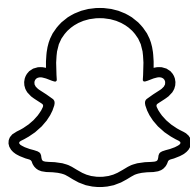# /LiveRamp

eBook

The Advertiser's Guide to Quick Start Media Insights

Easily access turnkey campaign insights including audience overlaps, optimal frequency, and last-touch attribution —from a growing network of premium publishers

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Introduction: The fast track to collaborative media insights

For global brands investing across a mix of digital ad channels – social, connected TV (CTV), streaming, audio, retail, and beyond – data clean rooms offer a transformative solution. By enabling responsible use of customer data, brands can uncover deeper insights, optimize their media mix, and achieve more effective, results-driven campaigns.

Collaboration within a clean room is still relatively new and marketers are finding that their engagements can involve long negotiations and complex technical setups—often taking months just to define the partnership scope and write the necessary custom code. This not only delays time to value but also demands significant technical resources, slowing down the ability to act on insights.

This guide shows brands how to jump-start their clean room collaboration and begin tapping into media intelligence. Ready-to-go, standardized campaign and audience insights enable marketers to quickly assess performance across a growing network of premium publishers, unlocking value in days rather than weeks or months.
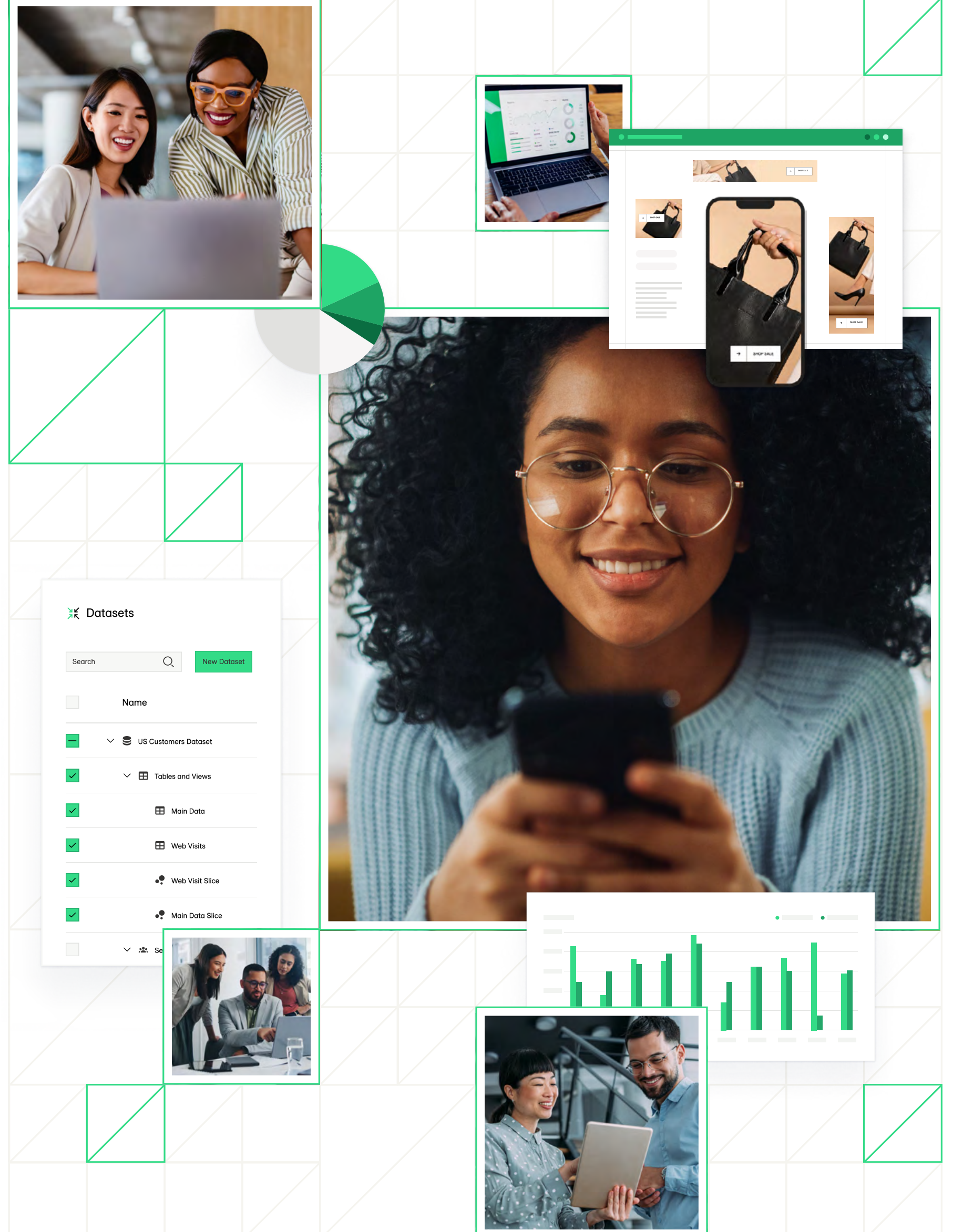
Bridging the gap from implementation to insight

Imagine your team is launching a new consumer product and wants to optimize campaign performance across key social media and CTV partners. You see the potential: with clean room technology, you could uncover valuable insights—like audience overlap and ad overexposure—to reduce wasted spend and maximize impact.

But before you can act on those insights, the roadblocks appear. Navigating a maze of technical, legal, and operational complexities can stall progress before meaningful collaboration even begins. As Matt Karasick, VP Product at LiveRamp, recently said on eMarketer's podcast "The Daily":

"I have watched two parties come together with absolute mutual alignment… And still [waste] several, all-day working sessions of going through the spreadsheets where very smart analysts had put together lists of hundreds of queries that could be run."

What starts as an exciting vision of data collaboration quickly turns into "analysis paralysis."

Key barriers that slow clean room insights

The process of implementing clean rooms includes various phases but without a standardized approach, each new partnership must recreate this process from scratch, resulting in:

- Extended timelines of 4 to 6 months on average to generate initial insights

- Critical missed opportunities for media planning and in-market optimization

- Significant resource drain across IT and back-office organizations

Let's take a closer look at the different barriers that companies must overcome to implement clean rooms and gain better understanding of media performance.

Barriers that delay time to insights

Partnership Development	• Matchmaking process between publishers and brands • Scoping to determine collaboration parameters • Multiple stakeholders and approval chains
Technical Requirements	• Custom query development for each partner • Data mapping and schema alignment • Integration testing and validation
Legal & Admin Hurdles	• Data sharing agreements • Usage rights negotiation • Governance framework setup
Operational Challenges	• Managing multiple platforms • Reconciling different measurement methodologies • Training teams on new tools
Identity Resolution	• Reconciling identity frameworks across partners • Matching user identities while using data responsibly • Managing identity permissions and governance

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An 'easy button' for media intelligence

What if instead of months of setup, you could unlock campaign intelligence in days? That's exactly what LiveRamp's Quick Start Insights for Media Intelligence delivers. It's a game-changing approach that combines one standard agreement* with pre-defined scoping and query templates — truly streamlining the path to insights with clean rooms. Finally, brands have an "easy button" to unlock media intelligence.

## The growing network of publishers participating in LiveRamp's ready-to-go Media Intelligence offering include:

Media insights every marketer can use

The ready-to-go dashboards in Quick Start Insights speed up access to the most essential media performance insights across a trusted network of premium publishers, where brands can now scale campaign and audience insights from clean rooms.
Skip the long delays of negotiating terms and setting up technical requirements. Instead, get immediate answers to key questions like:

1 How long does it take for a user to convert with this media publisher?

2 What is the optimal frequency to deliver my campaigns?

3 How much overlap is there between my audience and my publisher's dataset?

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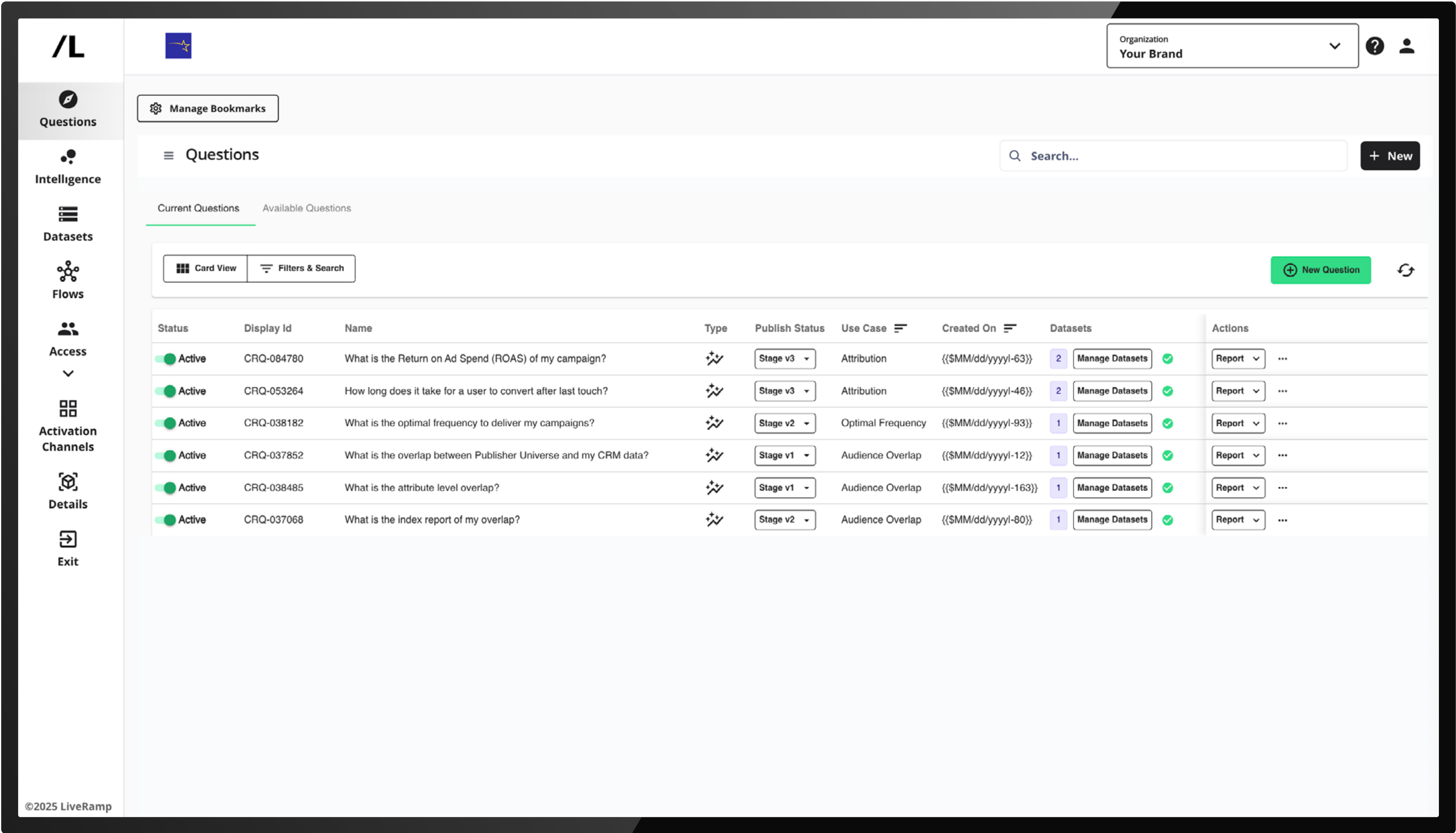
1 Maximize campaign reach with Audience Overlap Index
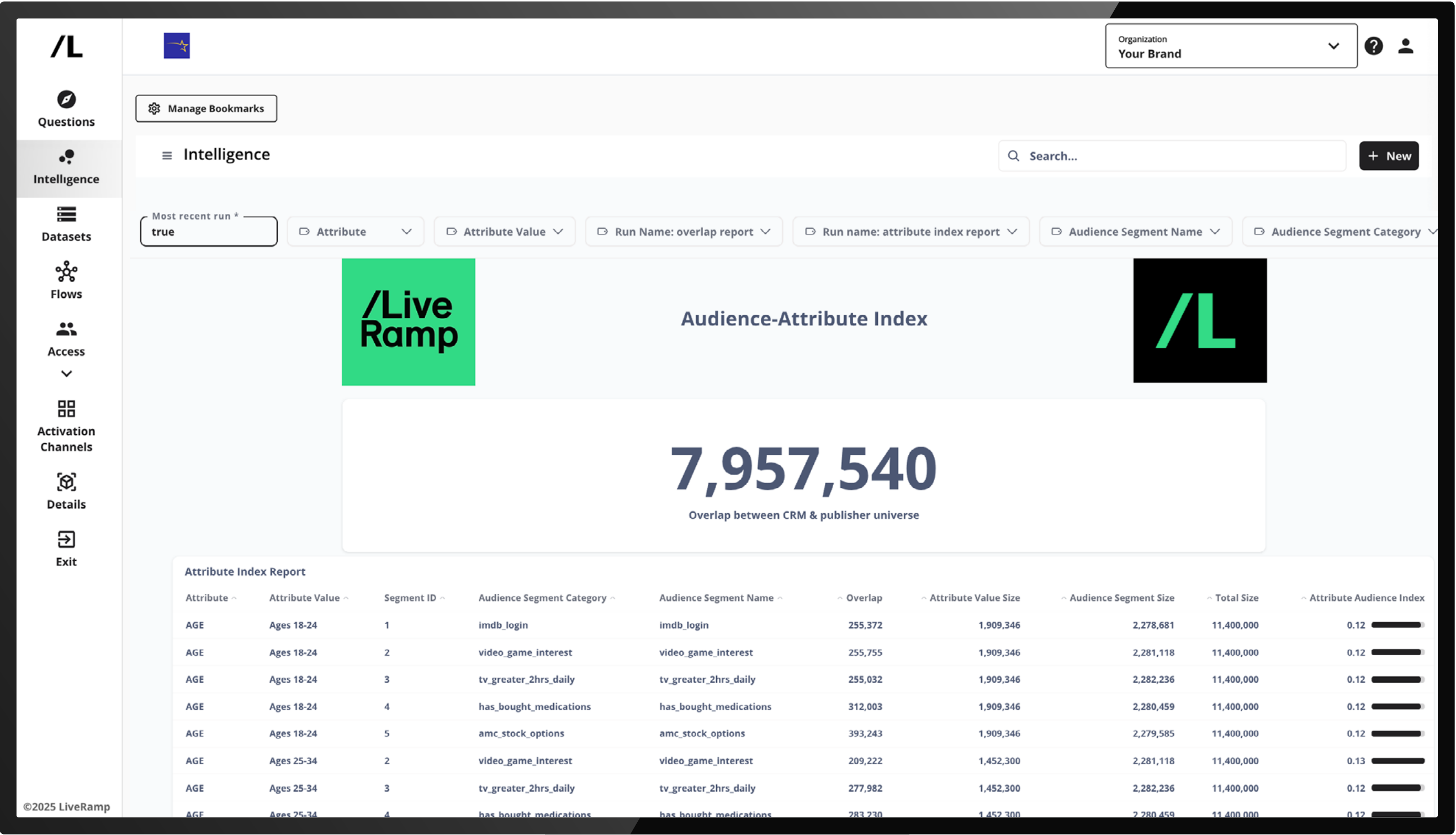
Discover overlapping audience segments between your brand and publisher partners to enhance targeting precision and campaign performance.

- **Quantify Audience Affinities:** Measure overlap between your CRM data and publisher segments to identify key audience opportunities.

- **Refine Targeting Strategies:** Use overlap percentages to optimize targeting and enhance media campaign ROI.

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2 Optimize ad impact with Consumer Exposure Frequency

Leverage precise frequency analysis to identify the most effective ad exposure rates, maximizing campaign conversions and efficiency.

- **Frequency Distribution Insights:** Track how ads reach diverse customer segments across frequency buckets to pinpoint optimal exposure rates.

- **Campaign Effectiveness:** Use frequency data to adjust ad strategies, aiming for the highest conversion rates.

- **Efficiency Optimization:** Refine ad spends by targeting the frequency that maximizes response without oversaturation.
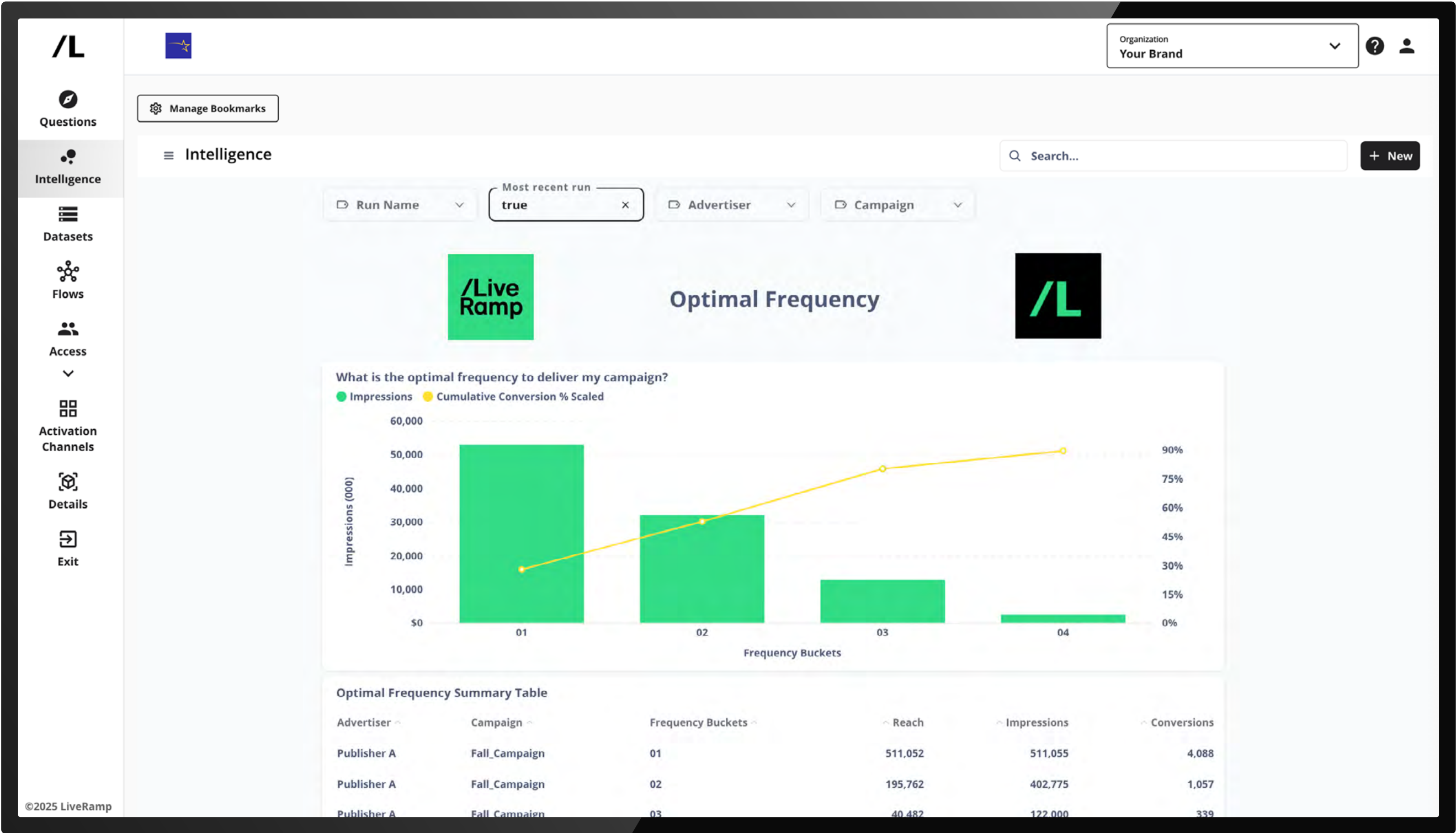
3 Master conversion timing with Last-Touch Attribution
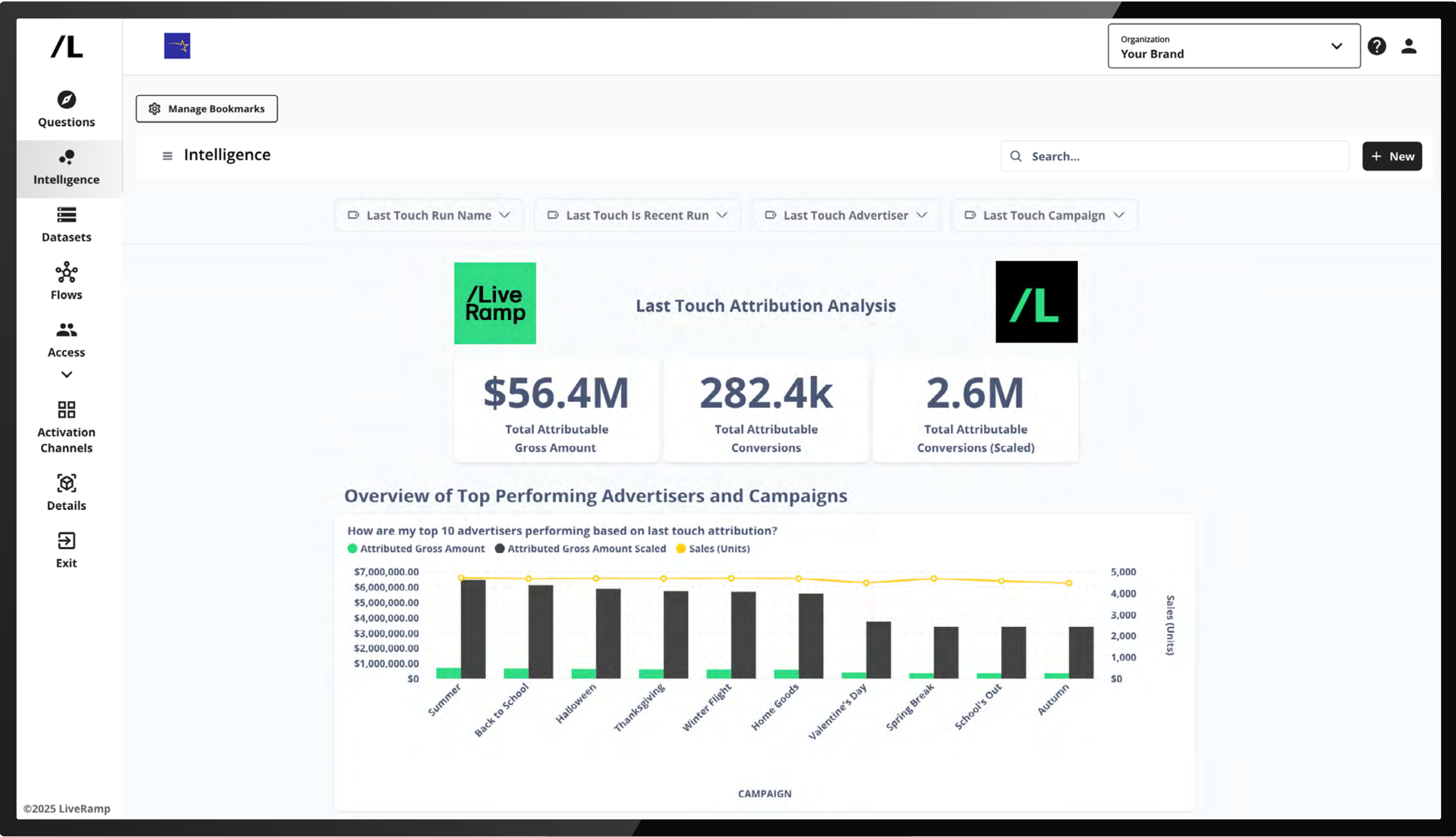
Harness last-touch attribution to pinpoint the final interactions driving conversions and optimize your marketing spend effectively.

- **Conversion Latency Insights:** Visualize the time from last interaction to conversion, helping identify the most effective touchpoints.

- **Strategic Campaign Adjustments:** Adjust marketing strategies based on when conversions are most likely to occur, enhancing budget allocation and campaign timing.

Quick Start Insights: A foundation for faster media intelligence

From day one, Quick Start Insights establishes the baseline measurement framework that powers your entire collaboration journey. With standardized analytics, you can seamlessly scale as your needs evolve.

Expand collaboration with key partners

Deepen your measurement capabilities through expanded partner collaboration, unlocking custom reporting capabilities and incrementality measurement to quantify true business impact.

Optimize further with cross-media intelligence

Unlock the full potential of your marketing investments with LiveRamp's revolutionary cross-media capabilities! Dive further into clean room collaboration with comprehensive multi-touch attribution reporting tailored to your unique strategies.

Speed up time to advanced custom metrics and AI

Building on standard dashboards, accelerate transformative use cases such as predictive AI/ML algorithms and advanced customer journey mapping.

Collaborative media insights in action

HERSHEY'S   Albertsons®   asics

HERSHEY'S

Hershey's recipe to improve advertising effectiveness

With dozens of beloved chocolate, candy, and snack brands, The Hershey Company uses the LiveRamp Clean Room to evolve from brand-centric to portfolio-level advertising and validate new media investments. As Kyle Shank, Director of Media Tech, Analytics and Ops explains, "By leveraging the LiveRamp Clean Room, Hershey's has been able to understand unique reach at the brand and portfolio-level across all of our channels. We can quickly identify inefficiencies in the media planning process and optimize campaigns towards better media reallocation and return on ad spend (ROAS)."

From cart to conversion, Albertsons serves up real-time insights

To support the launch of new product campaigns, Albertsons Media Collective joins Pinterest ad exposure data with Albertsons' conversion data, unlocking up to 16% incremental sales lift. The LiveRamp Clean Room allows them to stitch together anonymized first-party data from loyalty programs, CRM systems, and in-store transactions, so teams can target in-market consumers who have purchased in a similar category or analyze ad frequency to avoid waste and burnout.

"Standardization has been a strong tenet for us," says Evan Hovorka, VP Product & Innovation at Albertsons Media Collective. "LiveRamp has been a key stamp of approval on audience definition and scalable adoption of attribution windows. Even in terms of paper and contracts, those things are in place enough to do a pilot, so bringing the right partners along for the current use case and future use case has been simple."

ASICS

ASICS sprints ahead with cross-channel measurement

Seeking greater certainty over traditional attribution methods, global sports and apparel leader ASICS tapped the LiveRamp Clean Room to simplify its analytics and cross-channel insights. Now, the brand analyzes campaign performance across channels while expanding from Europe to the US, Australia, and Japan – all without having to deal directly with complex technical environments or SQL coding. As Devin McGuire, Manager of Global Performance Marketing, explains: "LiveRamp has revolutionized our approach to data analysis. The ability to effortlessly integrate data from multiple sources has allowed us to unlock insights and identify trends that were previously hidden in silos. As a result, we have enhanced our measurement capabilities, enabling us to make informed decisions that drive business growth."

Your path to better media intelligence starts here

LiveRamp's Quick Start Insights makes it not just easier to get the insights you need in clean rooms — but faster. With pre-built, standardized metrics across all partners in one place, you can immediately act on data, reducing setup time and speeding up your decision-making process.

The LiveRamp Clean Room is the only interoperable platform that works across all clouds and partners. It supports both technical and non-technical users, empowering you to turn insights into action across 160+ destinations for 3–5X ROI.

With the LiveRamp Clean Room, you ensure every ad dollar you spend is:

Accountable: Track media performance across channels and partners to ensure every dollar spent is driving results.

Actionable: Use clear attribution and flexible reporting to make smarter, more impactful decisions.

Growth-Driven: Leverage data to fine-tune your campaigns, improve partner relationships, and accelerate growth.

Ready to transform your approach to media measurement?

Explore our interactive demo to see Quick Start Insights for Media Intelligence in action, or connect with our team to begin your journey to faster, more actionable media intelligence.

INTERACTIVE DEMO

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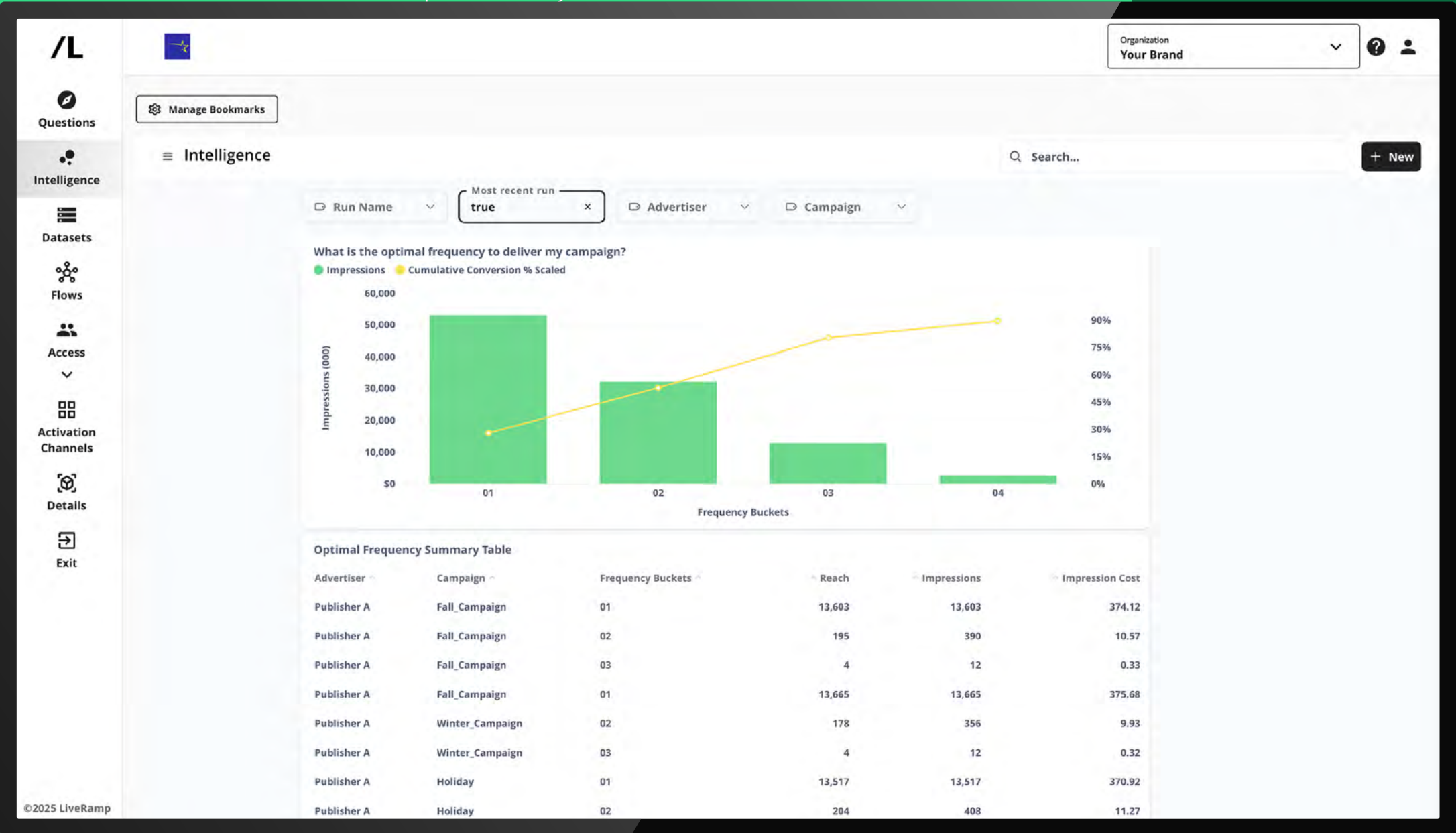
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LiveRamp is the data collaboration platform of choice for the world's most innovative companies. Visit us at LiveRamp.com