

From Activation to Benchmarking with LiveRamp in 7 Steps >>>



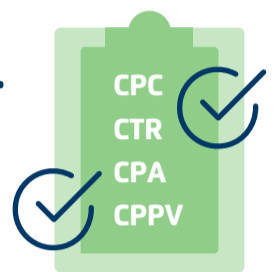
Accuracy. Consistency. Benchmarking.

In a world without third-party cookies, these three things are tied to using a people-based identifier, and are what every brand marketer needs to focus on today. Let this infographic be your guide for getting started with LiveRamp so you can plan, execute, and measure campaigns effectively in 2021.

1

Determine the KPI you are looking to benchmark.

Use an average of historical campaigns or define a new KPI.



2

Define an audience/ CRM segment to use.



3

Establish which media platform you'll be using.

4

Define other campaign setup details.

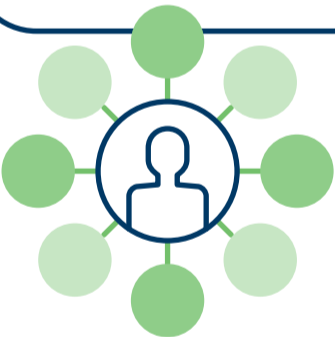
(e.g. inventory sources, campaign flight dates, budget, reporting needed to measure).



5

Distribute the segments using LiveRamp.

Reach the actual people you intend to reach.



6

Activate the campaign.

Learn how CPMs are affected.

7

Get exposure logs and begin benchmarking learnings and iteration.

Start with cost-per-click (CPC) and then bring in click-through rate (CTR), cost-per-page view (CPPV), cost-per-action (CPA).



By gaining these insights now, you will have the right data to model out and craft your long-term activation and measurement strategy accurately without relying on impressions or cookie-based identifiers.