First Party Data: New Approaches to Drive Revenue & ROI

June 5th, 2024

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/LiveRamp

Housekeeping & Admin

- Throughout the entire webinar, all participants will be in listen-only mode
- However, you can submit a question at any time via the Q&A window at the bottom of the Zoom window – these will either be answered online by one of my colleagues in near real-time, or we'll try and address after the initial presentation
- Your questions may be viewable by other attendees so if you do not wish to have your name attached to a question, please select the "Anonymous" option.
- I'd also like to mention that we are recording this presentation, and the recording will be available on our website within the next day or so.



Presenters



Evan Wood

EVP & Chief Strategy Officer

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Daniella Harkins

SVP, Products & Go-to-Market

/LiveRamp





Marketing Success Requires the Right Data

'What We Want'

Optimized reach & frequency

Higher conversions

Lower cost of acquisition

Attribution



ROAS







New Dynamics, New Imperatives

PART

First-party data—the data you own—has never been more important.

But no matter how much you have, you'll never be able to see the whole picture.

Which is why you need to collaborate.



Data Collaboration: The Timeless Engine Of Growth And Innovation

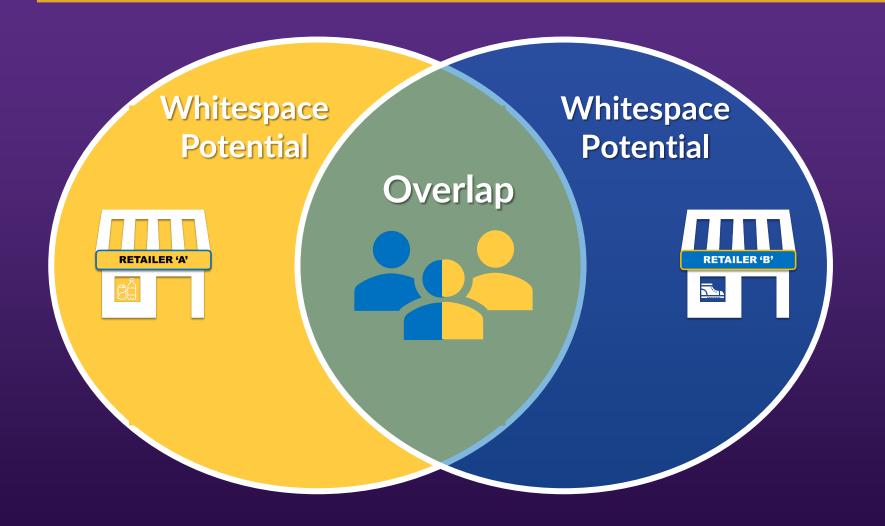


"Collaboration is the currency of progress...
The current landscape calls for action:
Embark on the data-collaboration journey.
In an era where consumer insights equate to trade secrets, the judicious use of such information is not just a competitive edge—it is essential for survival."

Edik Mitelman | Forbes Councils Member | March 13, 2024



Brand Collaboration



Strategic Partnerships

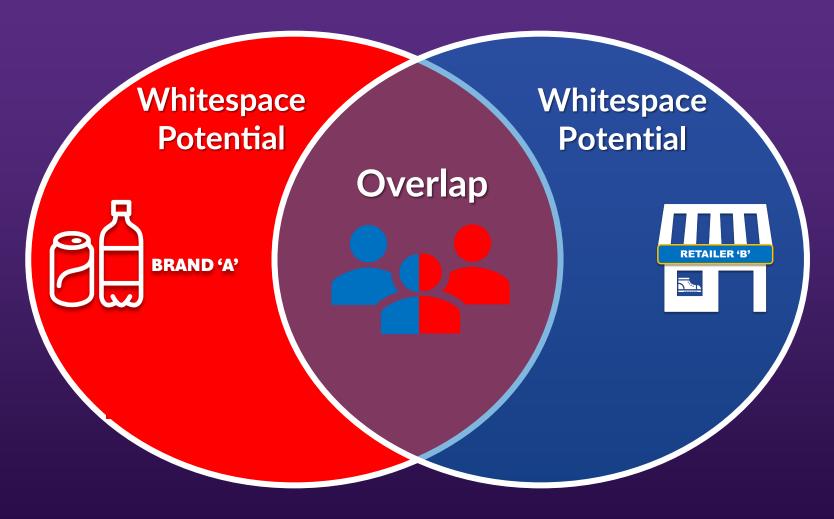
Sponsorship Evaluation

Cross-Sell Opportunities

Mergers & Acquisitions



Brand & Retailer Collaboration



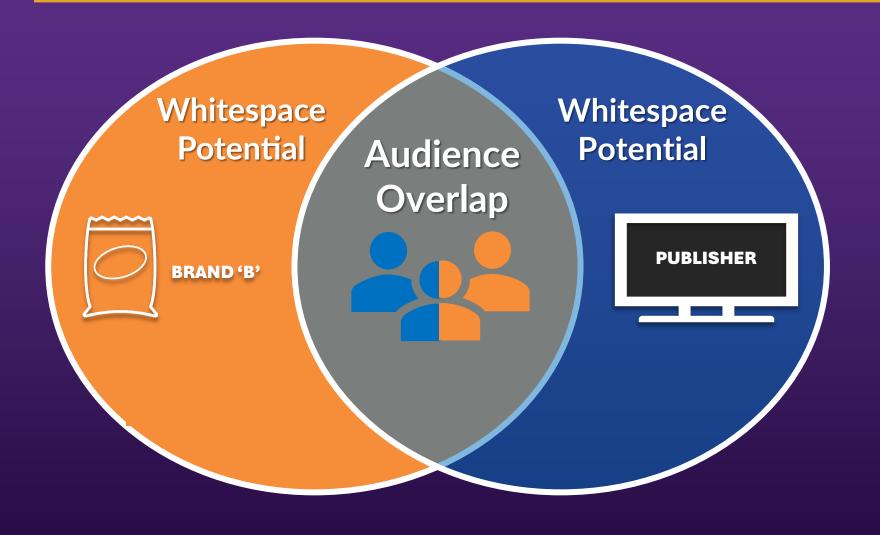
Audience Insights & Scaling

Closed Loop Retail Measurement

Promotions & Occasion Testing

'Ripple' Impact on Secondary Brands

Brand & Publisher/Platform Collaboration



Cross-Platform
Analysis

Transactional & Physical Lift

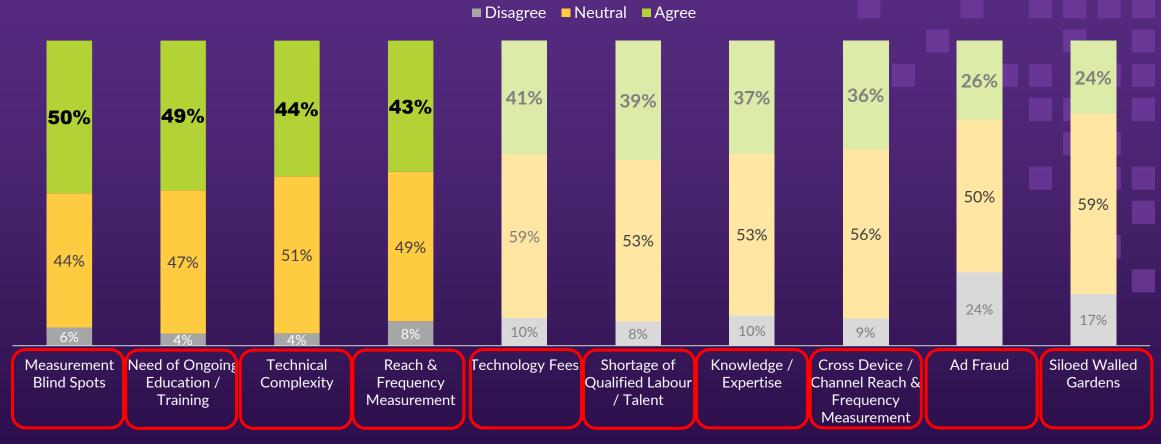
Segmentation Impact

Location & Geo Analysis



Collaboration Can be Complex

Pain Points in Digital Marketing



Q30. Please indicate how much you agree or disagree that these are pain points.









There Are Ways to Navigate Through These Challenges

The value of data collaboration can reach

9%

of annual revenue of an organization in total over five years.

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- ✓ Breadth & depth of 3PD
- ✓ Analytics expertise
- ✓ Privacy, security & governance

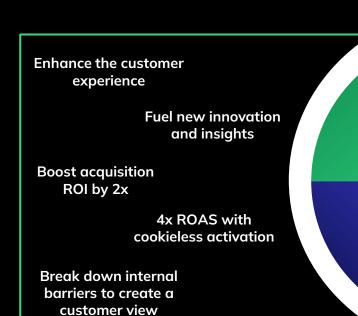
- ✓ Proven global adtech
- ✓ Privacy-forward identity
- End-to-end solution & measurement (incl. in walled gardens)

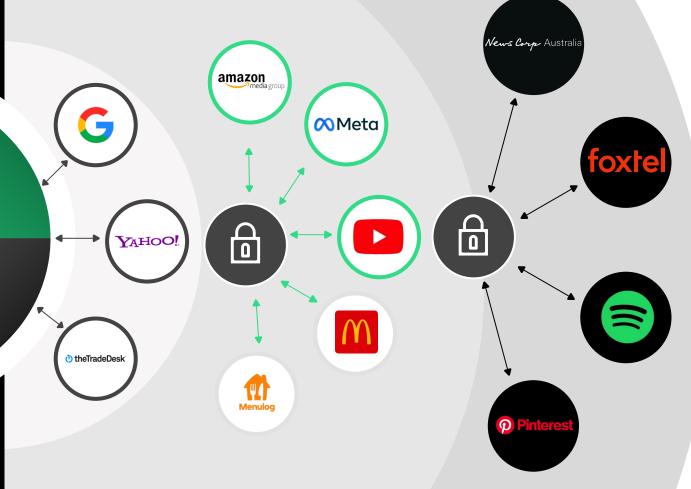
Purpose built, permission based, privacy compliant, interoperable Canadian data collaboration solution to fit local & global needs.

Data Collaboration unlocks a new world of opportunities

Data

Collaboration





Meet the data collaboration platform of choice for the world's most innovative companies Interoperable Live/Access Live/Identity Composable Live/Insights Live/Connectivity Expansive

The enterprise value is vast.	Consumer data strategy	Audience segmentation	Commerce media	In-store experience	Minimizing data footprint	Customer service
	Personalized messaging, content, experiences	Campaign spend and optimization	New partnerships	Category management	Sustainability	M&A analysis
	Customer acquisition	Cross-screen measurement	Inventory management	Demand forecasting	Business intelligence	Risk management and compliance
MarketingTrade	Granular insights at consumer/ household level	Expanding brand reach and loyalty	Product line and planogram decisions	Supply chain & logistics	Product development	New revenue streams
■ Operations ■ Enterprise	Online/offline activation	Co-branding opportunities	Store optimization	Retail site selection	Innovation	Organizational agility

Omni Hotels & Resorts Improves Advertising Effectiveness 4x Through Data Collaboration

Challenge

 As the digital advertising ecosystem adheres to new privacy practices, Omni Hotels & Resorts wanted to continue engaging and personalizing interactions with its valued customers, and looked to leverage its wealth of first-party data to do so

Solution

- Omni & team opted for Google's Display & Video 360 Publisher Advertiser Identity Reconciliation (PAIR), a solution for advertisers to securely and privately reconcile their first-party data with a publisher's and reach their audiences
- The team leveraged LiveRamp's Authenticated Traffic Solution to encrypt and reconcile publisher and advertiser data, a prerequisite for PAIR with an add-on module that enables seamless scale and flexibility for both sides

Results

- Initial results working with Google Display & Video 360's PAIR and LiveRamp showed a substantial 4x increase in conversion rate over traditional cookie-based CRM first-party audience targeting in Display & Video 360, indicating betterperforming impressions
- Following these promising initial results, Omni will continue working to scale its campaigns in PAIR





Albertsons Media Collective Deepens Measurement and Reach with Clean Room Technology

Challenge

Food and drug retailer Albertsons was seeking a bestin-class alternative to thirdparty cookies. The retailer needed to prepare for signal loss, while improving privacycentric measurement outcomes for its CPG advertisers.

Solution

Its RMN, the Albertsons Media Collective, partnered with the Pinterest Clean Room, powered by LiveRamp, to deliver closed-loop reporting to CPG brands including Mondelez International.

Results

Thanks to the clean room technology, Mondelēz could partner with Albertsons to get better clarity into who is buying their products at Albertsons stores in a privacy-centric way, and how they can show up more successfully in the future.



16%+

Incremental Sales Lift

19%+
New Buyers

Online Automotive Marketplace Prepares for the Cookieless Future With Identity Technology Designed for the Cloud

Challenge

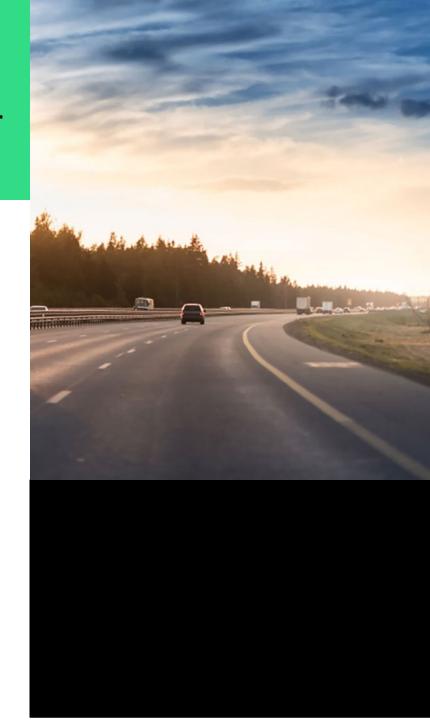
 An automotive industry company needed to improve customer intelligence while beginning its transition away from the dying third-party cookie, which they expected to have a \$60M impact on its business.

Solution

- The company adopted RampID, LiveRamp's privacycentric identifier for connecting the digital ecosystem, to connect more data and enhance onboarding, activation and measurement in a privacy-focused way.
- The client also began monetizing its data in the LiveRamp Data Marketplace to enhance its data strategy and fill gaps in customer understanding.

What's Next

- The automotive company will soon begin leveraging RampID's native integration with Amazon Web Services (AWS) to scale its marketing workflows in the cloud.
- LiveRamp is also helping the company explore data collaboration strategies that will unlock new revenue opportunities within its existing OEM, agency, and advertiser partnerships.



New opportunities require a new way of operating. The future is data collaboration

Define your use cases and outcomes

Double down on your top partners

Get started

Let's Collaborate.

Tell us more about your business, and we'll partner with you to open up a new universe of opportunities.

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- Speak to us after this session we'd love to talk with you about the possibilities!
- Contact your EA sales representative or account manager to schedule a meeting and demo, and explore what this can mean for your organization
- Find out more at https://environicsanalytics.com/enca/liveramp
- Identify your key stakeholders to discuss business objectives and challenges; then let us help you assess your data collaboration maturity and identify where to start

Questions?



