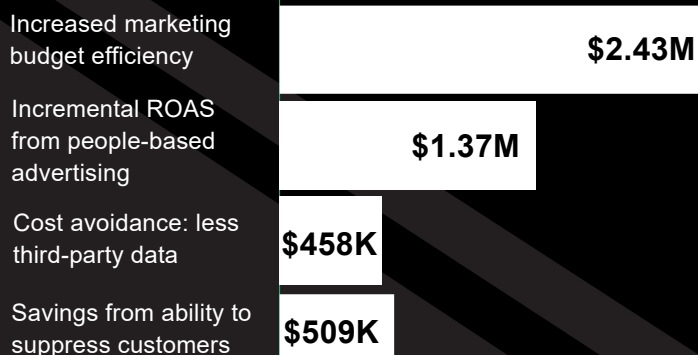


The Total Economic Impact™ Of LiveRamp Authenticated Traffic Solution (ATS)

Through two customer interviews and data aggregation, Forrester concluded that LiveRamp ATS has the following three-year financial impact.

SUMMARY OF BENEFITS

Three-year risk-adjusted



“

[LiveRamp ATS] allows us to reach a user with a consistent message across all digital channels while increasing the ability to impact in-store purchases.

Director, global advertising, technology

”

LIVERAMP ATS BY THE NUMBERS

35% of customer suppression savings attributed to LiveRamp

8% improvement in marketing budget efficiency

60% to 65% deterministic match rate established with LiveRamp

FINANCIAL SUMMARY



ROI

343%



NPV

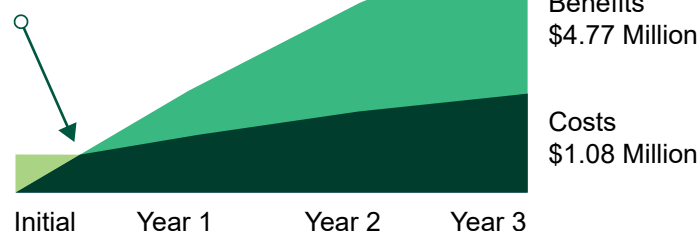
\$3.69M



PAYBACK

<6 months

Payback Period
<6 months



Read the
full study

This document is an abridged version of a case study commissioned by LiveRamp titled: The Total Economic Impact Of LiveRamp Authenticated Traffic Solution (ATS), May 2021.

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