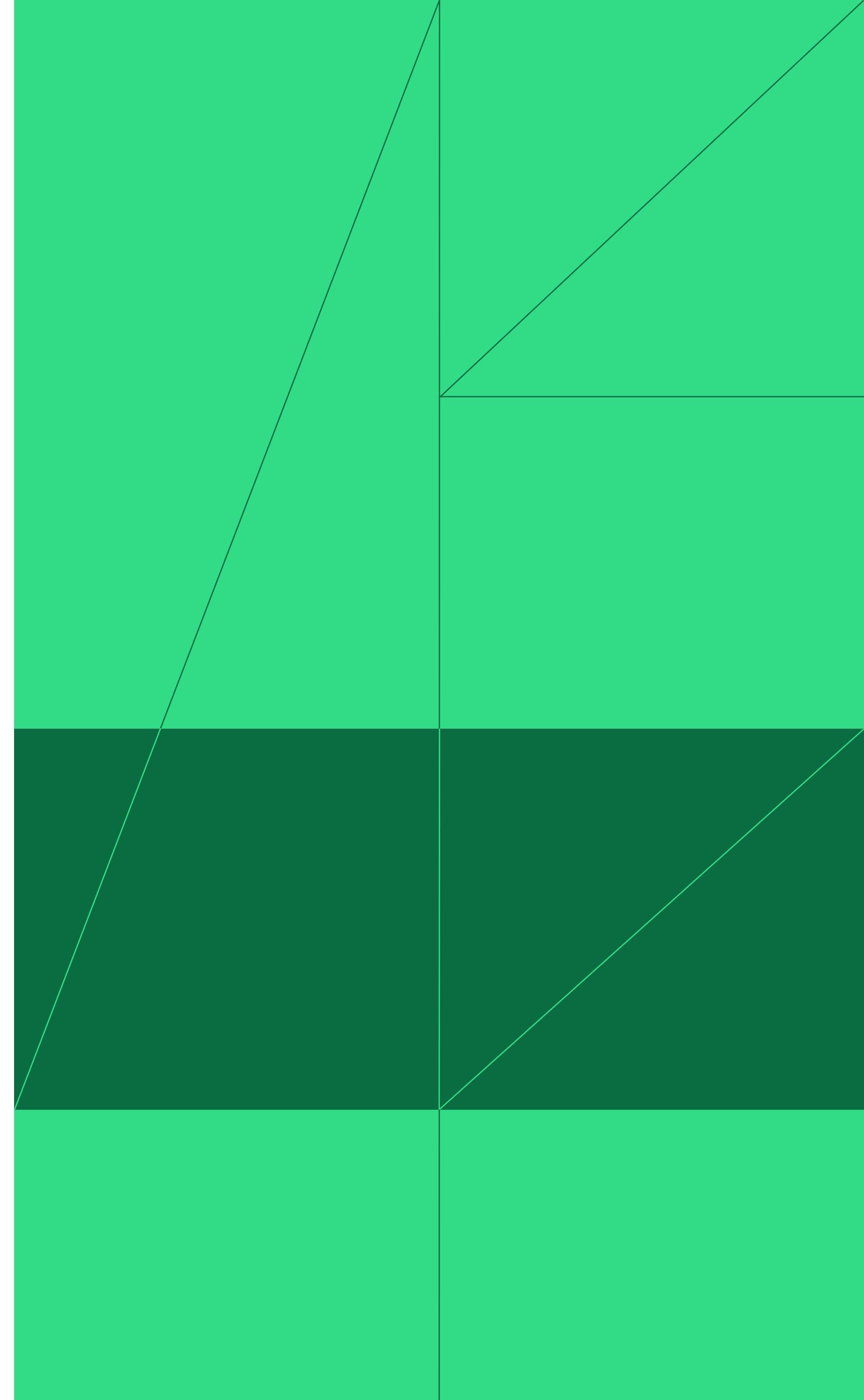/LiveRamp

eBook

LiveRamp's Guide to Data Activation

How to reach customers everywhere that matters with first-party data

/LiveRamp

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Average US household has 21 digital devices

Introduction: Activate your first-party data—everywhere

Between groundbreaking technologies and an ecosystem of rich customer data, it's never been a more exciting time to be in advertising—and with first-party data, there are even more opportunities for your business to innovate and grow.

In a complex ecosystem where the average US household has at least 21 digital devices, creating a clear picture of your customers can feel impossible. But with the right partner, you can leverage your first-party data to reach customers with personalized content—everywhere they are.

Tapping into your first-party data is key to finding ideal audiences across platforms and publishers, and the first step in that process is data activation.

What is data activation?

Data activation is being able to use your data wherever you want— across browsers, mobile devices, social platforms, and CTV—to reach your customers.

Data activation becomes possible when your team brings customer data together from siloed sources and platforms (such as cloud data warehouses or a CRM system), so you can create unified profiles and a single source of truth. Once data is centralized and streamlined, teams can define specific audience segments and push those criteria to operational tools, from ad servers and DSPs to business intelligence or analytics platforms.

With your data activated in your team's tools, you can convert raw data into meaningful insights to reach very specific customer groups, identify promising new audiences, and unlock innovative opportunities for ad personalization.

See how pharmaceutical leader Eli Lilly unified its complex first-party data across multiple clouds to create the most accurate, connected customer view possible.

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How does data activation work?

Activating your customer data is a process that takes time and ongoing optimization. It starts with understanding how your organization's data flows, including auditing the data you collect, where it's stored, who can access it, and identifying any information gaps. From there, you can create a plan to integrate your organization's first-party data from sources like your CRM, websites, apps, social media, and other customer interaction points across channels. With your data organized and connected, you can define audience segments based on behaviors, demographics, interests, and other criteria for precise targeting and personalization.

Once your data is centralized, you can fill in information gaps with context and insights from trusted third-party sources like LiveRamp's Data Marketplace or your own analytics.

✓ Understand how your organization's data flows

✓ Audit the data you collect, including:

   ✓ Where it's stored

   ✓ Who can access it

✓ Identify any information gaps

Components of data activation

First-party data is the key to connecting your business to customers—wherever they are in the digital ecosystem. This data comes directly from customer interactions through your company's owned channels, such as your website or app, and can include a user's browsing behavior and purchase history, in addition to personally identifiable information like name, email, and phone number. First-party data also includes data stored in your CRM from customer interactions, such as sales inquiries or transcripts from customer service support tickets.

This data offers a rich source of reliable insights for what your audience prefers and how they interact with your brand, serving as the base for right-timed ad personalization and omnichannel marketing. In today's privacy-centric world, leveraging first-party data is essential for maintaining a deep, effective connection with your audience that drives brand loyalty and customer engagement.

Third-party data is data collected on other sites and platforms, such as social media and CTV, or offline by a third-party partner. This data can be used to help you create a clearer picture of your audiences' preferences and needs through demographic, contextual, and behavioral data, but many marketers do not take full advantage of these rich insights. Most marketing, data, analytics, and technology leaders recently surveyed said they are leveraging first-party data to improve advertising, but only about half are tapping into the power of second-party data—other companies' first-party insights—and third-party data, or audience segments purchased via data providers.

59%

of industry leaders in the US say they collaborate with external partners who have more first-party data than they do

43%

say they collaborate with external partners for access to different types of first-party data

By activating your first-party data with data from trusted third-party data partners, you can begin to create and activate new, high-value audience segments to expand your audience reach and deepen customer personalization. This creates more opportunities to serve the right message to audiences at the right time by easily targeting or suppressing audiences across touchpoints.

A durable, privacy-centric identifier connects these data sets and translates any combination of digital identifiers, including third-party cookies, into one clear picture for each customer profile and audience segment. Acting as a translator, this identifier can bridge the data gaps between channels, publishers, and brands across touchpoints in your customers' complex journey—while allowing your team to connect with more data partners safely for deeper insights.

Today most organizations turn to external partners to enrich their customer understanding: 59% of industry leaders in the US say they collaborate with external partners who have more first-party data than they do, and 43% say they collaborate with external partners for access to different types of first-party data. When customer data feels sparse or fragmented, a consistent identity framework is critical for privacy-centric data activation across the ecosystem for the furthest audience reach and the most connected customer view.

How does RampID support data activation?

RampID powers a person-based approach to identity, allowing marketers to reach ideal audiences across browsers, mobile devices, and CTV in a privacy-enhanced way. With RampID, marketers can resolve any combination of data sources (known and/or pseudonymous) to a household or an individual with unmatched accuracy and scale—so you can confidently advertise to your target audiences everywhere they're spending time.

For example, NBCUniversal launched more than 3,000 new audiences by connecting and activating the organization's fragmented first-party data to a durable identifier. The team had deterministic data for 90 million households and 200 million adults, but they wanted to understand their customers on a deeper level. Since activating the enterprise's first-party data, the team has unlocked the most accurate, connected view of customers—from viewers of The Office to readers interested in cosmetics, to users booking tee times via NBCU's apps.

NBCUniversal

"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," said Kaitie Coghlan, SVP, Data Product & Partnerships at NBCUniversal, at RampUp. "In return, we can serve up customized, unique experiences that keep the consumer coming back, and, of course, drive revenue for our advertisers."

RampID makes far-reaching data activation possible without putting customer privacy at risk. By matching first-party audience data with high-quality publisher inventory, marketers can create and activate multiple customer segments to personalize, prospect, re-target, and scale to new audiences online that look, behave, and/or shop like a seed audience.

Discover how Chartboost, a leading in-app monetization platform, is helping advertisers connect to the authenticated ecosystem via RampID for deeper personalization and accelerated revenue.

→ READ THIS STORY

How to build a data activation strategy

Data onboarding

Data onboarding is the first step to activating your first-party data. It involves integrating your organization's online and offline data to establish complete profiles of each individual customer. Combining your first-party data eliminates fragmentation across departments and provides a clean and accurate data set that can be used for insights into customer behaviors and preferences. Data onboarding also leads to enhanced personalization.

Data analysis

Data analysis involves organizing and mapping your organization's data, which makes it possible to surface customer insights that would otherwise be inaccessible. At this stage, you'll run predictive and attribution models and map customer journeys. All of these steps shed light on how customers interact with your brand across touchpoints so you can start identifying potential areas for personalization.

Data activation

Data activation happens when you segment your data and send it out to operational tools across your team and organization. You'll need to decide how you want to group customers for each channel destination or use case, whether it's by behavioral patterns, purchase history, or another attribute. From there, you'll be able to create campaign strategies that tailor content and messaging to custom audiences and individual customers across platforms.

Measure performance

Measuring campaign performance, data quality, and ROI helps confirm your data activation process is going to plan—and reveals opportunities for optimization. By measuring campaign effectiveness after your data has been activated across channels, you can pinpoint opportunities to refine your segmentation, targeting, and personalization strategies. This step is critical to ensuring that your data quality remains consistent and that your data activation efforts are meeting desired goals and outcomes for advertising success.

How does data activation drive more business value?

Even though there are more and more digital channels, it's getting harder to reach customers. For example, half of the open web is already cookieless and data privacy laws are getting stricter—limiting the data available to advertisers for deeper customer understanding. And the customer data that is available is becoming more and more fragmented.

So how can marketers reach customers everywhere they are with engaging, personalized content? Nine in 10 organizations deliver some level of personalization, but creating personalized, privacy-centric customer experiences requires an organization's data to be connected across the business and customer journey—this is where data activation can help.

Here's how you can create data-driven marketing strategies and drive better business outcomes with data activation:

9/10
organizations deliver some level of personalization

1

Expand your audience reach

By activating your first-party data with second- and third-party data from trusted partners, you'll be able to close customer intelligence gaps in your buyer journey through demographic, behavioral, and transactional data that leads to prospective customers. Closing these information gaps in a privacy-centric way requires access to safe, externally sourced third-party data from partners, such as LiveRamp's Data Marketplace.

When marketers activate audience data across an expansive network of trusted partners and integrations, including CTV/OTT and leading media networks, you can easily create and activate high-value audience segments while suppressing existing customers with a people-based approach. As a result, brands like Express Scripts are driving greater ad efficiency and reducing wasted spend.

"We can get much more granular with LiveRamp, looking at our first-party data as well as the modeling audiences we're building off our first-party data," said Lindsey Schmidt, Director of Pharmacy Digital Marketing at Express Scripts. "We can be much more agile and get something new in the market quickly."

EXPRESS SCRIPTS®

We can get much more granular with LiveRamp, looking at our first-party data as well as the modeling audiences we're building off our first-party data. We can be much more agile and get something new in the market quickly.

Lindsey Schmidt / Director of Pharmacy Digital Marketing / Express Scripts

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See how Pinterest and Snapchat help brands better understand how ads are driving return on ad spend (ROAS), prove more marketing value, and unlock data-driven insights that matter most to them.

→ | **WATCH THE WEBINAR**

First-party data activation allows marketers to serve the right message at the right time through targeting and suppressing the right audiences—ultimately delivering deeply personalized experiences across browsers, mobile devices, social platforms, and CTV, and helping you better understand what your customers want.

2 Deepen privacy-centric personalization

Ad platform Nimbus wanted to transform mobile advertising to boost engagement and revenue across platforms, so the company partnered with LiveRamp. By activating authenticated user data via LiveRamp Authenticated Traffic Solution and RampID, the most durable, privacy-centric identifier in the digital and martech ecosystem, Nimbus is helping publishers deliver relevant ads and enhance user engagement. With Nimbus and LiveRamp, publishers can offer a privacy-centric exchange of personalized ad experiences to users while maximizing revenue by connecting to brand data.

Through data activation, you'll be able to embrace the future of addressability and connect with your customers wherever they are spending time, anywhere in the world. Through the power of RampID, you can reach authenticated audiences at scale and deliver personalized experiences everywhere it matters—across browsers, mobile devices, and CTV—for deeper customer relationships and more brand value and trust.

powered by aws

↑**54**% growth in re-targeting audiences

↑**20**% increase in response rate
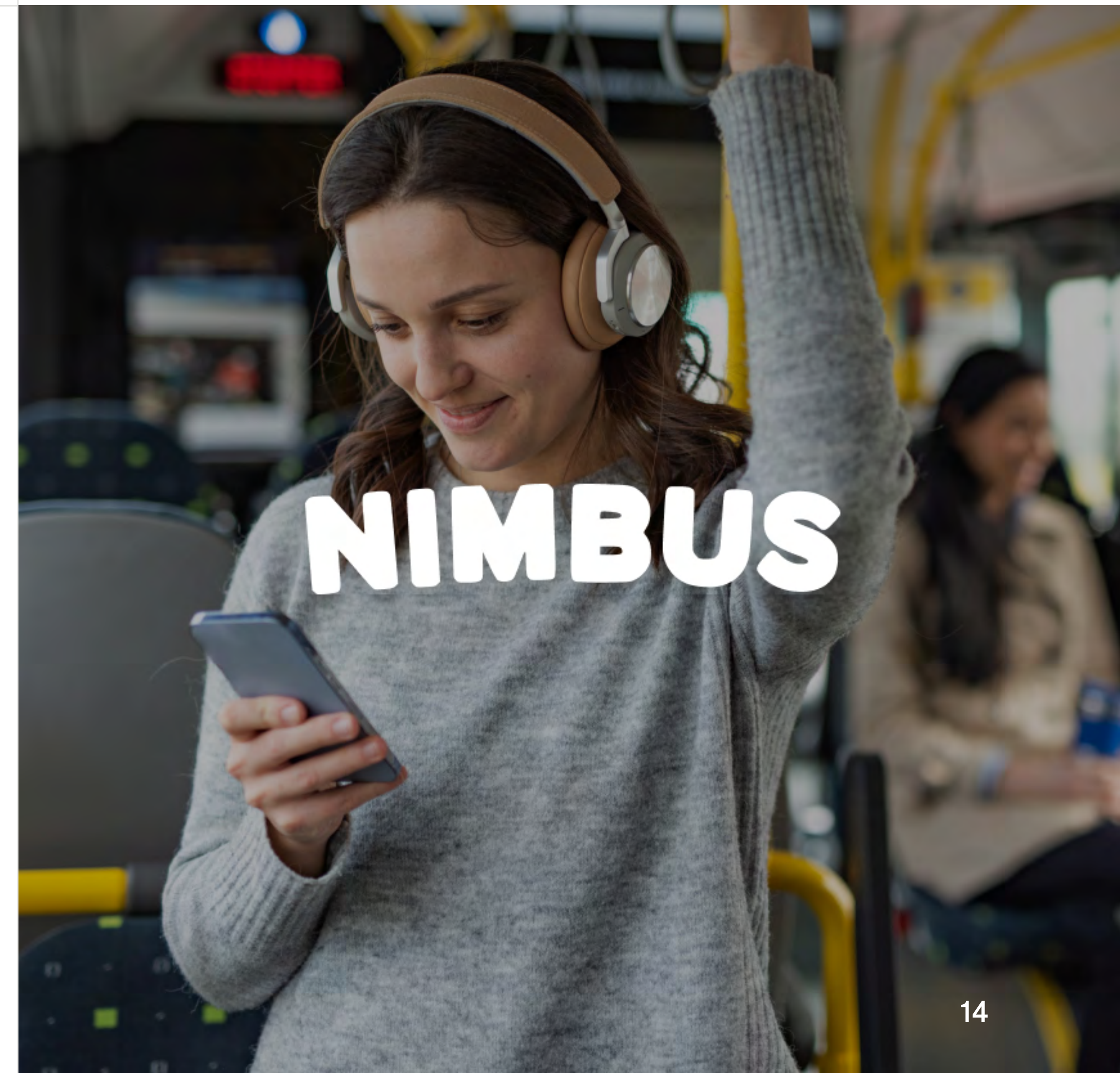
How Indeed Connects More Job Seekers to Their Next Best Role with LiveRamp

Indeed, the number one job site in the world, recognized the critical importance of its first-party data for improving audience engagement. With more than 350M unique monthly visitors, 245M resumes on file, and more than 980M company ratings and reviews, Indeed's Reach Team knew they needed a secure, scalable, and resilient identity solution to activate their data across channels, as well as preserve and improve off-site ad performance despite signal loss.

Indeed worked with LiveRamp to resolve its first-party data to a durable, privacy-centric identifier directly within their cloud environment, allowing them to minimize data movement and accelerate speed to delivery. With LiveRamp's AWS Embedded Translation solution, Indeed was able to connect their data with their advertising partners for data activation and measurement, delivering greater accuracy in a privacy-centric way. As a result, Indeed experienced 54% growth in re-targeting audiences and 20% increase in response rate, while enhancing their digital advertising workflows and seamlessly integrating them within their existing AWS customer data infrastructure.

What should you look for in a data activation partner?

Data activation is essential for an effective, high-impact advertising strategy that creates personalized customer experiences, improves campaign performance, and drives revenue.

When Trebel, an innovative music streaming platform, wanted to evolve its monetization strategy to boost mobile revenue, they partnered with LiveRamp. With LiveRamp, Trebel was able to activate the company's data to their programmatic bidstream using RampID for a more personalized ad experience, which resulted in 130% higher eCPM uplift—and a valuable partnership for Trebel's marketing team.

"Enabling LiveRamp's Authenticated Traffic Solution was a seamless process," said Shaun Ferreira, Head of Ad Operations at Trebel Music, "and we've seen a huge boost in monetization since implementing it in our apps."

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Shaun Ferreira / Head of Ad Operations / Trebel Music

To successfully leverage data activation, you need a partner who can deliver a connected, personalized customer experience through privacy-centric solutions, including:

- A consistent identity framework that offers a dynamic customer view across all browsers, mobile devices with clear rules that protect privacy.

- A premier ecosystem of third-party data partners and high-quality publishers that can enhance your customer insights with trusted data sets and sources.

- A scalable way to reach authenticated audiences that offers full interoperability and scale for advertising everywhere your customers are by seamlessly distributing data to advertising platforms in a premier ecosystem.

- Flexible data collaboration capabilities across channels and ecosystems with advanced use cases for continued growth in business optimization, success, and value.

Learn how LiveRamp can help you activate data to more than 350 destinations to create impactful, engaging moments with your customers in the interactive product tour.

If you're ready to get started with data activation, talk with our experts.

/LiveRamp

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