/LiveRamp

eBook

The Advertiser Action Plan

Steps to addressable, measurable marketing – everywhere

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There have never been more ways to reach customers

Of all the hats a marketer wears, the most important one is your consumer hat. Picture this: you're streaming your latest binge, and an ad for men's watches appears – just what you were browsing for earlier. You pull out your phone, head to the QR code on the TV screen, find a watch in your dad's favorite shape and band style (on sale!), make the purchase, and cross one more gift off your holiday shopping list. While you're there, you browse the site's Gift Guide and add a tote bag to your cart for mom. You're not sold, but it's saved for when you're ready to go back later.

You never shopped at that store before, but with the right ad at the right time, the brand captured a sale and a new lead for future purchases. That's the power of omnichannel marketing – but creating this experience requires solutions and partners that can orchestrate customer data from across channels into measurable, actionable insights.

Historically, cookie-based tracking and third-party signals have been the tool marketers relied on to learn more about customer preferences. Today, while these signals help, there are more sophisticated solutions to reconcile and activate your brand's first-party customer data.
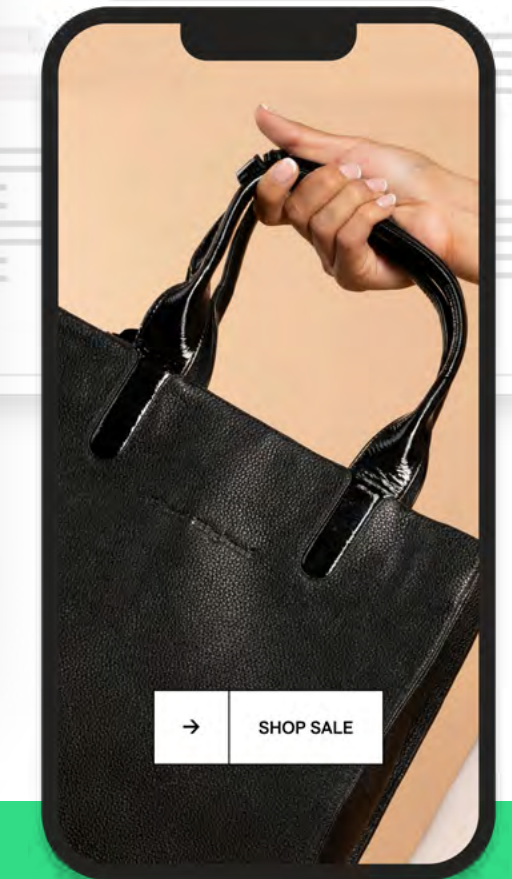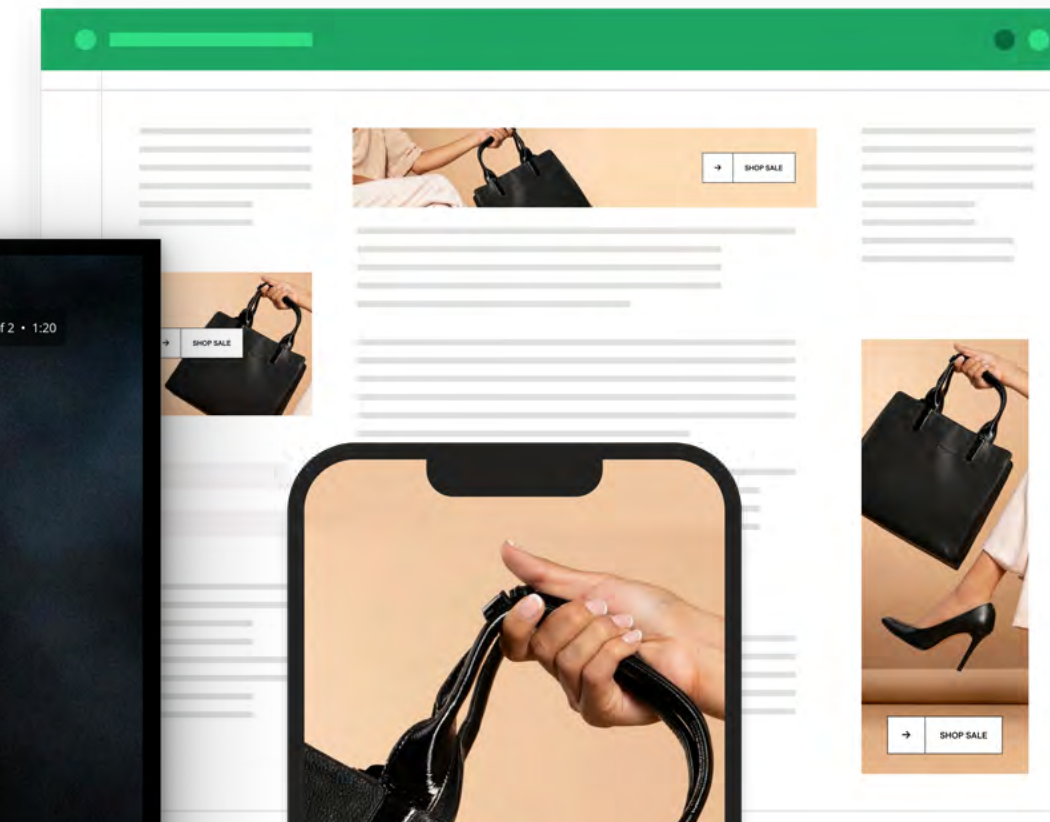
This eBook will give you the basic strategies and tools to:

1 Understand the latest changes and challenges in data-driven advertising

2 Expand your marketing data strategy beyond cookies and third-party signals

3 Access the customer data and insights needed to deliver an omnichannel experience for better performance and reach across every channel

Chapter 1
Modern marketers need better connectivity

Today's advertising ecosystem, while brimming with opportunity, is complex. More than half of US business leaders reported that delivering personalized experiences is a priority, according to a Forrester survey, but only 12% said they have the resources to deliver these experiences. Less than 20% had the most up-to-date customer information.

As brands compete for customers, having the most accurate view of your target audiences across every channel is critical. And with 50% of the internet already cookieless and rising by the day, third-party signals are only part of the solution needed to fully understand consumers and their buying journey.

Which channels are already cookieless?

Google decided not to deprecate cookies on Chrome, but this is just one of the many channels where modern marketers need to engage their customers. Platforms including cookieless browsers, like Safari, Firefox, and Microsoft Edge; the booming channel of CTV; mobile in-apps; and looking ahead, AI chatbots and the Internet of Things, among many other destinations, have never relied on cookies. Marketers need new solutions to engage and understand consumers everywhere they spend time.

Here are a few challenges data-driven marketers must overcome:

Continued data fragmentation

Customer data is siloed across the channels, platforms, and devices where they spend time and authenticate their data. With limited budgets, marketers must find the most effective ways to connect this data securely. A successful omnichannel marketing strategy relies on tools and partners that accurately capture and consolidate customer data from various online and offline sources to create a unified view of the customer journey.

Increasing data privacy regulations

Data regulations have limited the collection and use of personal data. Consumers have more choice in how and when they share their data, leading to a decrease in third-party signals like cookies, and more frequent opt-outs for sharing personal information. Walled gardens and media networks have risen in popularity due to their access to consumer data. However, this creates more data silos in the ecosystem and requires significant ad budget.

Impacts on measurement and attribution

With fewer signals to understand user behavior across touchpoints and channels, multi-touch attribution models are becoming less accurate for campaign measurement and targeting. Some marketers are shifting to less granular measurement solutions, like media mix modeling or incrementality testing, which do not rely on user-level data and can't deliver the same level of personalization across channels. By creating gaps in customer information, signal loss is affecting campaign optimization and consumer engagement, in addition to cross-channel measurement.

Technology will continue to evolve to meet consumer preferences and needs – and savvy, energetic marketers will too. The next chapter is a look at how to get started.

Chapter 2
Enhance data-driven advertising with authenticated audiences

First-party data is your key to unlocking deeper customer insights and connecting to high-impact audiences across channels. This data comes straight from customer interactions on your site, app, and sometimes from in-store experiences. Not only is first-party data more reliable than third-party signals, it's collected with customer privacy in mind.

Consumers typically share first-party data in the process of authenticating, where they provide personal information – typically an email or phone number – to access content. When combined with authenticated, people-based marketing, first-party data allows marketers to create the most engaging, personalized experiences wherever audiences spend time.

Here's how to get started with authenticated marketing strategies:

Audit your data collection methods: Ensure your data collection is transparent and consent-based across your website and app. Inform users how you'll use the data they choose to share.
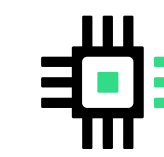
Leverage new technology: Implement solutions like LiveRamp's RampID and Authenticated Traffic Solution to utilize first-party data and authenticated traffic in addition (or without) third-party signals.

Enhance customer relationships: Develop deeper connections with your audience through value exchanges, such as loyalty points or coupons, to facilitate first-party data sharing.

Stay informed and agile: Keep up with evolving digital trends, privacy regulations, and consumer attitudes to continue adapting your data-driven advertising effectively.

NBCUniversal

When NBCUniversal connected its fragmented first-party data with LiveRamp's identity framework, the team was able to launch more than 3,000 new audiences. They were also able to understand 90 million households and 200 million adults on a deeper level by connecting audience insights – from viewers of The Office to users booking tee times via NBCU's apps.
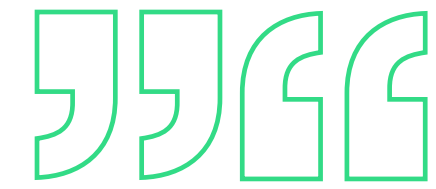
> We're able to create a holistic view of who these households are and the individuals within those households and how they interact with our brand. In return, we can serve up customized, unique experiences that keep the consumer coming back.

Kaitie Coghlan, SVP, Data Product & Partnerships at NBCUniversal at RampUp.

Chapter 3

How to build a more durable marketing strategy

As you look for the best ways to develop and deliver omnichannel marketing, you'll need deep insights wherever customers spend time – and cookies are only one part of this equation. This chapter will explore tactical steps to building a marketing data strategy that isn't dependent on third-party signals.

Audit your data strategy

Conduct a comprehensive review of your customer data practices: Review your current advertising strategies. Assess which parts rely heavily on third-party signals and identify potential gaps or challenges in customer information, personalization, and privacy practices.
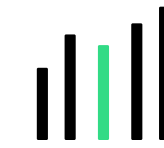
Perform a data dependency analysis: Evaluate your reliance on third-party data as opposed to authenticated, first-party data. Determine how this affects your targeting, measurement, and overall campaign personalization and effectiveness.

Assess your existing technology: Examine the tools and platforms you currently use. Do they perform effectively with third-party signals and first-party data across channels, platforms, and devices? Do they enable privacy-minded collaboration with current and potential data partners?

Are they prepared for evolving signal loss, privacy regulations, and cookieless targeting?
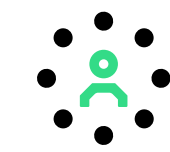
Build a first-party data strategy

Develop a first-party data framework: Create a comprehensive framework for collecting, managing, and using first-party data. Be sure to include methods for data collection, storage, analysis, and application in targeted advertising campaigns.

Create better customer experiences for data collection: Optimize your digital touchpoints (e.g., websites, apps) to encourage interaction and data sharing. There's a range of authentication strategies that can boost first-party data strategies, such as offering incentives, personalized experiences, and/or exclusive content in exchange for customer data.

Integrate data across all touchpoints: Create a unified customer view by safely integrating data collected from various sources. This will help with accurate targeting, ad personalization, and campaign measurement and optimization.

Transition to authenticated marketing solutions

Integrate authenticated solutions into your advertising strategy: Activate and connect your first-party data across channels with authenticated solutions, such as LiveRamp's RampID and Authenticated Traffic Solution:

- LiveRamp's RampID is a durable, secure identifier for connecting data across the digital and martech ecosystem

- LiveRamp's Authenticated Traffic Solution allows publishers and marketers to connect first-party user data with RampID, to enable advertising on authenticated inventory

Use conversion APIs to improve measurement accuracy: Connect with Conversion APIs, which help improve measurement within social media and other platforms, for better omnichannel insight into user actions and conversions, all without relying on cookies.

Experiment with new channels

Explore connected TV (CTV) and over-the-top (OTT) advertising: Dive into the opportunities available with CTV and OTT platforms. These channels offer a cookieless environment and a growing audience base.

Expand to emerging digital channels: Explore new channels that are less reliant on third-party cookies, including digital out-of-home (DOOH), podcast advertising, and in-game advertising.

Leverage social media and influencer marketing: Utilize social media platforms and influencers to reach your target audiences. These channels often rely on first-party data and have robust targeting capabilities.

Measure your strategy's success

Adopt new metrics: Shift your focus from cookie-based metrics to new measurement strategies (e.g., attention metrics, engagement rates, conversion rates), as well as metrics that track back to real business outcomes.

Take advantage of machine learning and AI: Employ advanced analytics, machine learning, and AI to analyze first-party data and derive actionable insights for campaign optimization.
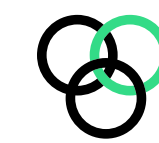
Explore cross-channel attribution: Develop attribution models that follow user journeys across multiple channels and touchpoints, providing a holistic view of customer preferences and campaign effectiveness.

Iterate and optimize: Test different campaign strategies, learn from the outcomes, and adapt your technology and tactics. Use A/B testing, surveys, and customer feedback to refine your approach.

→ See how your team's advertising measurement strategy stacks up. Unlock tips for boosting return on ad spend and deepening customer engagement in our Measurement Maturity Assessment.

Chapter 4
Driving your brand's competitive edge

When brands empower advertising with authenticated solutions and first-party data, the results speak for themselves. Omni Hotels & Resorts embraced signal loss as an opportunity to leverage its wealth of first-party data. In collaboration with its digital and programmatic media partners, the hospitality leader transitioned to authenticated solutions from Google's Display & Video 360 and LiveRamp.

By connecting with customers through authenticated experiences and relevant ads, Omni Hotels & Resorts saw four times more advertising effectiveness.

> This privacy-centric approach ensures a fully personalized experience without compromising sensitive identifiers. We are committed to pioneering more signal-less opportunities across both open and closed web environments.

Andrea DeLeon, Senior Director, Digital Commerce at Omni Hotels & Resorts.

OMNI HOTELS & RESORTS

As you focus on building a durable advertising data strategy that delivers personalized customer experiences, here are six best practices for success:

1 Keep customer privacy front and center
Be sure all your data collection and processing methods adhere to privacy laws (e.g., CCPA, GDPR). Put transparency and customer consent at the forefront of your data strategies, and offer perks that encourage customers to share their information in exchange for a better experience with your business.

2 Partner with data experts
Collaborate with data and technology experts that can guide you through the complexities of omnichannel advertising across channels. The right partners will be able to help you unlock the full potential of your tools and strategies for accurate campaign measurement and budget optimization. With your team firing on all cylinders, you'll have the visibility to enhance customer experiences and sharpen your competitive edge.

3 Experiment with multi-channel strategies
Diversify your advertising channels to reach customers everywhere they spend time. Consider increasing investments in growing channels that aren't dependent on cookies for understanding customer behavior (e.g., CTV, digital out-of-home, direct email marketing).

4 Test and learn
Adopt a test-and-learn approach to understand what works best for customer engagement in cross-channel campaigns. Experiment with different outreach strategies and offerings, measure the effectiveness, and adapt based on continual learnings and customer preferences.

5 Share the knowledge
Ensure your team is up-to-date on the latest developments and best practices for gathering customer information, optimizing campaigns, and advertising across channels. Empower everyone with access to training and workshops, and work collaboratively with teams across your organization and with brand partners for customer satisfaction in every phase of the buyer's journey.

6 Monitor industry trends
Stay informed about ongoing changes in the digital advertising landscape. Keep an eye on emerging technologies and platforms that could offer new opportunities to connect with customers and deliver better experiences in a privacy-minded way.

Conclusion:
Authenticated advertising is critical – for you and your consumers

In a time when privacy is paramount and ad personalization is critical, the only way to deliver true omnichannel experiences is to move beyond third-party identifiers. Brands that have already transitioned to authenticated solutions, including Indeed and Albertsons Media Collective, are unlocking deeper customer insights and campaign measurement, driving brand loyalty, and seeing greater return on ad spend.

At LiveRamp, we're not focused on any single channel, but instead how we make every consumer experience addressable and measurable – everywhere customers spend time. Improving advertising beyond the third-party cookie is one small part of that. If you're ready to unlock a unified view of your customers and enable authenticated connectivity across all channels, let's chat.

Discover how to reach authenticated audiences at scale and deliver personalized experiences everywhere it matters – across browsers, mobile devices, CTV, and more – with Live/Connectivity. Take the self-guided product tour.

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LiveRamp is the data collaboration platform of choice for the world's most innovative companies. Visit us at LiveRamp.com