

# Check Off Every Item on Your Identity Holiday Wish List



The time is now to guarantee your holiday campaigns avoid the naughty list by implementing a robust data strategy to address everything from personalization to measurement.

## Personalization

With LiveRamp's IdentityLink™, you can personalize your web or advertising content and take your customer down the appropriate customer journey however they decide to interact with your brand, whether that is through display, social, search, mobile, or TV.

## Measurement

Identity resolution with IdentityLink fuels better insights all along the measurement continuum, starting with measurement of a single channel's impact on sales and campaign measurement to multi-touch attribution and incrementality testing all the way to the creation of a data lake for predictive analytics.

**Use the lists below (and check it twice) to ensure your marketing channels and data strategy are ready to deliver the best results and give presents this holiday season instead of lumps of coal.**

### Connectivity

- Channels are enabled for people-based campaigns
- CRM/IT have connected pipes from CRM to tech stack
- Tech stack can handle combining various forms of customer data, both online and offline

### Data Strategy

- Onboard offline first-party data from CRM
- Source second- and third-party data
- Define audience segments by overlaying first-, second-, and third-party data
- Define Advanced TV strategy for data -riven linear and addressable segments to MVPD, OTT and OLV partners
- Validate size and demographics of segments
- Deploy segments to marketing platforms

### Messaging and creative

- Align and implement messaging and creative strategy for different audience segments and platform formats
- Upload to marketing platforms

### Measurement

- Define KPIs, metrics of success, and process for closed-loop measurement and optimization
- Ensure TV, digital, direct email/mail, impression sources are streaming to measurement partners or in-house
- Define, access, and connect source of offline sales to measure performance
- Reduce decision approvals to analyze and communicate results in order to optimize campaigns faster