

Sail Into The Future of Digital Advertising

Use these four strategies to help your organization stay competitive and navigate even the most challenging business climates

1

Plot a Clear Course

Own the end-to-end customer journey.

- Don't start by mining the data; instead start with your customer journey and identify areas where data can provide incremental value.
- At each step of the customer journey, ask what data would be valuable, and who might own this data.
- Create a data wish list, and then unleash your business development efforts against forging enduring data collaboration partnerships.
- Consider utilizing a clean room, so that you maintain better control and security over this data.

3

Look Beyond the Horizon

Activate CTV, Open Web, and Addressability in your media plans.

- Look beyond what's easy and migrate to what truly works: Addressability of direct buys on Comscore 100 publishers will outperform what you've been doing.
- Addressability unlocks Safari, Firefox, Edge and others—these users are unsaturated and perform significantly better.
- Explore clean room collaboration with open web publishers, CTV providers and other media destinations.
- Pursue PAIR immediately!

2

Assemble a Strong Crew

Ensure interoperability and prepare for a cookieless future.

- The age of the monolithic golden record is dead—instead seek collaboration to bring valuable data together for the moments it matters.
- Don't try to out Amazon Amazon! Instead, pursue smart collaboration partnerships.
- Don't stop at mere data partnerships; actively share insights and brainstorm.
- Make sure you aren't dis-intermediated (again)! Identity and consents are the keys to creating enduring advantage.
- Ensure interoperability so that you future proof your technology and partner decisions.

4

Keep Your Hands on the Wheel

Collect consents and protect your data.

- Communicate the value exchange to consumers in clear, easy-to-understand terms (no legalese!).
 - Collect consents at every stage and avoid the temptation of "federating" permissions.
 - If you're using hashed e-mail matching or fingerprinting, understand the enormous risk you are accepting—and explore more secure and encrypted methods of addressability.
 - And importantly, ensure that any data collaboration is centrally managed and you have control and visibility around how your data will be used.
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Google and LiveRamp Partner on PAIR

Google announced Publisher Advertiser Identity Reconciliation (PAIR), a new offering that enables publishers and advertisers to reconcile their first-party data for marketing use in Display & Video 360. LiveRamp Safe Haven will implement PAIR and serve as a clean room partner—enabling our brands to reach their customers at the right place at the right time.

About LiveRamp

LiveRamp is the leading data enablement platform for the safe and effective use of data. Powered by core identity resolution capabilities and an unparalleled network, LiveRamp enables companies and their partners to better connect, control, and activate data to transform customer experiences and generate more valuable business outcomes. LiveRamp's fully interoperable and neutral infrastructure delivers end-to-end addressability for the world's top brands, agencies, and publishers.

LiveRamp.com

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