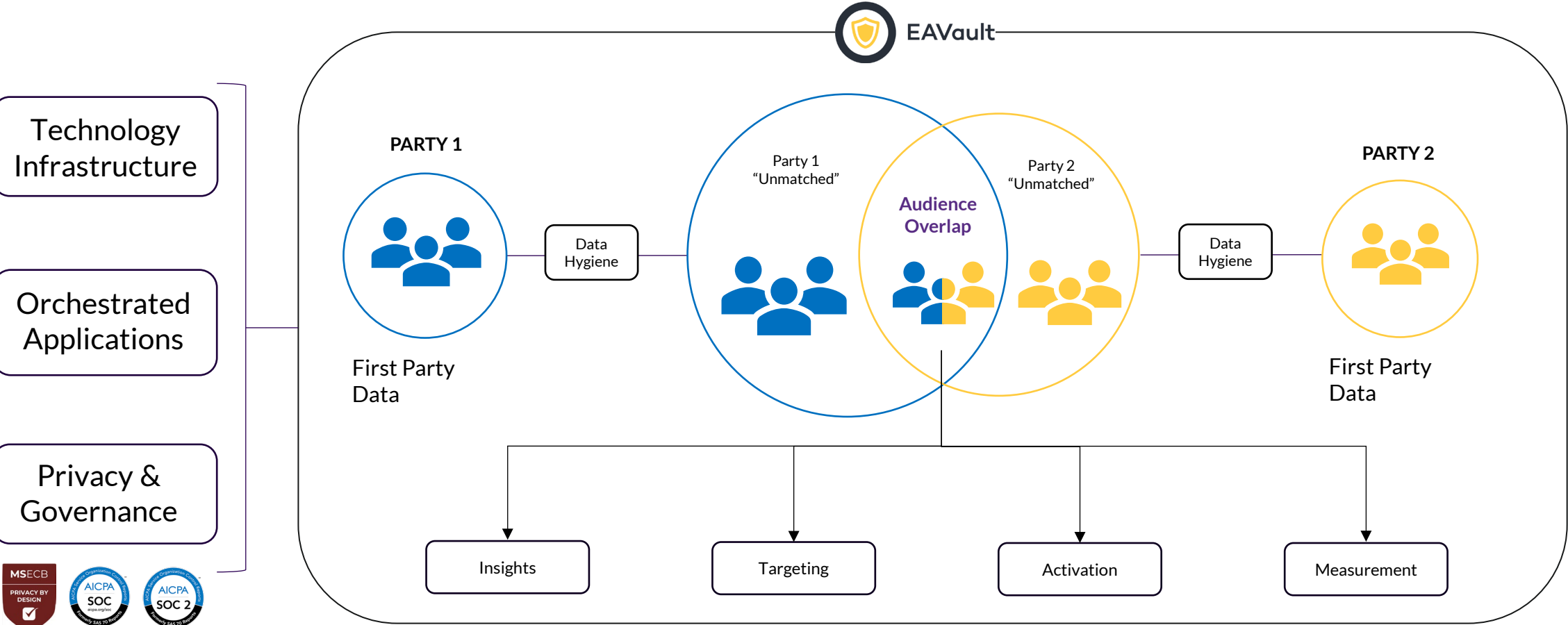# Data Collaboration: The Timeless Engine of Growth & Innovation

"Collaboration is the currency of progress...

The current landscape calls for action:
Embark on the data-collaboration journey.
In an era where consumer insights equate to trade secrets, the judicious use of such information is not just a competitive edge—it is essential for survival."

Edik Mitelman –Forbes Councils Member | March 13, 2024

https://www.forbes.com/sites/forbestechcouncil/2024/03/13/data-collaboration-the-timeless-engine-of-growth-and-innovation/?sh=222ff9a07f9b

Data Collaboration: Clean Rooms and Much More

Market Dynamics Require a Change in Approach

Disappearing Cookies &
Location Signals

Increasing Channel
Fragmentation

First Party Data Protection

Desire for Greater Digital
Transparency

Demand for Better Return
on Ad Spend

# There are Multiple Use Cases for Data Collaboration…

Marketing Collaboration

RETAILER 'A' **+** RETAILER 'B'

Marketing Partnerships

Sponsorships

Mergers & Acquisitions

Media Activation

BRAND 'A' **+** PUBLISHER

Audience Targeting & Scaling

Campaign Activation

Conversion & Lift Measurement

Retail/Commerce Media

BRAND 'A' **+** RETAILER 'A' **+** OWNED & OPERATED / OPEN WEB / SOCIAL PLATFORMS
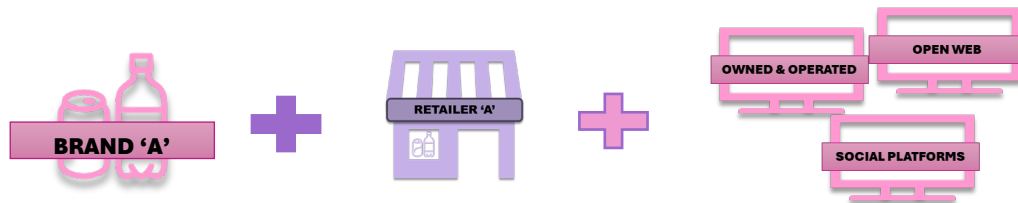
Audience Access & Targeting

Cross-Media/Platform Measurement

Sales Attribution

…And Generating Excellent Results!

Marketing Collaboration

RETAILER 'A' + RETAILER 'B'

46% Match Rate

46% Matched Audience in Top 2 Value Tiers

Media Activation

BRAND 'A' + PUBLISHER

↑ **40%** Cost Efficiency Metrics

↑ **25%** Incremental Sales Impact

Retail/Commerce Media

BRAND 'A' + RETAILER 'A' + OWNED & OPERATED / OPEN WEB / SOCIAL PLATFORMS
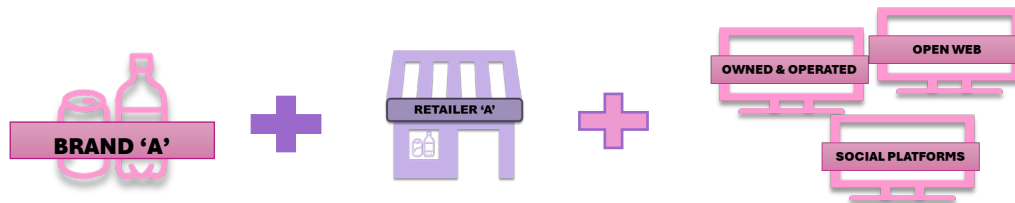
↑ **16%** Sales Lift

↑ **19%** New Buyers

The /LiveRamp Technology & Product Suite

1

IDENTITY

Privacy-Forward
Pseudonymous
Identifier

RampID
(including Local
Encoder)

2

TECHNOLOGY

Globally-Proven
Advertising &
Clean Room Tech

Data Collaboration
Platform

Habu Clean Room

3

CONNECTIVITY

Secure,
Transparent
Activation at Scale

Authenticated
Traffic Solution (ATS)

23M+ IDs
(and growing)

4

MEASUREMENT

Outcomes
Measurement
Across Media &
Partners

Open Web &
Walled Gardens

Custom Reports &
Analytics

Leverage EA Data for Targeting, Scale & Measurement

Inform Audience Profiles

- Demographic
- Segmentation
- Financial
- Behavioural
- Psychographic
- Mobile Analytics
- Health
- Geographic
- Business
- Location

EAVault

PARTY 1

Party 1 "Unmatched"

Audience Overlap

Party 2 "Unmatched"

PARTY 2

First Party Data

Data Hygiene

Data Hygiene

First Party Data

Insights

Targeting

Activation

Measurement
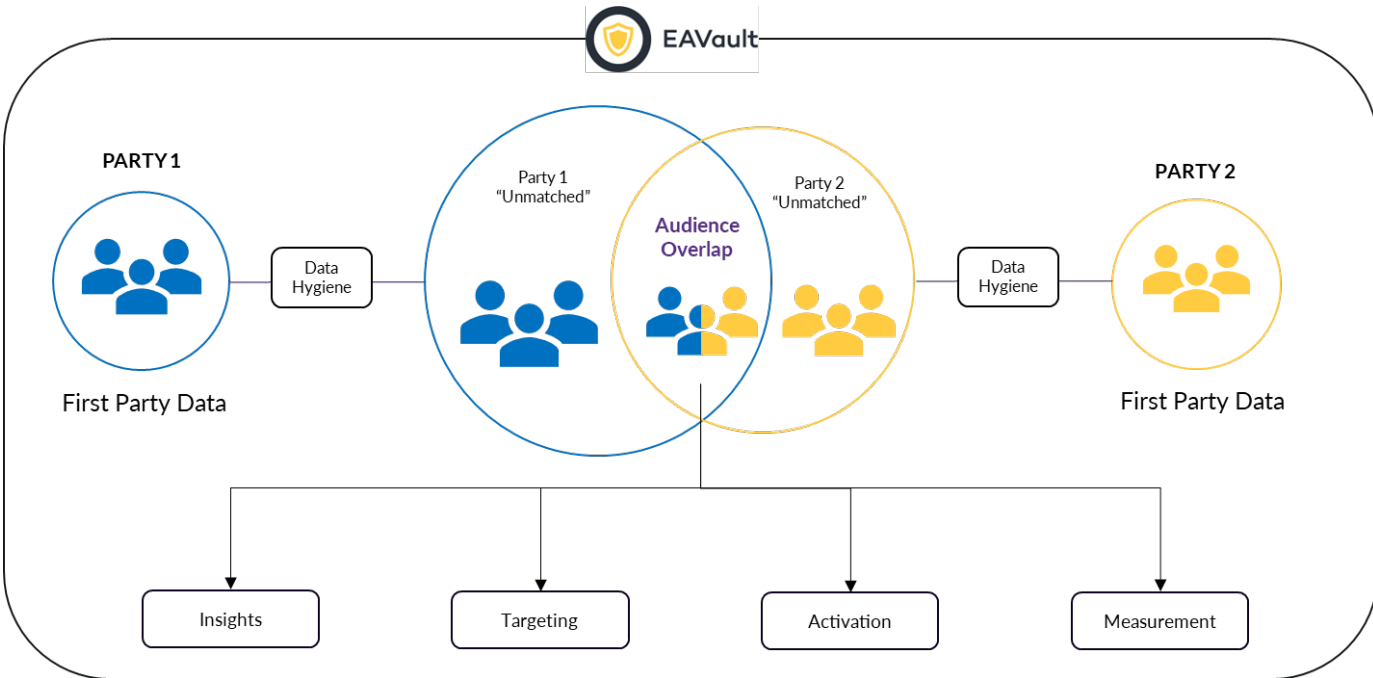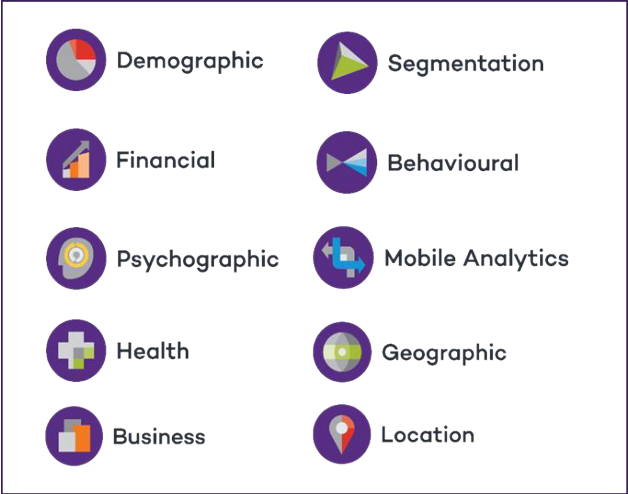
Analyze Collaboration & Campaign Results

RampID – Privacy-Safe Addressable Identity Solution

BRANDS & ADVERTISERS

Email Address

Phone

First & Last Name

Address & Postal Code

Double Encryption; Double Salting

/LiveRamp

Transcoding between partner-encoded IDs

RampID

RampID

RampID creation enables co-creation of Google PAIR and UID 2.0

Double Encryption; Double Salting

PUBLISHERS & PLATFORMS

Email Address

Phone
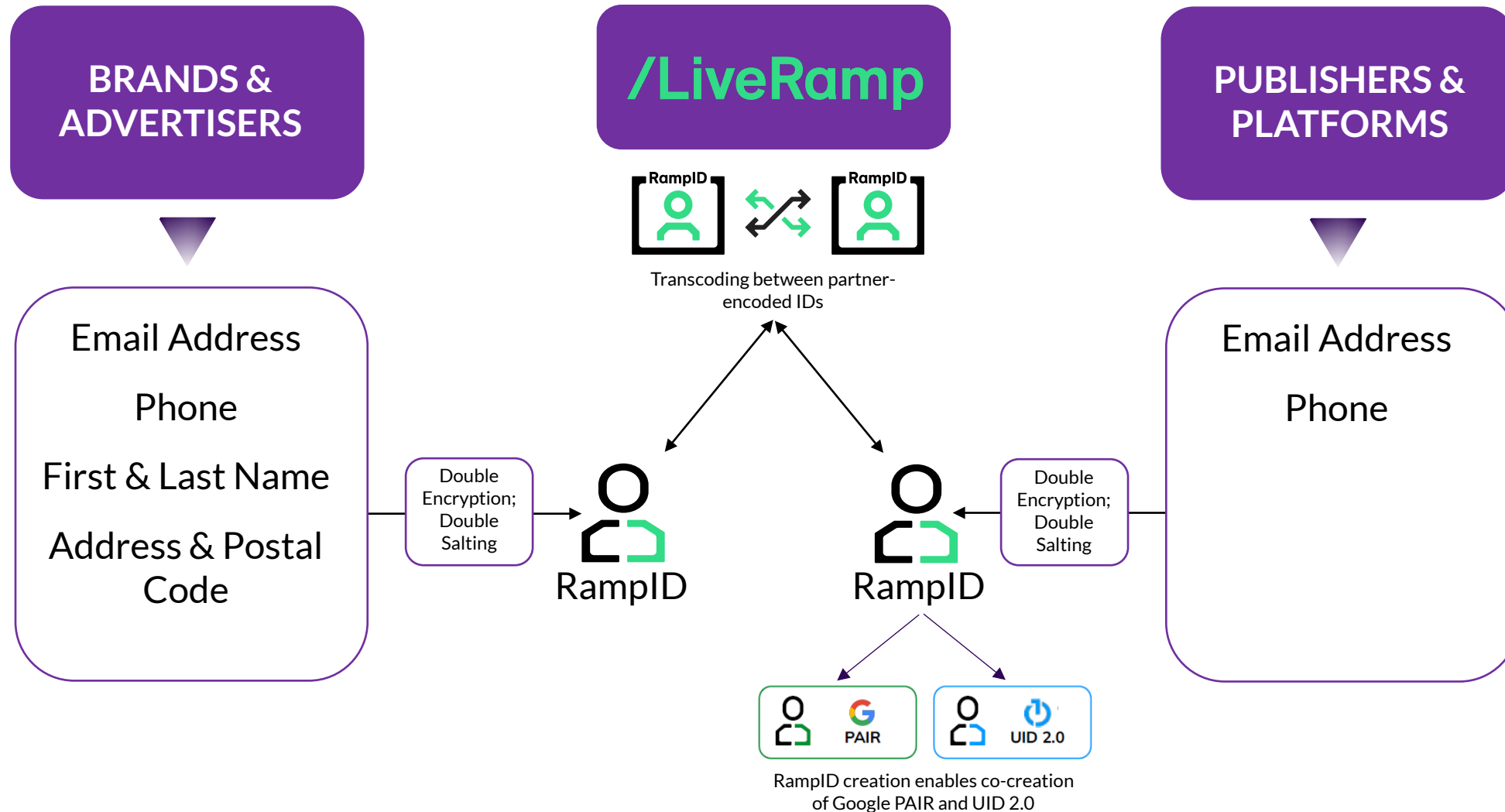
RampID – Pseudonymous Media Connectivity Identifier

RampID

Person-Based
Pseudonymous
Identifier

✔ Privacy-Forward Identity Solution to Safely Leverage First Party Data

✔ Accurate, Transparent Media Connector to 23M+ Authenticated Audiences (and growing)

✗ Does Not Use or Rely on an Identity Graph – Deterministic Match Only
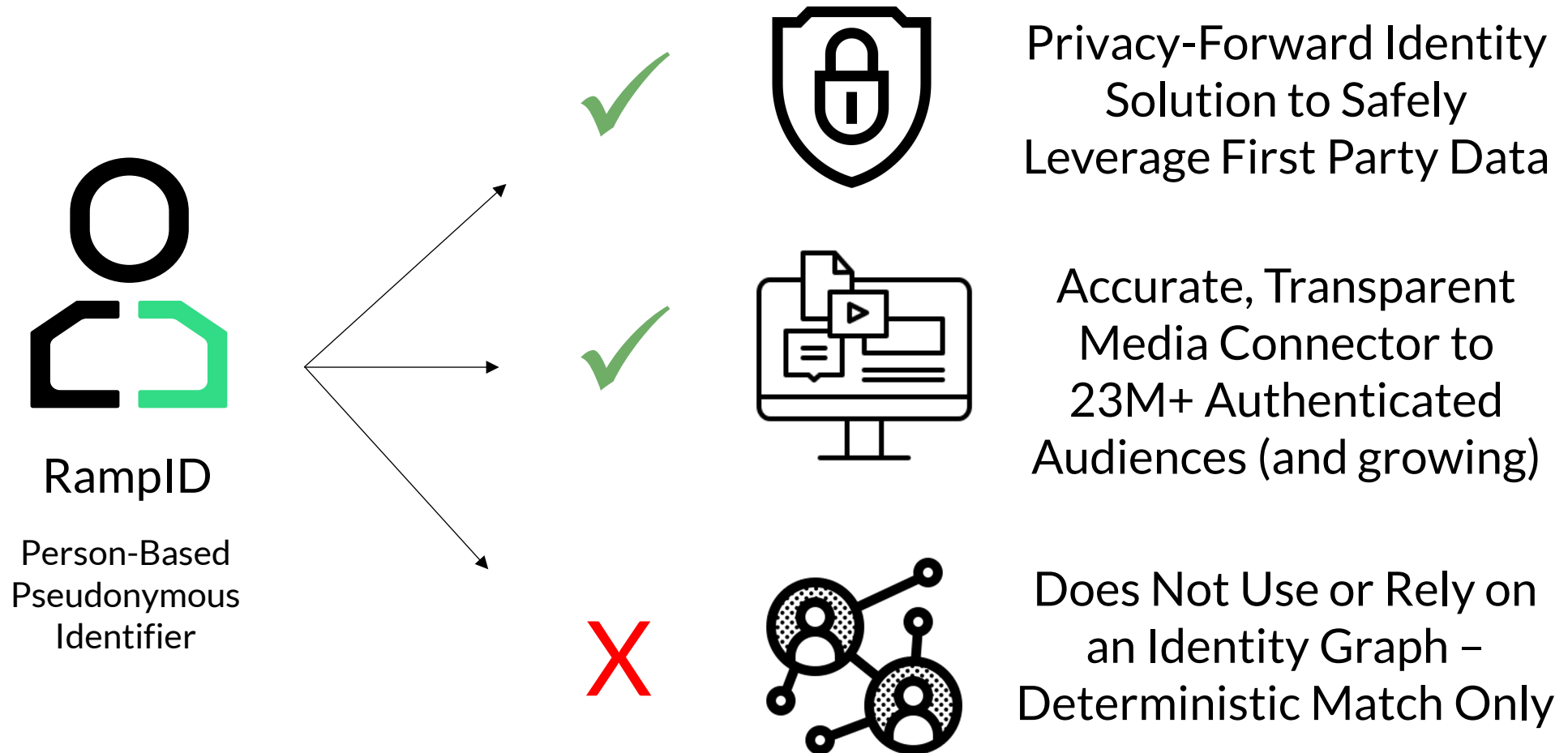
Flexible Commercial Options to Get You Started

1

SELF SERVICE

License relevant products and implement in your environment with your resources

2

MANAGED SERVICE

Access relevant products and services through EA and have us manage your initiatives
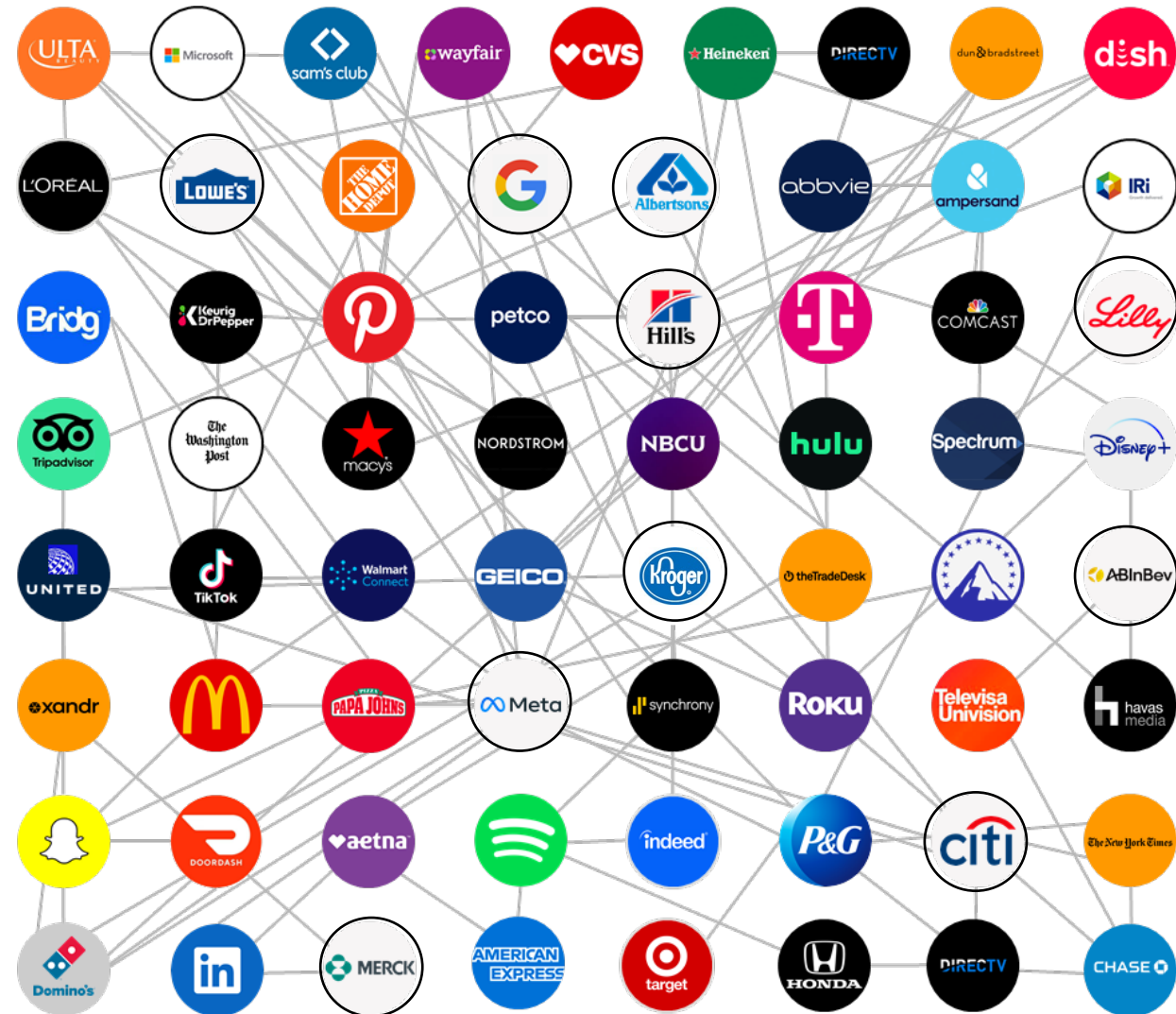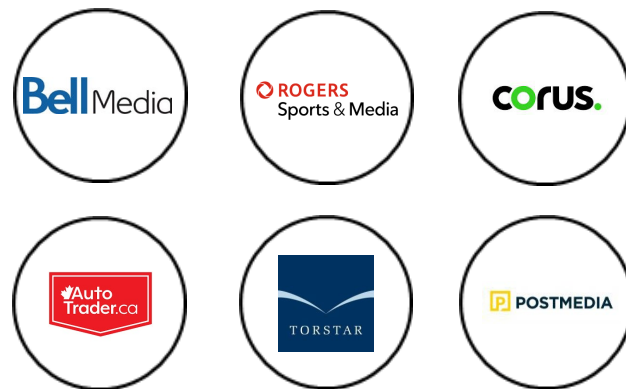
(includes proofs of concept)

3

HYBRID SERVICE

License relevant products for self-service and leverage EA's professional services for report development, analytics, and more

Find Your Collaboration Partners in Our Network

The network of partners continues to grow, with discussions to add Canadian publishers.

Data Collaboration: The Timeless Engine of Growth & Innovation

"Collaboration is the currency of progress…

The current landscape calls for ==action==:
Embark on the data-collaboration journey.
In an era where consumer insights equate to trade secrets, the judicious use of such information is not just a competitive edge—it is essential for survival."

Let's Get Started!

Edik Mitelman –Forbes Councils Member | March 13, 2024

https://www.forbes.com/sites/forbestechcouncil/2024/03/13/data-collaboration-the-timeless-engine-of-growth-and-innovation/?sh=222ff9a07f9b