

Leveraging the power of second-party data

What is second-party data? Put simply, second-party data is a trusted partner's first-party data.

When you connect first-party and second-party data you unlock:

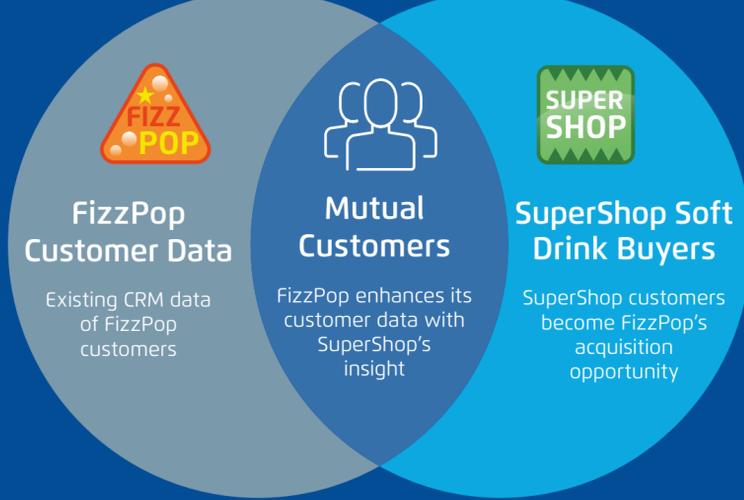
- A greater breadth of insight into your customers across different touchpoints
- A greater depth of information about each touchpoint

In other words, you gain the visibility you need to build, deploy and measure strategies that operate across multiple channels online and marketing strategies to create a competitive edge.

Let's follow a soft drinks company, FizzPop, as it harnesses LiveRamp's neutral, privacy-conscious environment to make the most of the opportunities second-party data has to offer.

Assess opportunities

FizzPop identifies a supermarket, SuperShop, as a suitable partner to work with to scope the possibilities of sharing second-party data.



The process

- 1 Both parties securely upload relevant customer audiences to LiveRamp. No user data is directly shared between parties
- 2 LiveRamp generates an overlap report to identify mutual customers
- 3 Both parties see if there is an affinity between their customer bases
- 4 Both parties assess retention and acquisition opportunities

The outcome

- LiveRamp's overlap report feature has enabled FizzPop and SuperShop to learn more about existing customers and assess acquisition opportunities with each other.
- Decision to move forward and test value of second party data collaboration between Fizzpop and SuperShop

Test second-party targeting and single channel measurement

FizzPop and SuperShop agree to test a single digital advertising campaign to assess impact on offline sales.

The process

- 1 FizzPop wants to exploit the acquisition opportunity
- 2 SuperShop allows FizzPop to access LiveRamp IDs that identify relevant shoppers
- 3 FizzPop runs a targeted media campaign to those shoppers
- 4 FizzPop measures the impact of the campaign on website traffic

The outcome

- Digital media targeting based on in-store transaction
- Project proves digital advertising impacts online behaviour
- Decision to broaden scope of partnership

Test second-party insight and omnichannel measurement

FizzPop and SuperShop explore omni-channel marketing.

The process

- 1 FizzPop executes a media campaign promoting a new fizzy drink launch
- 2 SuperShop allows FizzPop to access in-store transaction data from its opted-in loyalty card holders (for example, in-category buyers)
- 3 LiveRamp matches the online ad exposure data to in-store sales data, FizzPop can see the data for analysis but can't download it
- 4 FizzPop sees the ROI of its online ads on real in-store sales

The outcome

- LiveRamp enables a seamless customer experience across desktop, mobile and in-store
- Media exposure and offline sales data connected for the first time, without SuperShop losing control of its data
- Improved media ROI for Fizzpop analyse how customers buy their products
- FizzPop can make better decisions and fund more in-store promotions

Develop a second-party data network with benefits for all

FizzPop and SuperShop work together to expand their second-party data strategy.

The process

- 1 Both parties want to explore opportunities with more partners
- 2 Potential partners upload data to LiveRamp for overlap reports, without directly sharing data
- 3 New partners can assess options to partner with each other
- 4 All parties explore and develop targeting and insight opportunities

The outcome

- LiveRamp enables different customer data points to be tied to a persistent, privacy-safe identifier
- FizzPop reinforces and enhances relationships with partner brands
- Partner brands can form partnerships with each other, adding greater breadth and depth to their customer insight
- FizzPop and partner brands to invest in new co-funded marketing opportunities, enabling Supershop to potentially grow overall category size and market share