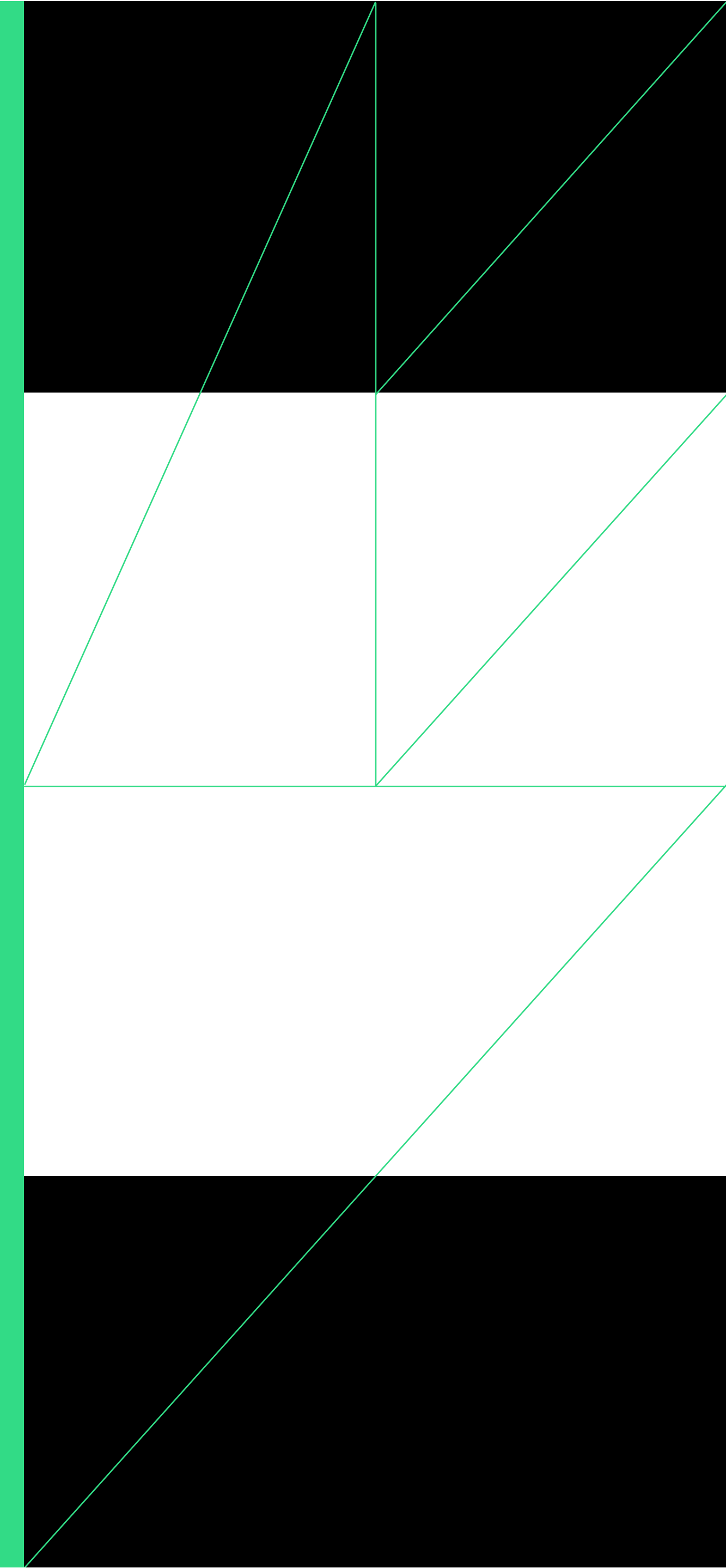


**/LiveRamp**

Ideabook

# **20 Ways to Maximize the Value of Your Media Network**



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# Intro: Unlock your media network's full potential

In the past three years, media network ad spend has more than doubled. And it's forecasted to reach \$107 billion by 2027.<sup>1</sup>

As this revenue opportunity continues to grow, competition will get tougher. Inevitably, some media networks will begin to lose steam. Only the most innovative will make it to the winners' circle. So how can you make sure your media network is one of them?

## Enter the next phase of your media network

Advertisers today face [increasing signal loss](#) and fragmented customer insights—all while balancing customer privacy and evolving regulations. As [third-party cookies disappear](#), your organization's first-party data becomes crucial to brands that need more data for a fuller picture of their customers.

This is your opportunity to become a critical partner for advertisers—and grow your media network's value. But to fuel the next phase of financial growth, your media network must stand out, offering advertisers solutions for industry challenges and exceeding their expectations in targeting, measurement and reporting, and innovation.

Here are a few ways to enhance your media network's capabilities—and score more ad budget:

- Grow and scale your first-party data for better audience targeting
- Monetize your data for new opportunities with strategic partners
- Offer more robust measurement and reporting capabilities
- Expand your ad formats for each level of the marketing funnel
- Give advertisers what they want most: collaborative ways to access data with more flexibility, control, and faster results

Ready to get started?

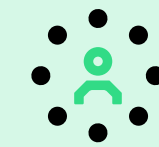
Flip through this book for 20 ideas for delivering more value to advertisers—and to give your media network the edge it needs to keep winning.

# Reach the audiences advertisers want

Advertisers want to work with media networks that have quality data at scale, so they can deliver personalized content to their customers. This means delivering the right message at the right time on channels where customers are shopping or engaging with content.

To do this, your media network needs to securely deliver targeted audiences with relevant content. Here's how to exceed your advertisers' expectations and grow your data into new opportunities for success.

1

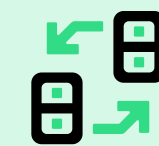


## Build more owned-and-operated experiences

With more owned-and-operated channels in play, you'll have more touchpoints for advertisers to uniquely engage with their customers. This can include interactive content across endcaps, shelves, screens, a mobile app, and live web chat capabilities.

For example, Giant Food partnered with Unilever and retail marketing platform Perch on digital endcaps that use "lift-and-learn" technology to sense which products shoppers touched and responded with videos and information about that product.

2



## Enhance your data with new attributes

With a strong first-party data strategy in place, you can collaborate with more third-party data partners to deliver expanded insights and audiences for advertisers.

Partnering with data sellers, such as [LiveRamp's Data Marketplace](#), will help you build out customer profiles with more behavioral data and purchase data, which will allow you to attract new advertisers beyond brands in-store and create more custom audiences and look-a-like models.



The first circle is first-party data we deliver through our advertiser fulfillment. Then you can layer on third-party data, you can layer on contextual data, and really curate the audiences that you want.”

Kaitie Coghlan, SVP, Data Product & Partnerships at NBCU Enterprises

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### Enable secure collaboration

With a data collaboration partner [that can connect and translate any combination of digital identifiers at scale](#), your network can bridge insight and measurement gaps between channels, publishers, and brands—wherever audiences are spending time—in a privacy-forward way. It’s important to remember that [identity and connectivity](#) are the keys to superior media network performance.



Learn how Sam’s Club partnered with LiveRamp to better target ads across the open web through [Sam’s Club Member Access Platform](#).

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### Connect advertisers with unique audiences

First-party data that’s better connected across partners and platforms will give you and your advertisers better visibility into your customers and their unique needs.

For example, through Dollar General’s media network, DGMN, the retailer is helping [advertisers connect with hard-to-reach audiences](#) that they’d likely exclude from their campaigns.

# Make your data more valuable for advertisers

Scaling your [first-party data](#) with third-party data is essential to growing your audiences and providing advertisers a fuller picture of your customers.

No matter where you are in your [media network journey](#), scaling your first-party data will create richer datasets for advertisers and more revenue for your network. One way to do this is through [data monetization](#), which is on track to be a \$15B business by 2030.<sup>2</sup>

Here are a few ways to fuel your data's scale and value.

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## Make your data discoverable

Monetizing your data in [a hub or marketplace](#) that's connected to a global ecosystem will help advertisers discover your data where and how they want to buy new audiences.

This will also make your data more discoverable for new partners like national media buyers, opening the door for incremental revenue in addition to untapped opportunities for collaboration and innovation.

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## Test and optimize audience segments

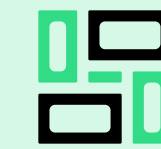
Test and optimize your audience segments in the marketplace to see which ones are in high demand and provide the most value to advertisers. You can continue to scale and optimize audiences with third-party data and new data collaboration partnerships. See how NBCUniversal [optimizes their audience strategy](#) with third-party data.



A lot of the ways that brands and publishers are accustomed to working has changed. Solutions that historically may have been effective are not as effective today—that’s what’s fostering the innovation and new technologies we’re seeing. Data collaboration in a privacy-centric way is becoming more and more important.”

Jimmy Ho, Product Manager, Ads Data and Partnerships at Pinterest

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### Mature your tech stack

For your media network to expand, your tech stack must evolve to create a frictionless advertising experience. But not all companies have the internal talent or resources to implement a top-to-bottom tech stack that enables privacy-conscious data collaboration. This is where third-party partners can help. Pinterest relies on LiveRamp to ensure that its advertisers can [find the right people in market](#) for the products or services they’re advertising.



Learn how Pinterest [brings brands and people together](#) and deepens partnerships with data collaboration.





Discover how CVS Media Exchange (CMX) is using shopper insights to improve media performance and strengthen brand partnerships in the webinar, [How CVS Built Its Retail Media Flywheel](#).

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### Expand loyalty programs for more insights

Loyalty and rewards programs, such as [CVS ExtraCare](#), are a rich source of customer insights and data, including customer habits, preferences, and spending patterns.

Media networks can leverage insights into its most loyal customers to provide brands highly targeted personalized ad offers, delivering a better customer experience and stronger loyalty for your company and its brand partners.

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### Open up access to more inventory

Find partners that can automate and streamline your network's tech infrastructure, such as building [clean room](#) capabilities for collaborative insights, secure data sharing, and [cross-screen measurement](#).

For example, Lowe's and Yahoo teamed up to give advertisers on Lowe's One Roof Media Network access to more inventory, including off-site media placements, and to help improve omnichannel experiences.

# Build advanced measurement and reporting

Advertisers want to know media networks have [in-depth targeting and reporting capabilities](#) before investing ad dollars.

To stand out, your network must deliver insights and metrics that prove return on investment (ROI) for advertisers and help them measure your media network's performance against others. Here's how to make sure your measurement and reporting offerings are meeting demand.

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## Develop closed-loop measurement

81% of ad agency professionals see measurement transparency as a “must-have.”<sup>3</sup>

Transparency comes from [closed-loop measurement](#) and reporting, which many data providers and media platforms, such as walled gardens, don't provide. Media networks with closed-loop capabilities can provide advertisers what they want most—a better understanding of media performance and ROI.



Explore how [Albertsons Media Collective](#) uses LiveRamp's [interoperable clean room tech](#) in partnership with Pinterest to advance measurement without compromising customer privacy.

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## Adopt a standardized measurement framework

Help advertisers benchmark and evaluate media network ROI by implementing a measurement framework, like the [IAB/MRC Retail Media Measurement Guidelines](#), which can clarify campaign performance and reveal optimization opportunities. With consistent metrics, advertisers can make more strategic budget decisions for media network investments.



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### Elevate data collaboration partnerships for in-house measurement

Elevate strategic data collaboration partnerships that can deliver measurement reports and improve ad performance. In-house reporting services provide advertisers timely, comprehensive reports they can quickly learn from to inform investments.

Measurement is complex, but you don't need to do it alone. To deliver more value to advertisers, [DGMN leveraged its data collaboration partnerships](#) to provide closed-loop measurement, more transparency, and insights on attribution and incrementality.

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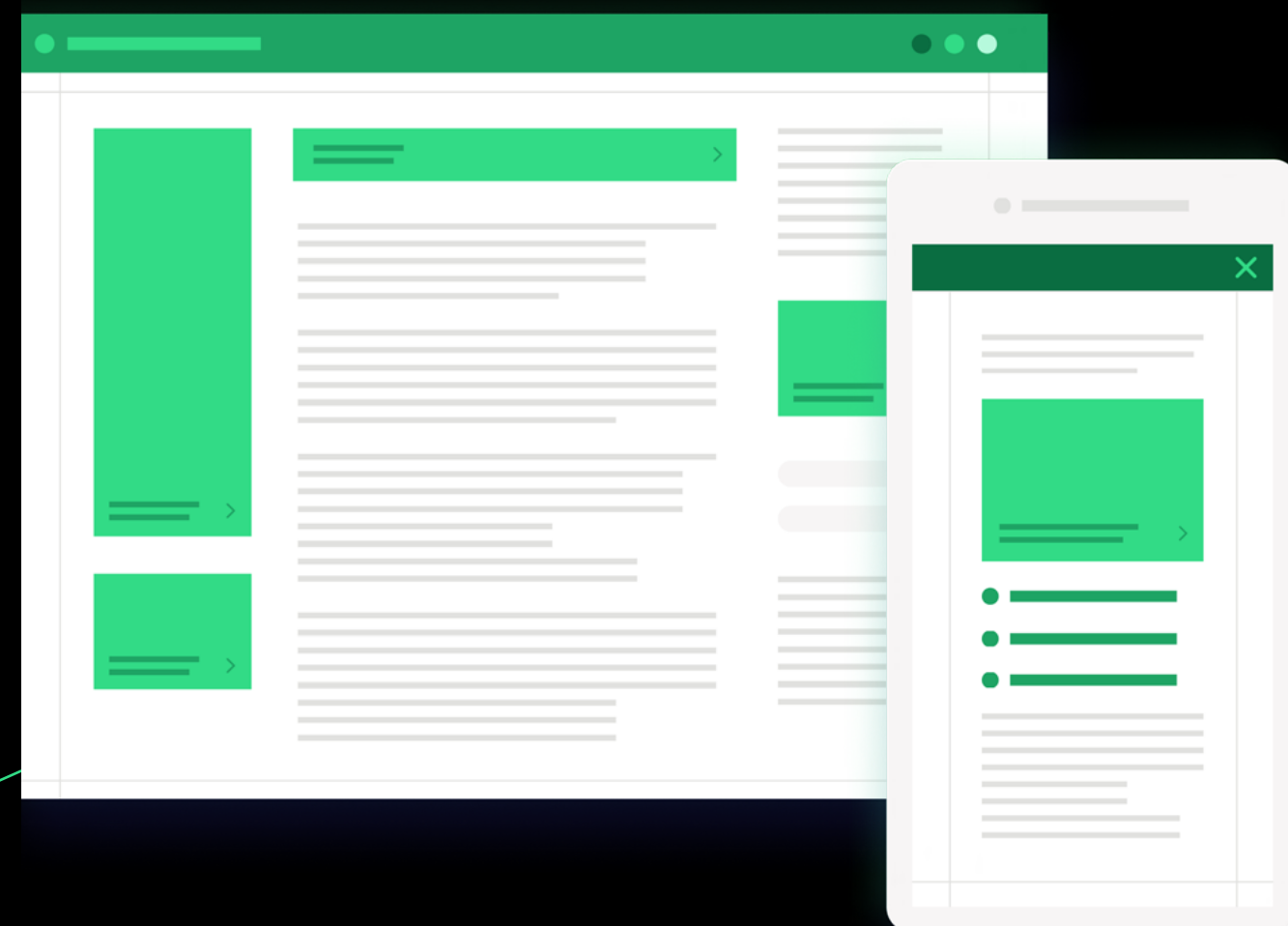
### Adopt a routine, tiered reporting approach

Campaign reporting is critical, but advertisers also want to see how their investment is improving over time with quarterly and annual reports.

With reports that differ based on advertisers' investments, you can showcase your data's value with tangible metrics and provide evidence for long-term investments.

Routine reports based on investment tiers add additional benefits for your network's top advertisers and create incentive for other advertisers to invest more for more in-depth customer insights.





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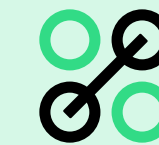


### Offer self-service and off-site placements

A self-service platform helps advertisers gain more control over campaigns, making it easier to optimize and measure performance. And with off-site placements, advertisers can extend their reach and drive traffic to their onsite experiences to improve performance.

By moving its advertising platform in-house, Kroger gave advertisers more control to act on data and insights, as well as build reports based on deterministic retail data like sales lift and household penetration.

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### Provide media mix optimization and multitouch attribution

By providing analytics tools and dashboards, in-house measurement teams can help advertisers optimize their media mix or experiment with multitouch attribution.

Media mix optimization enables advertisers to evaluate campaign performance across channels and media formats to increase ROI. Multitouch attribution provides visibility into touchpoints across the customer journey to help advertisers and marketers understand how each is contributing toward conversion.

Media networks can leverage these offerings by monetizing exposure or sales data for advertisers to access in a cross-screen measurement report.

CUSTOMER CASE STUDY

## Walgreens Advertising Group: Why closed-loop measurement is everything

Privacy-focused partnerships are instrumental for Walgreens Advertising Group (WAG) as they balance delivering actionable results to advertisers and protecting customer data. Jonathan Lustig, Head of Revenue for Walgreens Advertising Group, said partnering with companies like LiveRamp helps WAG [maintain integrity with consumers and clients](#).

“Data aggregation is so incredibly important because the closed loop is everything—and how we relate to and understand consumers,” Lustig said. “The data integrity that we have is about understanding the consumer at an aggregated level, so that we can build and model audiences that are favorable to our suppliers, while protecting our consumers.”



Explore how Walgreens is building advanced measurement and reporting for advertisers in the RampUp keynote, [Commerce Media's Next Frontier](#).

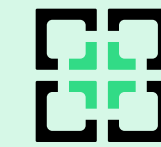
# How to accelerate media network innovation

With growing competition, media networks need to harness innovation to empower advertisers—and win ad dollars. Kelly Leger, managing director, advertising, marketing and commerce for Deloitte Digital, said brands will become even choosier about which networks they invest in.

“The reality is that brands on shelves will double down on the five to 10 who move the needle,” she said, according to Digiday.<sup>4</sup>

Here are a few ways to experiment with technology and ad strategies that advertisers will notice.

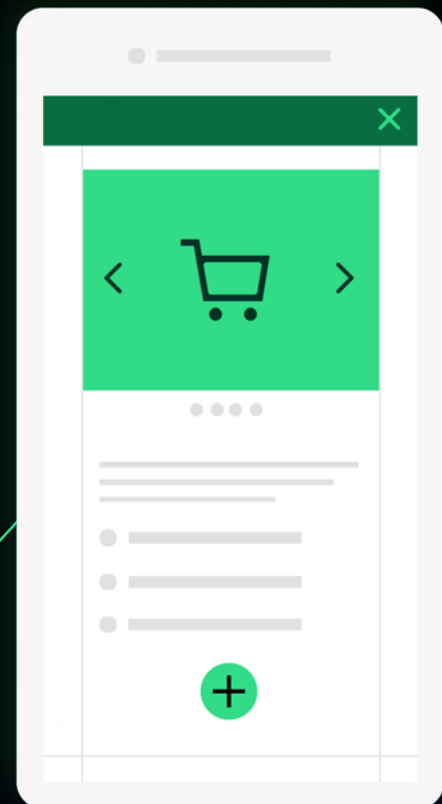
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Use innovative technology to create more personalized ads

More than half of advertisers believe increased personalization will be essential in the next phase of retail media.<sup>1</sup>

One way to improve campaign personalization is to experiment with ads that engage customers in new ways—and provide new spaces for advertisers to place these ads. For example, by collaborating with innovative publishers like TikTok, your media network can develop [hyper-personalized experiences](#)—connecting with customers’ interests as they consume a high volume of tailored content and drive higher sales.



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### Enable shoppable content and livestream commerce

Advertisers are exploring connected TV (CTV) and shoppable media for customer engagement and better measurement—and investments in these channels are starting to show.

Retail media CTV ad spend is expected to grow from \$810 million in 2023 to \$5.62 billion by 2027.<sup>1</sup>

Shoppable ads on CTV, livestream shopping, and social media reduce the steps in the customer journey, making it easier to go from discovery to purchase. It also helps advertisers close the measurement loop, connecting the dots between impression and conversion.

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### Explore AR and VR technologies

Younger generations, specifically Gen Z and Gen Alpha, expect digital-first experiences from brands, including the use of augmented reality (AR) and virtual reality (VR) in advertising strategies. You've probably seen examples of brands using virtual reality. For example, L'Oreal's app Makeup Genius uses your phone's camera to help customers decide on hair and makeup styles.<sup>1</sup> As media networks begin to look for ways to stand out, AR and VR is one way to capture ad dollars from innovative brands.



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### Explore in-store as a media channel

In-store media network ad spend was expected to only capture about \$240 million in 2023,<sup>1</sup> leaving a massive opportunity on the table for advertisers to reach consumers who don't usually shop online. Brick-and-mortar stores can leverage TV walls, kiosks, digital shelving, smart carts, in-store radio, sampling, and more for in-store experiences that engage shoppers and provide advertisers with more data-driven insights.

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### Partner across industries for innovation and insights

Media networks may need to forge multiple partnerships to offer expanded capabilities. Streaming services, publishers, social media platforms, and ad tech vendors are all potential partners. For example, Walmart has teamed up with Roku on shoppable ads, and NBCUniversal is experimenting with a shoppable ad format that allows viewers to shop items featured on Peacock TV shows.



# Conclusion: Adapt and leverage shifting consumer trends

Advertising trends move as quickly as consumer interests—and media networks must find new ways to keep up.

Reimagining your network's strategies will ensure that you not only meet advertisers' needs, but exceed expectations with actionable measurement and fuller customer insights for personalization. In this next phase of retail media, the key to securing more ad budgets will be innovative partnerships that can push your media network over the finish line to the winning position.

Explore more media network trends and tips for competitive strategies in [How Top-Performing Retail Media Networks Can Drive Growth in a Competitive Market.](#)

Ready to unlock more brand-building power from your media network?  
[Let's talk. We're here to help.](#)

Endnotes

- 1 eMarketer, [How Top-Performing Retail Media Networks Can Drive Growth in a Competitive Market](#), 2023.
- 2 YahooFinance, [Data Monetization Market Reaches US\\$ 15.84 billion by 2030 Mark with a CAGR of 22.8%](#), 2023.
- 3 Path to Purchase Institute, [What Your Agency Won't Tell You About Retail Media](#), 2023.
- 4 Digiday, [With the rise of retail media networks, marketers continue to grapple with lack of standardization](#), 2023.

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