First Party Data: New Approaches to Drive Revenue & ROI

June 5th, 2024

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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.

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Presenters

Evan Wood

EVP & Chief Strategy Officer

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Daniella Harkins

SVP, Products & Go-to-Market

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Channel proliferation = fragmentation

Cookies crumbling (>50% of open web already cookieless)

Budget & ROI pressure

Location signals disappearing

Privacy & consumer trust

Marketing Success Requires the Right Data

'What We Want'

Optimized reach & frequency

Higher conversions

Lower cost of acquisition

Attribution

ROAS

'What We Need'

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1ST PARTY DATA

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.

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Data Collaboration: The Timeless Engine Of Growth And Innovation
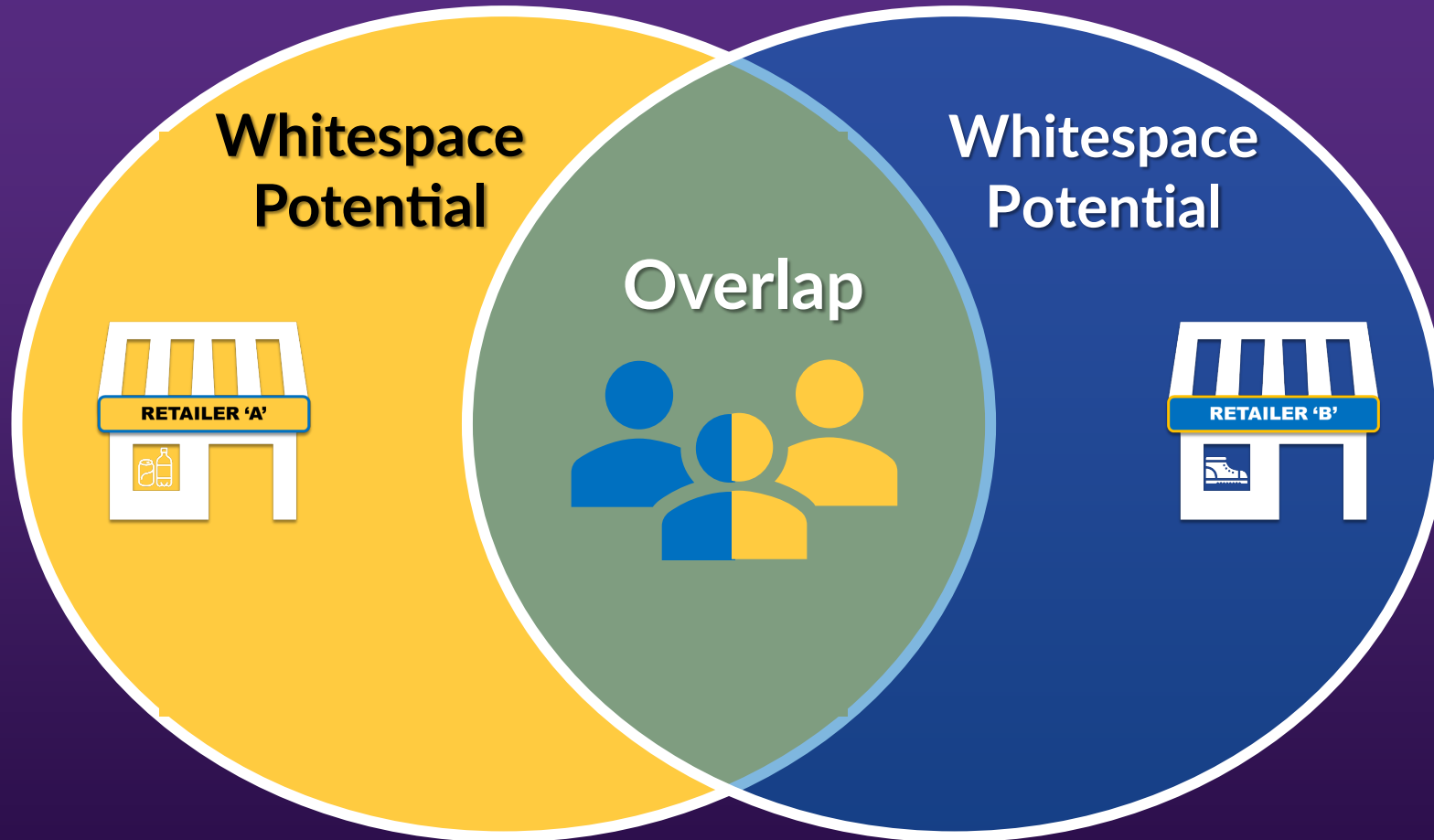

"Collaboration is the currency of progress... The current landscape calls for action: Embark on the data-collaboration journey. In an era where consumer insights equate to trade secrets, the judicious use of such information is not just a competitive edge— it is essential for survival."

Edik Mitelman | Forbes Councils Member | March 13, 2024

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Brand Collaboration

Whitespace Potential — RETAILER 'A'

Overlap

Whitespace Potential — RETAILER 'B'

Strategic Partnerships

Sponsorship Evaluation

Cross-Sell Opportunities

Mergers & Acquisitions

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Brand & Retailer Collaboration

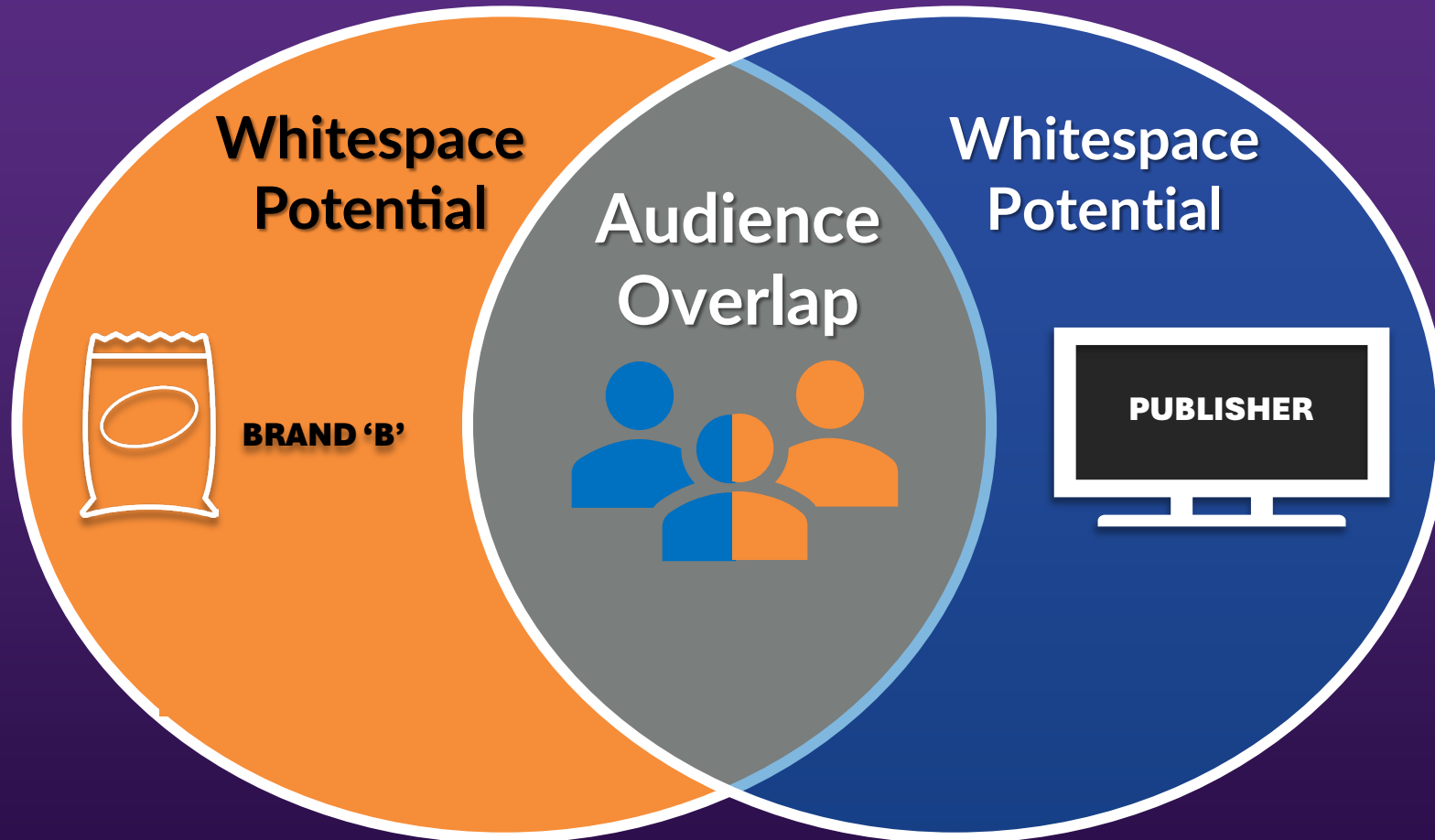**Whitespace Potential** — BRAND 'A'

Overlap

Whitespace Potential — RETAILER 'B'
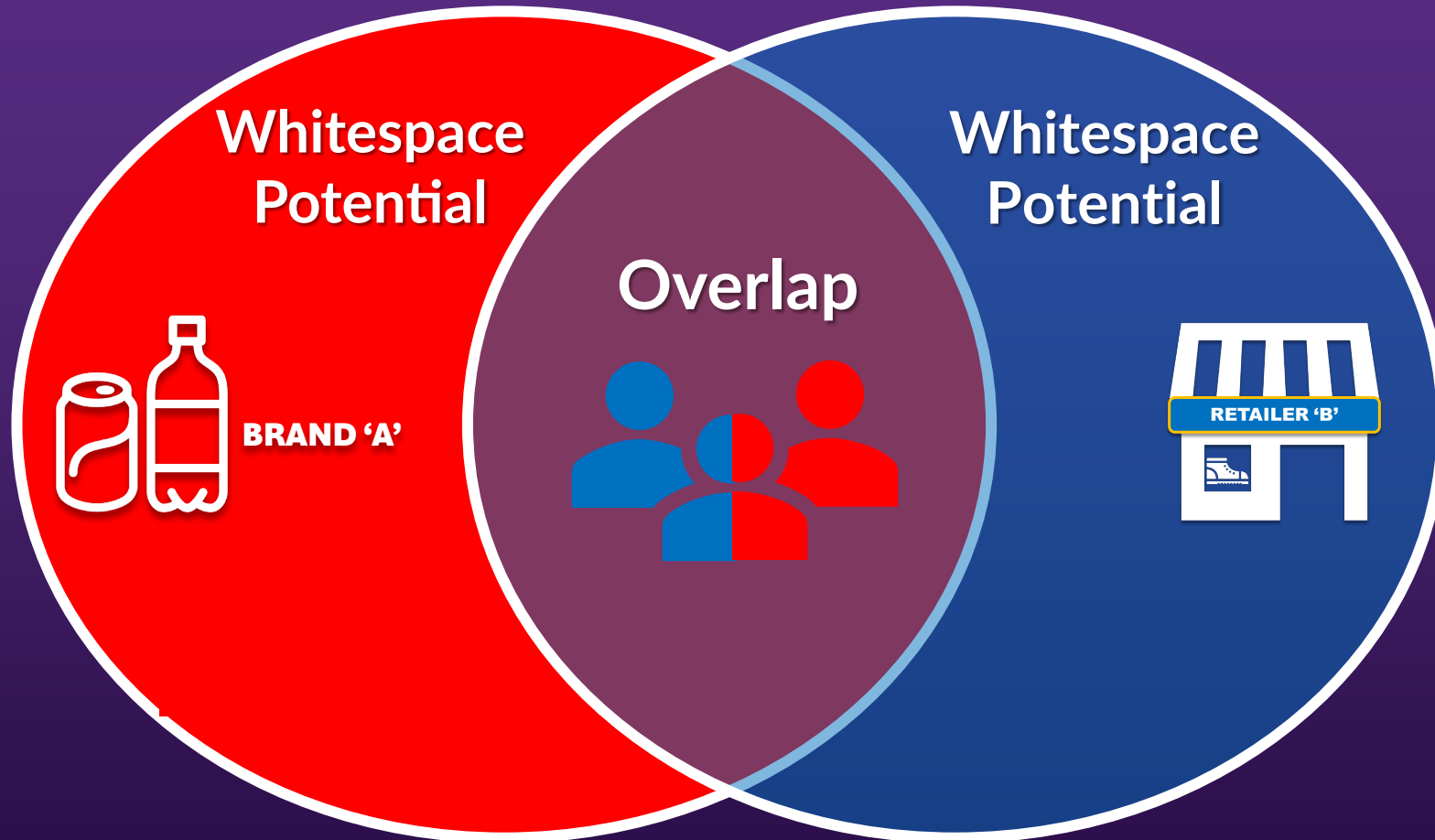
Audience Insights & Scaling

Closed Loop Retail Measurement

Promotions & Occasion Testing

'Ripple' Impact on Secondary Brands

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Brand & Publisher/Platform Collaboration

Whitespace Potential

BRAND 'B'

Audience Overlap

Whitespace Potential

PUBLISHER

Cross-Platform Analysis

Transactional & Physical Lift

Segmentation Impact

Location & Geo Analysis
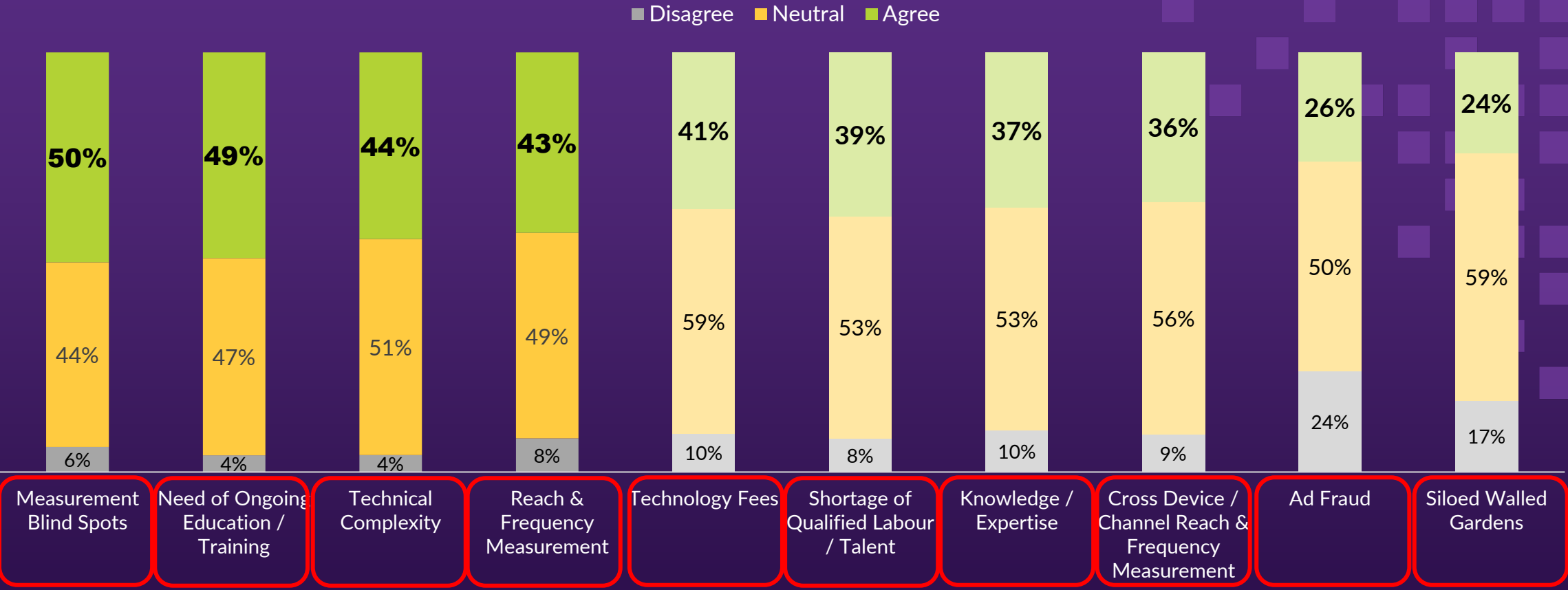
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There Are Ways to Navigate Through These Challenges

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

Enhance the customer experience

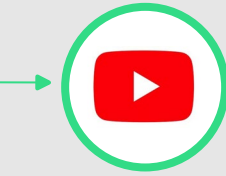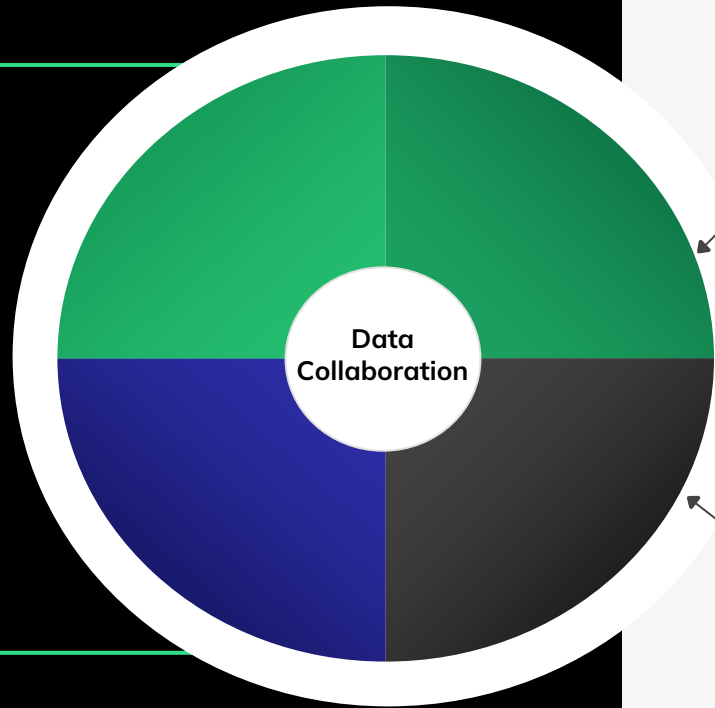Fuel new innovation and insights

Boost acquisition ROI by 2x

4x ROAS with cookieless activation

Break down internal barriers to create a customer view
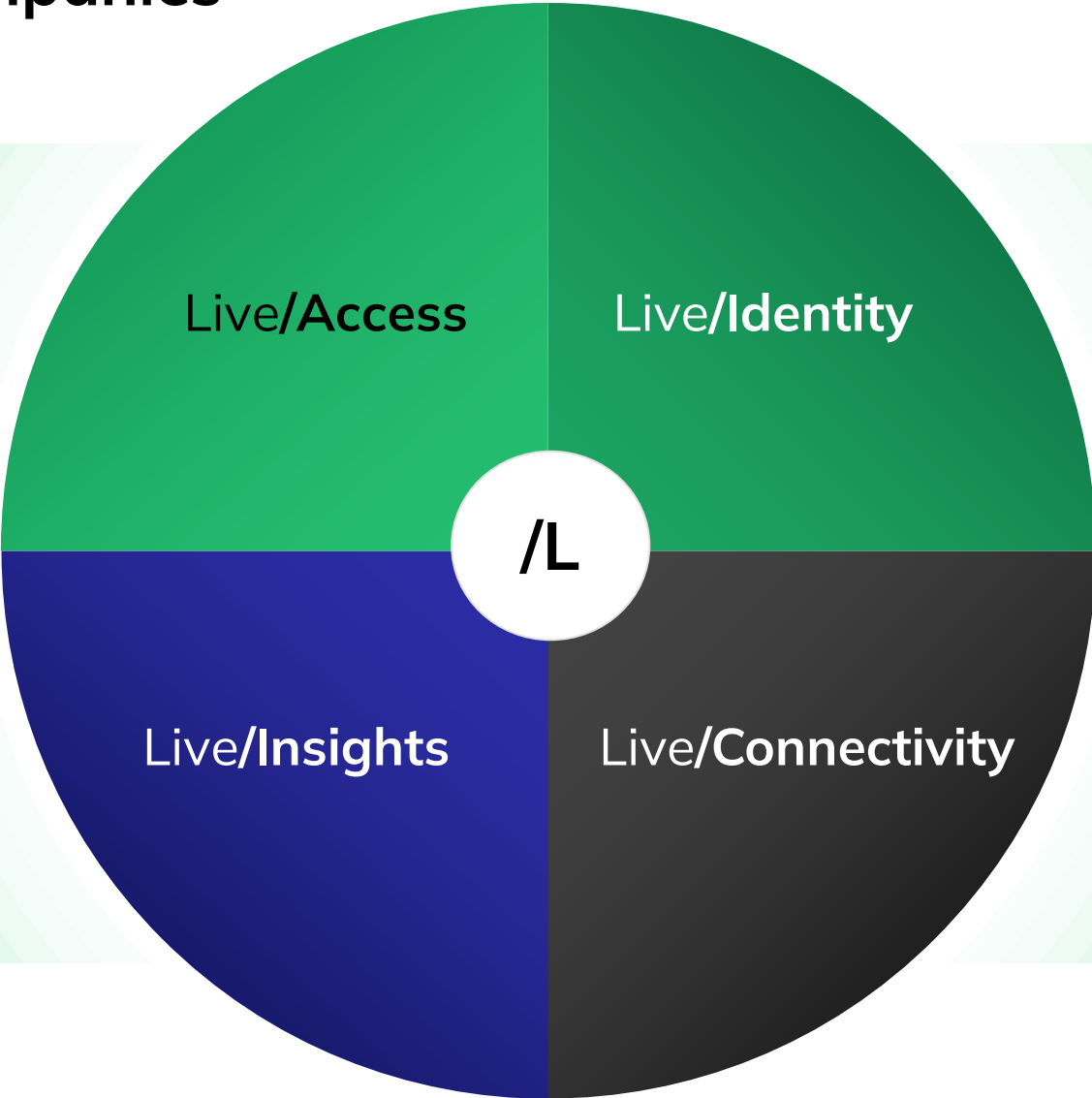
Data Collaboration

Meet the data collaboration platform of choice for the world's most innovative companies

Interoperable

Composable

Expansive

Live/Access

Live/**Identity**

/L

Live/**Insights**

Live/**Connectivity**

/L

The enterprise value is vast.

Marketing	Marketing	Marketing / Trade	Trade / Operations	Operations / Enterprise	Enterprise
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
Granular insights at consumer/ household level	Expanding brand reach and loyalty	Product line and planogram decisions	Supply chain & logistics	Product development	New revenue streams
Online/offline activation	Co-branding opportunities	Store optimization	Retail site selection	Innovation	Organizational agility

■ Marketing

■ Trade

■ Operations

■ Enterprise

/L

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 better-performing impressions

- Following these promising initial results, Omni will continue working to scale its campaigns in PAIR

⬆ 4x
Conversions

Albertsons Media Collective Deepens Measurement and Reach with Clean Room Technology

Challenge

- Food and drug retailer Albertsons was seeking a best-in-class alternative to third-party cookies. The retailer needed to prepare for signal loss, while improving privacy-centric 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 **Mondelēz 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 privacy-centric 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

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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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1 Speak to us after this session – we'd love to talk with you about the possibilities!

2 Contact your EA sales representative or account manager to schedule a meeting and demo, and explore what this can mean for your organization

3 Find out more at https://environicsanalytics.com/en-ca/liveramp

4 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

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Questions?

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