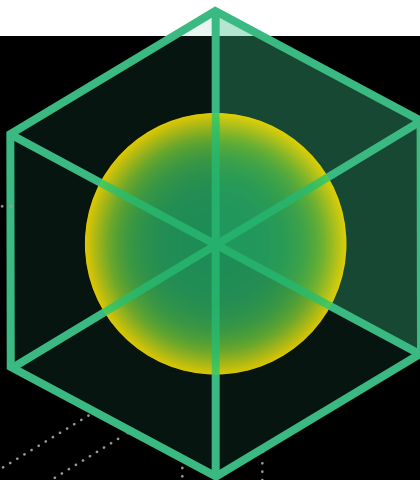


Data Collaboration Fuels Revenue Growth

IMPROVED DATA COLLABORATION IS CRITICAL TO REVENUE GROWTH

93% of respondents agree that improved data collaboration is critical to driving increase revenue at their organization.



DATA COLLABORATION IS A REVENUE DRIVER

Respondents expect data collaboration maturity to fuel revenue growth by:*

- Improving customer loyalty — 35%
- Improving customer experience — 35%
- Expanding the quality and quantity of first-party data — 34%
- Helping identify and activate new strategic partnerships — 31%
- Enabling more data monetization opportunities — 31%

9 in 10 respondents say data collaboration is important or critical to achieving their top goals.

TOP EXTERNAL DATA COLLABORATION USE CASES

- 54%** Delivering personalized, privacy-forward experiences to customers across channels
- 52%** Enriching first-party data with third-party attributes to increase understanding of current customers and prospects
- 49%** Providing advertisers with more transparency into performance data, such as exposure logs or walled gardens
- 47%** Building high-value media networks that leverage data and unique owned-and-operated properties
- 45%** Deepening and unifying measurement across media partners

SELECTING A DATA COLLABORATION PARTNER

93% agree that the right partner/technology is critical to improving their data collaboration capabilities.

Important or critical requirements include:

- 81%** Ability to support the widest range of data collaboration use cases (internal and external)
- 78%** Scale and reach to connect with more customers in more ways
- 78%** Flexibility and interoperability to work across clouds, platforms, or providers in their organization's technology stack
- 77%** Expansive network of quality global partners to collaborate with
- 77%** Advanced privacy-enhancing technologies and ability to stay at forefront of global privacy regulation

Base: 510 US leaders with knowledge of how their organization uses first-party data within their department, across the business, and between partners

*Base: US leaders with knowledge of how their organization uses first-party data within their department, across the business, and between partners; base sizes vary by response category

Source: A study conducted by Forrester Consulting on behalf of LiveRamp, February 2024

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