

A LiveRamp Ebook

Measurement Beyond 2020: Set Your Brand Up for Success Today



The end is only the beginning

You've heard some variant of the expression that you have to break down before you have a breakthrough. The advertising ecosystem is currently experiencing that breakdown. With third-party cookies becoming a relic, many of the metrics that marketers use today to measure their digital media performance will become extinct. To break through, marketers need to be strategic today in preparing for measurement in 2021.

Let's get started.



The power of three

For marketers to set themselves up for success in 2021, they need to consider buying and measuring on people-based identifiers today to achieve:



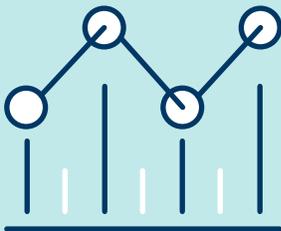
Accuracy

1



Consistency

2



Benchmarking

3

Accuracy

Consumers move in and out of channels and devices several times a day, and therefore throughout their path to purchase. Marketers know that targeting is often imprecise because cookies are fundamentally flawed.

For example, cookies can't help marketers:



Distinguish individuals from shared devices like computers and tablets



Target or measure consumers on cable boxes or connected TV



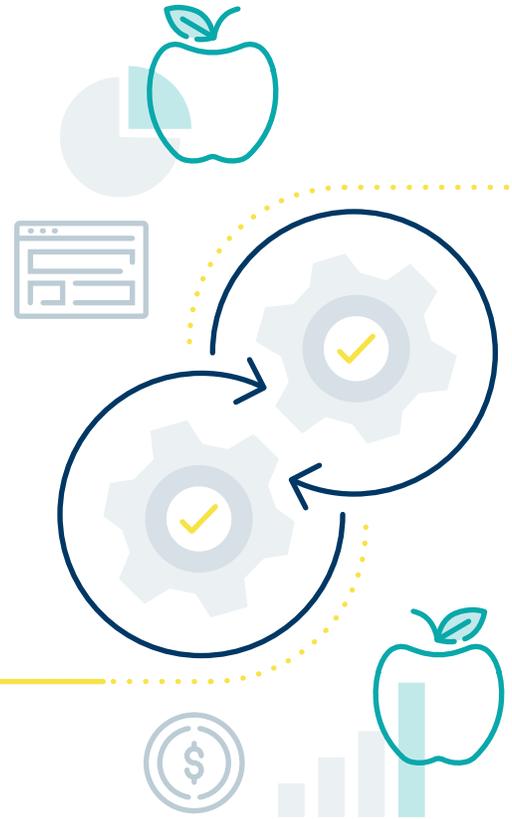
Bridge online and offline data

Every marketer is familiar with the pains caused by cookie syncs across an ecosystem of disparate sources trying to talk to each other. Match rates fall between 45-60%—that's not even a passing grade, yet it has become a necessary "acceptable loss." This lack of interoperability may also lead marketers to tie purchases to the wrong person and rely on fuzzy math instead of having a true view of the customer. When you use a people-based identifier, accuracy is achieved because 100% of your impressions can be measured across the entire advertising ecosystem. There is no data loss due to cookie syncs. This takes the guesswork out of the conversion analysis, frequency optimization, and suppressions. Your ad dollars are precious—especially now. Why wouldn't you do everything you could to measure with precision so you can maximize your ROI?



Consistency

Just about every brand is advertising on Facebook and Google using the duopoly's proprietary IDs. But when it comes to the open web and buying through DSPs, most advertisers rely on cookies to measure the effectiveness of their campaigns. We've already established that cookies have some fundamental flaws. You can see that this is measuring apples and oranges. There's no consistency. Right now, you probably have about 60% of your media spend measured through walled gardens. Now is the time for you to start buying on people-based identifiers through DSPs to be consistent and measure apples to apples.



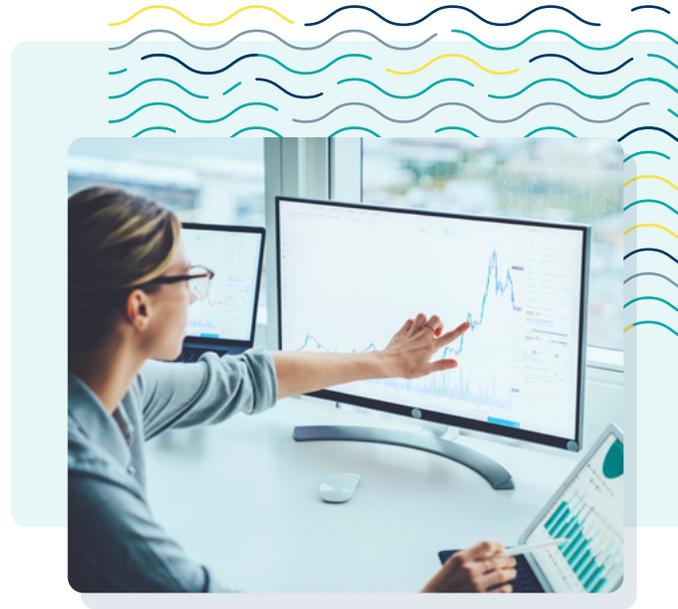
Benchmarking

Carpenters have a proverb, "measure twice, cut once," which means you plan carefully to avoid wasting time and materials. Applying this proverb means when it comes to preparing for advertising in a cookieless world, you need to start benchmarking using a persistent ID. Run your normal campaigns in tandem with testing and buying with people-based identifiers to create critical baselines. By gaining these insights now, you will have the right data to model out and craft your long-term measurement strategy accurately without relying on impressions or cookie-based identifiers.

Getting Started

Accuracy. Consistency. Benchmarking.

These are the three things every brand marketer needs to focus on today to plan, execute, and measure their campaigns effectively in 2021. That doesn't leave a lot of time, but LiveRamp is here to help you get started today. If you want to learn more about our Authenticated Traffic Solution (ATS) and buying on IdentityLink (IDL), reach out to ats@liveramp.com



About LiveRamp

LiveRamp is the leading data connectivity platform for the safe and effective use of data. Powered by core identity resolution capabilities and an unparalleled network, LiveRamp enables companies and their partners to better connect, control, and activate data to transform customer experiences and generate more valuable business outcomes. LiveRamp's fully interoperable and neutral infrastructure delivers end-to-end addressability for the world's top brands, agencies, and publishers.

For more information, visit www.LiveRamp.com