

# How To Improve Marketing Outcomes and ROI Through Addressability

## A Four-Step Checklist For Marketing Decision-Makers

Companies are challenged with fragmented and inconsistent views of customer data, but identity application services can help improve and support data strategies. The key to understanding the customer journey and creating a seamless experience is having a full view of the customer. To get that full view, you have to connect thousands of offline and online customer interactions. LiveRamp is the dynamic data collaboration platform trusted by leading companies to build strong relationships and deliver exceptional experiences throughout the entire customer journey.

B2C marketing professionals within large organizations have massive amounts of first-party data at their disposal sourced from their organizations' customer relationship management (CRM), point-of-sale (POS), or enterprise resource planning (ERP) systems. In order to activate customer data in digital advertising without the use of third-party cookies for segmentation, media planning, and targeting, organizations can match this data with precision against authenticated publisher audiences.

When building a business-case justification for the adoption of LiveRamp ATS, marketing decision-makers must consider many facets of their business. This checklist is designed to help readers develop a custom ROI assessment in four simple steps.

## Investing in LiveRamp ATS optimizes digital marketing spend and delivers significant cost savings.

Many companies want to better understand their customers, but they struggle to connect customer data from internal systems with second- and third-party data. Forrester conducted a Total Economic Impact (TEI) study that quantifies the following benefits associated with LiveRamp ATS: 1) improved efficiency of marketing budget, 2) increased return on ad spend (ROAS) from people-based, cookieless advertising, 3) avoidance of third-party data costs, and 4) savings from audience-suppression measures. Here is how to quantify the impact these benefits can have on your organization:

## Summary of results from the Total Economic Impact™ Of LiveRamp Authenticated Traffic Solutions (ATS)

### METHODOLOGY

LiveRamp commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential ROI enterprises may realize by deploying LiveRamp Authenticated Traffic Solution.

To achieve these objectives, Forrester interviewed two representatives with experience using LiveRamp ATS. The benefit frameworks presented have been simplified and condensed. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single composite organization. To see the full financial framework and estimate how LiveRamp Authenticated Traffic Solution can impact your organization, please see [the full study](#).

## 1 Determine increase in marketing budget efficiency.

By investing in LiveRamp ATS, interviewees aimed to optimize their organizations' marketing budgets. They sought to make better-informed decisions about which channels to distribute content and how best to allocate their marketing budgets across channels. With LiveRamp's deterministic methodology, the composite organization ensures that its digital advertising budget is spent on targeting the correct prospects and the optimal digital channels.

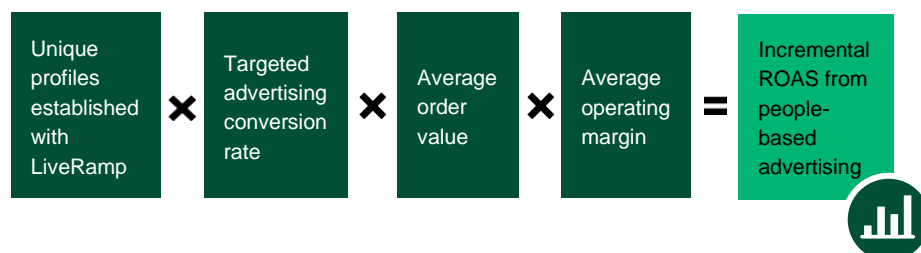


“LiveRamp really does try to understand your business challenges and the ‘why’ behind leveraging their solution. They did a great job helping us develop our use cases further than we could take them ourselves.”

**DIRECTOR, GLOBAL  
ADVERTISING, TECHNOLOGY**

## 2 Calculate incremental ROAS from people-based, cookieless advertising.

Prior to using LiveRamp ATS, interviewees' organizations were unable to match customer records to corresponding digital channel and device usage without using third-party cookies, leading to a difficulty targeting prospects. The composite organization uses LiveRamp to match customer records from its loyalty program and promotional email signups with publishers' third-party device and cookie data. The composite organization uses this data to segment customers into audience groups, enabling targeted ad campaigns and customized offerings that positively impact ROAS. Over the course of three years using LiveRamp, the composite organization establishes a 60% to 65% deterministic match rate.



### 3 Quantify third-party data-cost avoidance.

The investment in LiveRamp ATS allowed interviewees' organizations to significantly reduce their spending on third-party data providers because they are no longer reliant on data providers for audience retargeting. The organizations also recognized significant performance improvements in campaigns leveraging RampID compared to campaigns leveraging third-party cookies.







Forrester developed a composite organization based on data gathered from customer interviews to reflect the Total Economic Impact that LiveRamp ATS could have on an organization and concluded that LiveRamp ATS has the following three-year financial impact.

### 4 Identify savings from the ability to suppress customers.

After investing in LiveRamp ATS, interviewees' organizations implemented people-based suppression measures, ensuring that media dollars were not spent on bothering existing customers or deflecting prospects with irrelevant ads. The solution optimized advertising spend, which resulted in media cost savings.



	ROI 343%
	BENEFITS PV \$4.77 million
	NPV \$3.69 million
	PAYBACK <6 months



To read the full results of this study, please refer to the Total Economic Impact™ study commissioned by LiveRamp.

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