**

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Incremental Growth
Cross-sell & Upsell
New Logos
Global Expansion
New Use Cases

Largest authenticated ecosystem with 500+ partners

Unified measurement across **walled gardens** and other media platforms

Collaborate flexibly wherever data lives

Easy-to-use, self-service UI to better-serve all customer types – from technical to business users

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Data Collaboration Requires More than Just a Clean Room

Customer Need	Capabilities	Other Clean Rooms	LiveRamp
Identity	Solving identity within the enterprise and across enterprises	✗	✓
Access	3P data access	✗	✓
	Multi-infrastructure (cloud, clean room, storage)	✗	✓
	Privacy-enhancing technology (PETs)	✗	✓
Connectivity	Segmentation (marketer friendly)	✗	✓
	Ecosystem addressability	✗	✓
	500+ destinations	✗	✓
Collaboration Insights	Analytics applications and tooling	✓	✓
	Measurement expertise	✓	✓
	Cross-screen measurement insights	✓	✓
	Walled garden insights	✗	✓
User Experience (UX)	Easy-to-use, self-service user interface	✓	✓

Data Collaboration In Action – Retail Media Networks

- Retail Media is a **$129B** global advertising category, with an 8% CAGR 2024-28E[1].

- Media networks are expanding beyond the retail sector (e.g., travel, banking, auto).
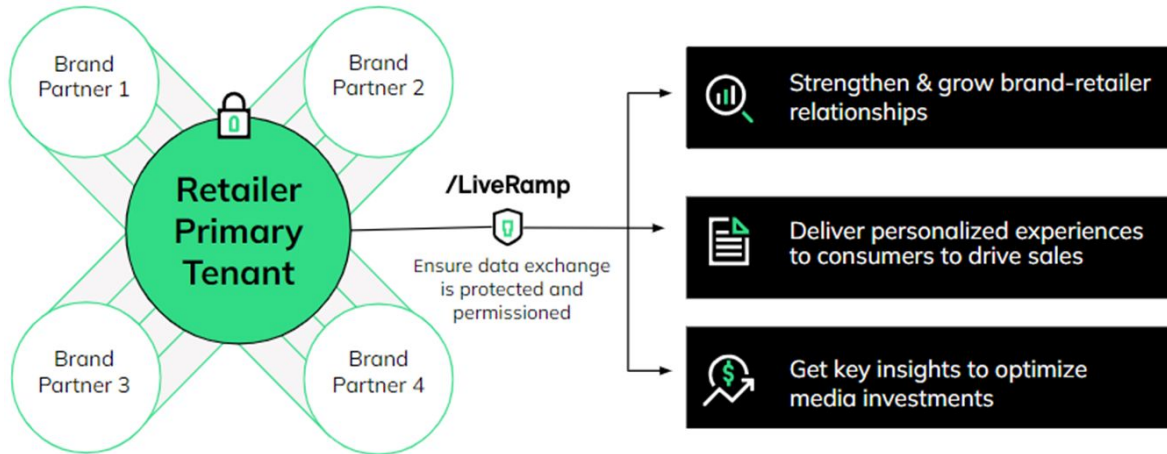
2024 Media Network Debuts:

United Airlines takes flight with airline industry's first media network
Macy's and Dentsu are among the launch partners of Kinective Media, which uses travel behavior insights to drive personalized ads.

Published June 10, 2024

Chase launches first bank-led media network
The new Chase Media Solutions boasts 80 million financial customers for brands to send special offers to.

Chris Wood on April 12, 2024 at 10:31 am | Reading time: 2 minutes

Inside Expedia's plan to be the world's travel media network
Expedia Group's Travel Media Network combines first-party traveler insights with a host of capabilities and comes as more players enter the booming media network space.

Published May 14, 2024

Saks debuts media network to connect brands with luxury consumers
The media network leverages first-party customer data for brands to boost revenue through sponsored product ads.

Claire Jenns · April 24, 2024

DATA & TECH
Costco is building out an ad business using its shoppers' data
The third-largest US retailer is planning on rolling out targeted ad capabilities on and off its website.

Data Collaboration: Customer Case Studies

Vihan Sharma

Chief Revenue Officer

Joe Glass

SVP, GM of Global Markets and Sales

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Media Landscape is Being Transformed

Data collaboration is key to unlocking value

Retail Media 3.0

- CPG brands and their agencies face a highly fragmented media and advertising landscape.

- Unifying and standardizing data across channels requires collaboration.

- Retail Media teams need to behave like media owners vs. retailers.

Commerce Media Growth

- Media Networks are extending to new verticals, such as Financial Services and Travel.

- To attract advertiser demand, these new vertical media networks must make their data easily accessible to the advertisers.

- Non-endemic brands will be key drivers of commerce media growth.

Cross-Screen Measurement

- Advertisers are looking to break down media silos to reduce advertising waste.

- Media owners are increasingly open to data sharing with controls.

- Collaboration allows advertisers to measure the effectiveness of their ad spending across media platforms.

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Building Blocks of Data Collaboration

Privacy enhancing controls to allow data owners and data consumers to build trust.

Identity as fragmented identity – across hashed emails (HEMs) and/or other identifiers – leads to incoherent outcomes for data owners and data consumers.

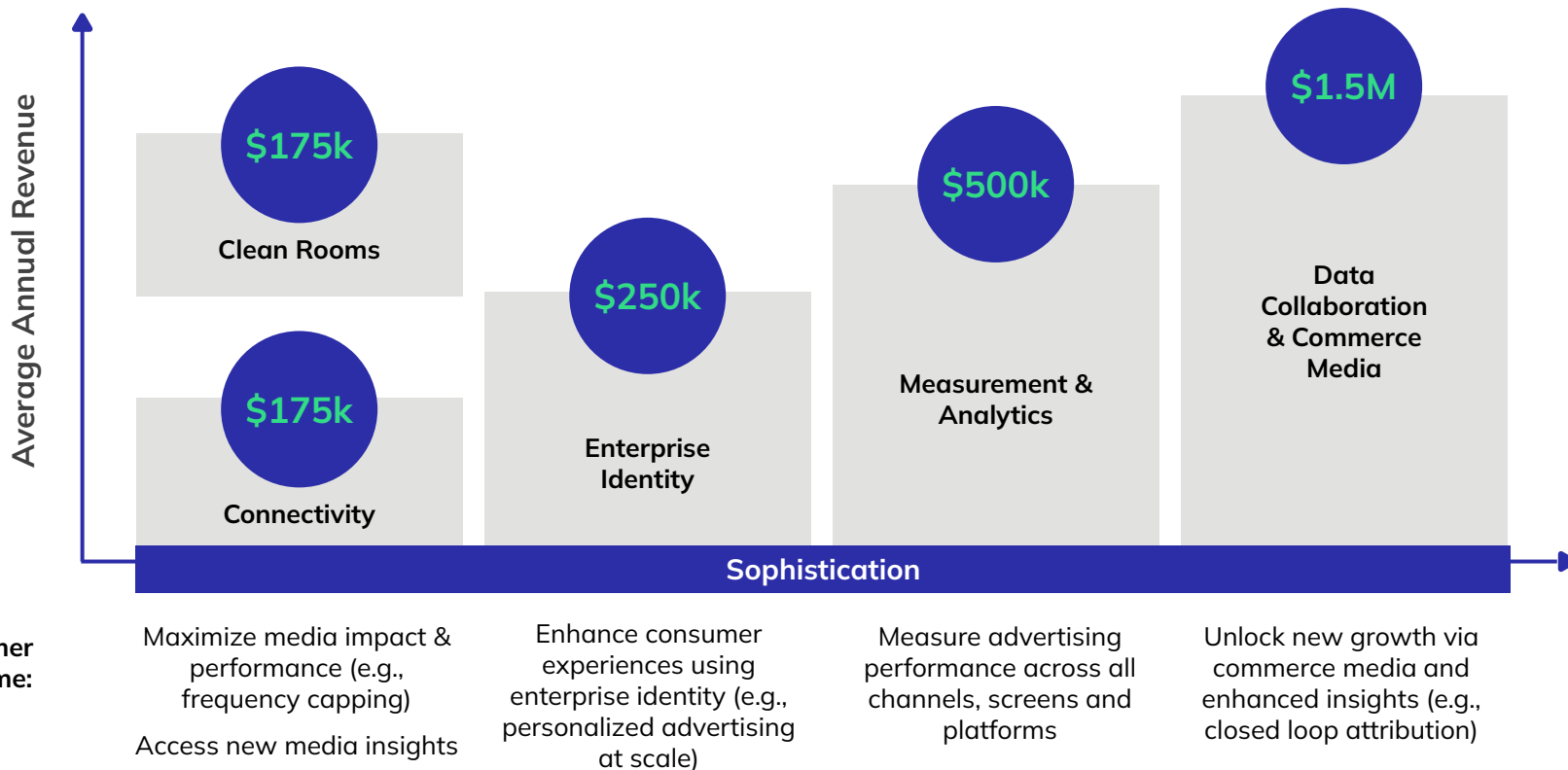**Connectivity** to make the collaboration outcomes actionable for the data consumers.

Cross Cloud Interoperability as data owners and data consumers will rarely be on a single cloud infrastructure.

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Land & Expand – Illustrative Upsell

Use case expansion fuels upselling and subscription ARR growth

Average Annual Revenue (y-axis)

Sophistication (x-axis)

$175k — Clean Rooms

$175k — Connectivity

$250k — Enterprise Identity

$500k — Measurement & Analytics

$1.5M — Data Collaboration & Commerce Media

Customer Outcome:

Maximize media impact & performance (e.g., frequency capping)

Access new media insights

Enhance consumer experiences using enterprise identity (e.g., personalized advertising at scale)

Measure advertising performance across all channels, screens and platforms

Unlock new growth via commerce media and enhanced insights (e.g., closed loop attribution)

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Customer Story

Leading Grocery Retailer drives retail media revenue through data collaboration with premium media owners.

Challenge

Grocery Retailer with 150M+ consumers wants to differentiation its RMN by bundling its data with offsite premium media inventory.

As advertiser demand for offsite targeting increases, measurement is increasingly required to drive RMN growth.

Solution

Retailer leveraged LiveRamp's collaboration platform to partner with leading social platforms to differentiate its RMN.

Retailer increased its offsite media inventory and ensured advertisers were able to leverage unique, brand-safe inventory tied to the retail data for activation and measurement.

Impact

- 1,000s of campaigns executed leveraging LiveRamp's platform

- Increased frequency of campaign optimization cycles

- Freed up Data Science resources for high-value analytics

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Customer Story

Automotive Company accelerates insights & drives value by reimagining the customer journey.
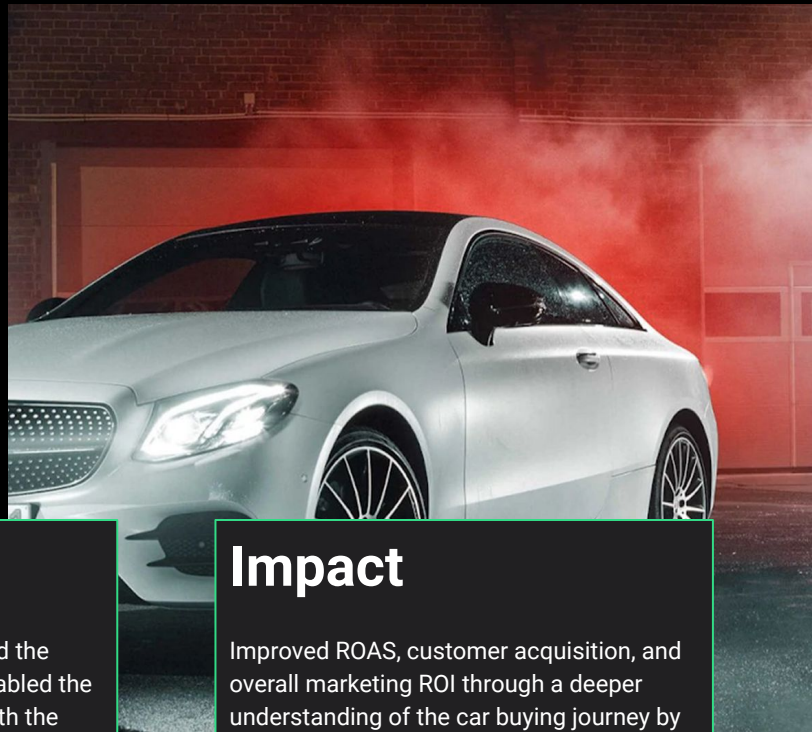
Challenge

Auto OEM has extraordinarily rich stores of data; however, the data is fragmented and siloed across Corporate, Regional Dealer Ad Associates (DAA) and Dealerships, so the potential efficiency and efficacy of this data is not being realized.

Solution

With LiveRamp, Auto OEM removed the barriers between data sets and enabled the sharing of Corporate sales data with the flexibility to add data sources. This gives Corporate and the DAAs more insight into media performance at scale and enables personalized messaging.

Impact

Improved ROAS, customer acquisition, and overall marketing ROI through a deeper understanding of the car buying journey by bringing intelligence to disjointed data sets.

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Customer Story

Global Beauty Brand uses Habu to uncover actionable insights in Amazon's Clean Room

The ability to safely and securely access and analyze more data, without tapping into data science resources, has empowered us to better understand our customers and measure the true impact of our marketing activities.

Global Beauty Brand,
SVP Head of Media

Challenge

Global beauty leader wants to understand the strategies and tactics (e.g., channels) to optimize reach and ad performance.

Needs a way to accelerate and democratize access to insights from combining its data with the data available in Amazon Marketing Cloud (AMC).

Solution

LiveRamp's integration with AMC enables automated queries, eliminating the need for a large, in-house data science team.

Habu is able to detail the interplay of customer behavior across the organization's various brands. Stakeholders at all levels can seamlessly interact with AMC to improve planning and optimization.

Impact

$300K — Monthly savings from campaign over-delivery

>100h — Monthly time savings through automated, self-serve AMC queries

25% — Savings by minimizing overlap between brands & tactics

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Customer Story

Global Media & Entertainment Company streamlines & accelerates data collaboration to drive value and growth for its partners.

"By streamlining and accelerating data collaboration, our solution with Habu enables our clients to increase the velocity and value of data-driven initiatives. In short, Habu puts the power of our clean room in the hands of business executives quickly and effectively."

Global Media Company,
SVP, Audience Modeling
& Data Science

Challenge

Global media & entertainment company sought to differentiate and scale its data and media offering to all of advertisers while maintaining full control of its data and protecting consumer privacy.

Solution

Habu enabled the creation of clean room environments with privacy-protected collaboration to expand its advertiser partnerships.

The customized clean rooms provide advertisers with a suite of automated, pre-set queries enabling quick analysis and insights.

Impact

Increased Revenue — For EACH advertiser partner that joined a clean room

Deeper Insights — About consumer behavior from sharing data

Stronger Advertiser Partnerships — From privacy-safe, differentiated data and media offering

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Data Collaboration is Just Getting Started

Two growth vectors: New sectors and new use cases across the enterprise

Retail & CPG

- Customer engagement
- Forecasting
- Inventory management
- Product evaluation

Financial Services

- Fraud detection/AML
- Portfolio risk analysis
- Insurance rate calculation
- Product recommendation

Health & Life Sciences

- 360° patient understanding
- Clinical drug development
- Manufacturing control

Media

- Insight & planning
- Segmentation
- Optimization & measurement
- Activation

Travel & Entertainment

- Churn prediction
- Inventory forecasting
- Scheduling

Other

- Supply chain analysis
- Next best offer
- Customer lifetime value

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Thank You

Q&A