

Within a dynamic and complex media landscape, multitouch attribution must evolve to integrate cross-media intelligence to optimize investments.

Connected Outcomes: Elevating Campaign Performance with Integrated Cross-Media Intelligence

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Introduction

Marketers today face a dynamic and complex landscape, where consumer journeys unfold across an ever-expanding array of screens, channels, and platforms. From streaming services and social networks to in-store experiences, each purchase path weaves together multiple media touch points. Yet, despite running integrated campaigns, most measurement remains fragmented — often isolating one channel or device type at a time — leaving brands with only a partial view of the campaign performance. Limited visibility into how results accumulate across these facets can obscure the true impact and make it challenging to optimize investments.

This is where the power of cross-media measurement technology comes in. When supported by a broad ecosystem, data clean room technology — in combination with identity resolution, measurement orchestration, and a wide variety of media/publishing partners — can offer access to deduplicated reporting that seamlessly connects campaign outcomes across screens and platforms. This gives marketers access to the holistic intelligence they crave. While cross-media measurement is notoriously hard, the right technology and partnerships make it possible. It requires a network of data inputs and the power to unify data and increase visibility, along with the flexibility necessary to adapt to new partners, goals, audiences, or regulations. Brands seeking a complete, trustworthy view of their media investments and outcomes require a comprehensive identity solution to connect data and campaign exposures in an accurate way to unlock actionable insights that drive performance across every channel.

Definitions

- » **Data collaboration** refers to the practice of securely sharing, integrating, and analyzing information between different organizations, partners, or internal teams to unlock deeper insights and drive better business outcomes. In the context of marketing, effective data collaboration allows advertisers, publishers, retailers, and technology partners to combine campaign exposure data, customer attributes, conversions, and external signals while respecting privacy and compliance requirements.

AT A GLANCE

WHAT'S IMPORTANT

The architecture of data clean room technology enforces privacy and data ownership, advancing compliance while simplifying legal and technical integration processes. Brands maintain full control over their data assets while benefiting from collaborative measurement and optimization.

- » **Data clean room technologies** — secure environments where first-party information is shared and analyzed without exposing any party's proprietary data — increasingly enable this collaborative approach. Unlike the general concept of a data clean room, which simply describes the secure space for joint analytics, data clean room technology denotes the advanced platforms and tools that operationalize these environments. Such technology provides integration, workflow orchestration, compliance controls, and scalable analytics features.
- » **Multitouch attribution (MTA) and media mix modeling (MMM)** are two advanced methodologies for campaign performance measurement. MTA is a granular, user-level technique that credits each touch point (such as ad impressions and clicks across channels) for its contribution to audience reach, conversion, or sale. Rather than defaulting to a "last click" model, MTA uses comprehensive data to assign incremental value to each step in the consumer journey, offering precise insights into how media investments affect outcomes. MMM takes a broader, aggregate approach, using statistical analysis to evaluate the impact of various marketing channel activities (such as TV, digital, and in-store) on overall business results, usually across longer time periods. MMM accounts for external factors such as seasonality or economic conditions, making it valuable for strategic, macro-level planning. Both MTA and MMM play key roles in moving brands toward holistic, integrated measurement, with data clean room technology providing the necessary secure foundation to support these methodologies at scale.

Benefits

In today's multichannel marketing landscape, the ability to collaborate securely and effectively across partners and platforms is essential. There are many types of data to be connected:

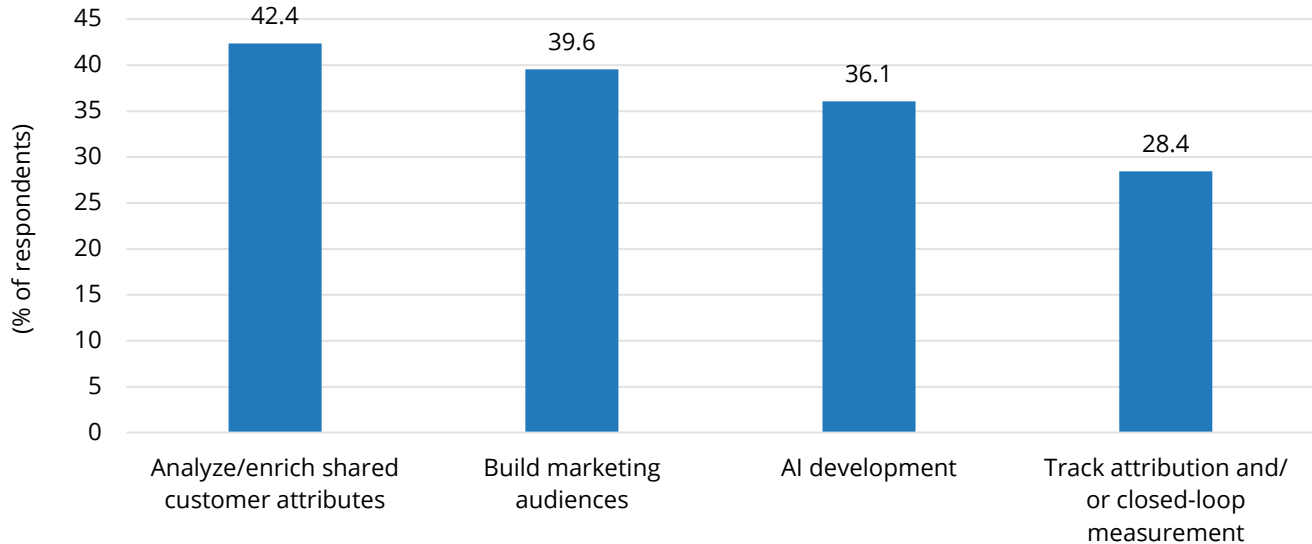
- » Audience data (e.g., demographics, brand loyalists, lapsed purchasers)
- » Conversion data (e.g., sales transactions, website visits, app installs)
- » Exposure data (e.g., TV, connected TV [CTV], OTT, digital, audio, and social media partner impressions)
- » Sample data (e.g., total population, TV universe)

Clean room technology has emerged as a catalyst for cross-media measurement and insights, making data collaboration possible without sacrificing analytical power. By leveraging a data clean room (coupled with a strong identity foundation), brands, agencies, and media partners can confidently integrate campaign performance data, customer information, transaction logs, and other third-party signals while maintaining strict control over their proprietary data. This foundational trust enables marketers to unlock new levels of cross-media measurement, optimizing marketing spend, regularly measuring effectiveness within clearly defined privacy boundaries, and providing additional insight.

Data clean room technology enables trust across numerous marketing use cases and supports AI development for enrichment, audience building, attribution, and more (see Figure 1). While almost half of advertisers and marketers are using this technology to enrich attributes or create audiences, far fewer are taking advantage of the opportunity when it comes to attribution.

FIGURE 1: Use Cases for Data Clean Room Technology

Percent of advertising/marketing utilizing or considering data clean rooms or private exchanges for each use case.



n = 511

Source: IDC's External Data Sourcing and Collaboration Survey, 2024

Beyond the basics of attribution or closed-loop measurement, data clean room technology can enhance cross-media measurement. Marketers gain access to accurate measurement tools that illuminate the incremental impact of each channel and touch point. MTA models, which rely on comprehensive data inputs, become far more powerful when clean rooms support them, allowing for exceptional precision in understanding which media tactics truly drive audience reach, conversions, and sales. Utilizing data clean rooms enables more parties — and particularly publishers — to make their data available because they can control the usage terms and partnerships. Beyond that, self-service reporting and interactive data visualization within these environments can empower business users to make agile, real-time decisions, streamlining analytical processes and improving overall efficiency.

Transparency and validation are core to building trust in these partnerships. Clean room platforms support partnership for analytical methodology. Clients sometimes utilize a library of queries and templates and sometimes receive direct access to the underlying code and methodological frameworks. When there is direct access, it further enables verification and a view toward customization while fostering accountability. This openness ensures that campaign results are both understandable and repeatable, reducing uncertainty and strengthening the credibility of data-driven marketing.

Effective campaign optimization hinges on analyzing both unique and overlapping reach across channels, ensuring that investments are maximized for return on investment (ROI) and incrementality. By integrating advanced attribution models within the clean room environment, marketers can distinguish between duplicated conversions and genuine incremental gains, fine-tuning spend allocation for optimal outcomes. This analytical rigor supports more strategic decisions and improves campaign performance over time.

Finally, the architecture of clean room technology with a strong identity foundation enforces privacy and data ownership, advancing compliance while simplifying legal and technical integration processes. Marketers maintain full control over how their data assets are used while benefiting from collaborative measurement and optimization. The result is a more efficient, transparent, and privacy posture-respecting approach to performance marketing, equipping organizations to make informed, data-driven decisions in an increasingly complex, multichannel digital ecosystem.

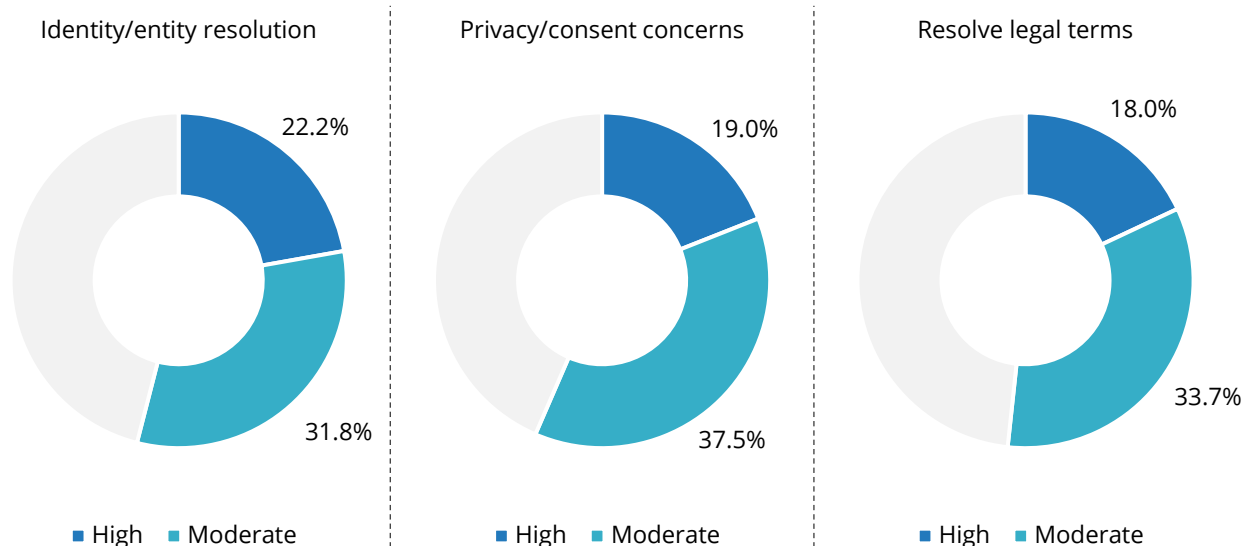
Trends

Now, more than ever, marketers want to deploy their budgets in the most effective manner possible. IDC research shows that marketers are working to solve key issues such as:

- » Accurately measuring the incremental impact of each channel on key business outcomes (e.g., revenue, customer lifetime value)
- » Identifying which channels are contributing to conversions, although they are struggling to quantify their true incremental value
- » Tracking conversions across channels, although they lack the data or tools to accurately attribute them
- » Overcoming reliance on last-click attribution, recognizing its limitations

Data clean room technology and other collaboration arrangements can help solve this puzzle, especially when they address major concerns such as identity/entity resolution across parties and privacy/consent and help simplify legal terms (see Figure 2). All of these merely cause friction in the process of campaign effectiveness insight.

FIGURE 2: **Concerns with Data Sharing**



n = 511

Source: IDC's External Data Sourcing and Collaboration Survey, 2024

Measurement methodologies have historically been met with a degree of doubt, particularly in a landscape where inconsistent standards and opaque reporting practices proliferate. The most successful players counter this skepticism with a combination of transparency, demonstrable results, and third-party validation, ensuring that their solutions are not only technically sound but also that agencies, brands, and media owners alike trust them. By consistently proving the accuracy and integrity of their insights, these organizations strengthen their position in a crowded marketplace and differentiate themselves from competitors, whose offerings may lack the same level of verification and credibility.

At the same time, sustained growth hinges on expanding both the client base and the breadth of partnerships with major platforms. By deepening collaborations across the media value chain, providers can ensure their solutions operate seamlessly in the environments where advertisers are investing most heavily. This expansion is not limited to traditional web-based inventory or linear TV channels; it now encompasses premium OTT and CTV placements, emerging social formats, commerce media networks in retail/travel/finance, and addressable TV environments. Such diversification reflects both where audiences are spending their time and where marketers seek the strongest returns. Through this multichannel expansion strategy — and by aligning closely with the most influential distribution and measurement partners — organizations can deliver comprehensive, cross-platform intelligence that meets the complexity of today's consumer journeys.

Considering LiveRamp

LiveRamp is a first mover in the area of data clean room–powered cross-media measurement, offering a comprehensive ecosystem for measurement and activation across programmatic, search, social, linear TV, connected TV, and more. By connecting these channels within a unified framework, LiveRamp's Cross-Media Intelligence offering enables marketers to measure with consistency, link audience insights across walled gardens and open web environments, and activate with precision. Central to this approach is advanced data clean room technology, which supports interoperable collaboration between clouds, clean rooms, and partners while facilitating measurement use cases and maintaining strict privacy protections.

The platform is built for ease of use, with a straightforward experience for nontechnical users and transparency into the underlying queries and methodologies for those who want deeper analysis. Users can begin with a variety of predefined outputs aligned to common measurement objectives, then adapt them to apply specific audience reporting, business rules, media plans, or KPIs. This structure supports both quick implementation and customizable workflows, enabling faster operationalization of insights without compromising clarity.

A key component of the company's Cross-Media Intelligence offering is identity resolution, ensuring accuracy and consistency when working across disparate data sets and media environments. Delivered as composable solutions, the offering integrates into existing measurement stacks, allowing organizations to select the components they need now and expand them over time. This modular design supports the current needs of cross-media measurement while providing a flexible foundation for future use cases in attribution and insight.

Challenges

- » The concept of cross-media measurement is advancing rapidly, but it is also replete with challenges. Queries in the current release are limited. Cross-Media Intelligence has publisher-approved, out-of-the-box template queries that allow customers to see the underlying syntax and code of the question, but they currently cannot customize the queries. This can pose challenges if brands insist on using custom methodology today.

- » To utilize Cross-Media Intelligence, end users must be using RampID and the LiveRamp data clean room technology. There can be high value from this new functionality as a bundled solution within the LiveRamp ecosystem.
- » Because the functionality is relatively new, some potential users think this is "too good to be true." Interaction with current users is key to understanding how this can work.

Conclusion

In today's increasingly fragmented media environment, the ability to unify measurement across channels is no longer a luxury — it is a necessity for driving meaningful marketing outcomes. By combining the precision of multitouch attribution with strategic data collaboration via clean rooms, marketers can bridge long-standing gaps in visibility and insight. This integration empowers brands to understand the true incremental value of each touch point, align investments with measurable business impact, and make confident, data-driven decisions in real time.

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As the landscape continues to evolve toward more diverse formats, premium inventory, and cross-platform consumer engagement, success will hinge on flexible, composable measurement solutions built on trusted, secure collaboration. Organizations that invest in broad partnerships across the media and technology ecosystem — and harness advanced analytics within secure environments — will be best positioned to keep pace with consumer behavior, maximize returns, and sustain growth in an increasingly complex marketing world.

About the Analyst



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Lynne Schneider is the research director leading IDC's Data Collaboration and Monetization market research and advisory practices. Ms. Schneider's core research coverage includes data sourcing and delivery services from traditional and emerging data providers along with evolving data aggregation and dissemination platforms. The breadth of coverage includes services that enable an organization to externally monetize data generated as part of the organization's ongoing operations, value-added information derived from this data, and the marketplace for combining data with other solutions.

MESSAGE FROM THE SPONSOR

As brands use a growing array of advertising channels, unifying measurement grows in importance and complexity. They need to deliver unique experiences, backed by identity resolution for targeting precision, while gaining a deeper understanding of how all these pieces fit together to influence prospective customers and drive a holistic result, at scale. Data collaboration makes this possible.

LiveRamp enables brands, publishers, and platforms to deliver exceptional experiences and drive measurable performance everywhere it matters with our powerful data collaboration network. Our unique Cross-Media Intelligence solution – seamlessly integrated within our data clean room – provides a truly unified, deduplicated view of media performance across channels, publishers, and granular tactics such as creative. For the first time, marketers can see performance across investments in one place.

Learn more and try an interactive demo of our [clean room platform](#) and [Cross-Media Intelligence](#) on our website.



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