

/LiveRamp



Data Collaboration

The What, The How, The Why

/LiveRamp



June 2025



What you will hear from us from this presentation

1

What do we mean by Data Collaboration?

2

How does it work?

3

Why do it? What are the benefits?

4

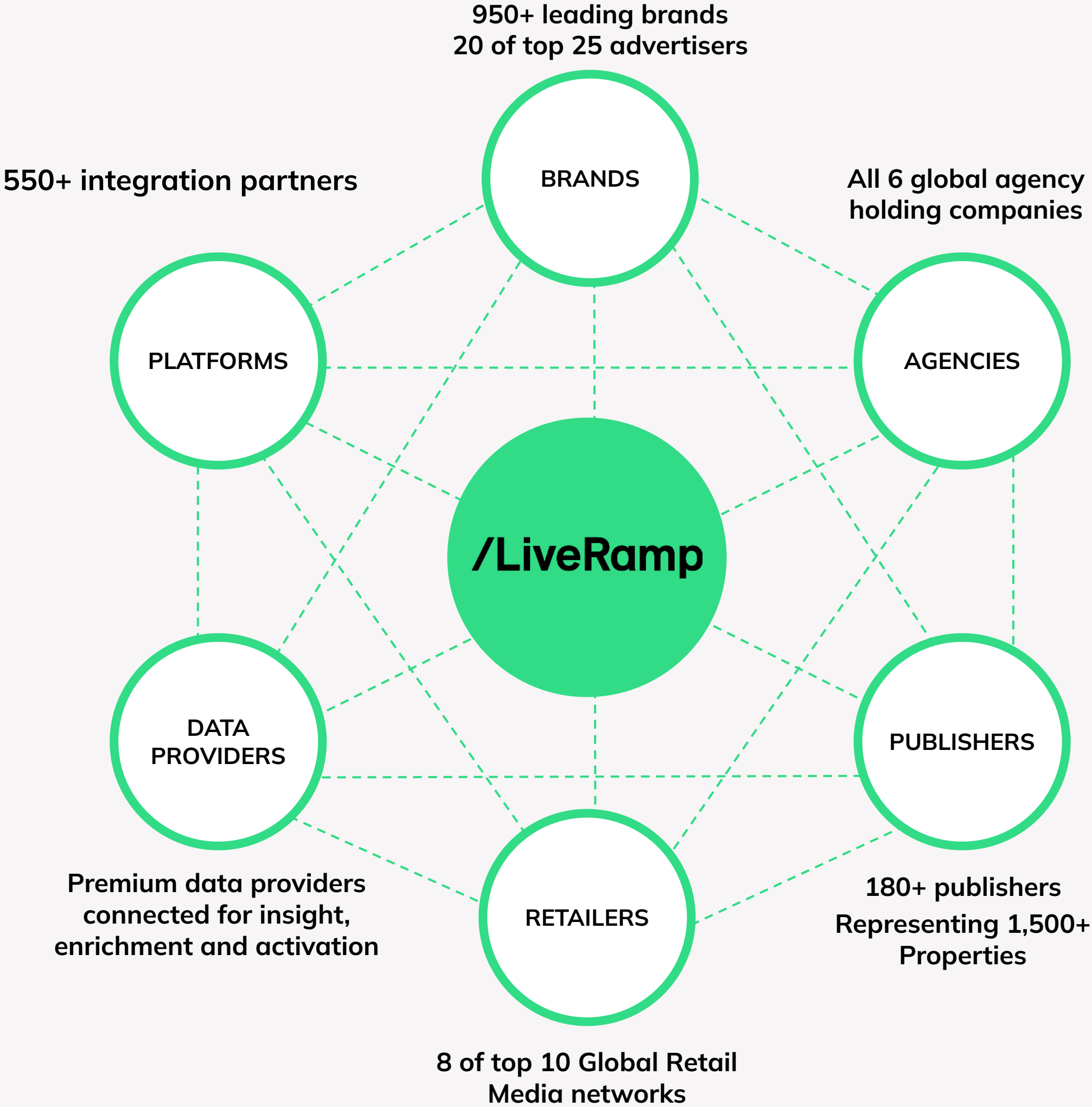
Case Studies

/L Premier Partner Ecosystem

LiveRamp is the **data collaboration platform**

that powers **companies and their partners**

to better **plan, connect and measure the effectiveness of their campaigns in a privacy-first environment**



LiveRamp's Customer & Partner Ecosystem

Trust built on expertise, reliable
delivery and continual innovation

RETAILERS



CPGs



ECOSYSTEM PARTNERS (500+ global connections)

Walled Gardens



Data Providers



DSPs & SSPs



Cloud Partners



Other Technology



90%

of companies say expanding their data collaboration capabilities is key to achieving their top goals and driving innovation across the enterprise.



**Innovative companies
are acting now.**

Source: Forrester Consulting
Thought Leadership Paper, March 2024



Today's challenges and opportunities all point to data collaboration as the answer

Complex & fragmented customer journey

Consumers expect a personalized experience

Increasingly complex ecosystem

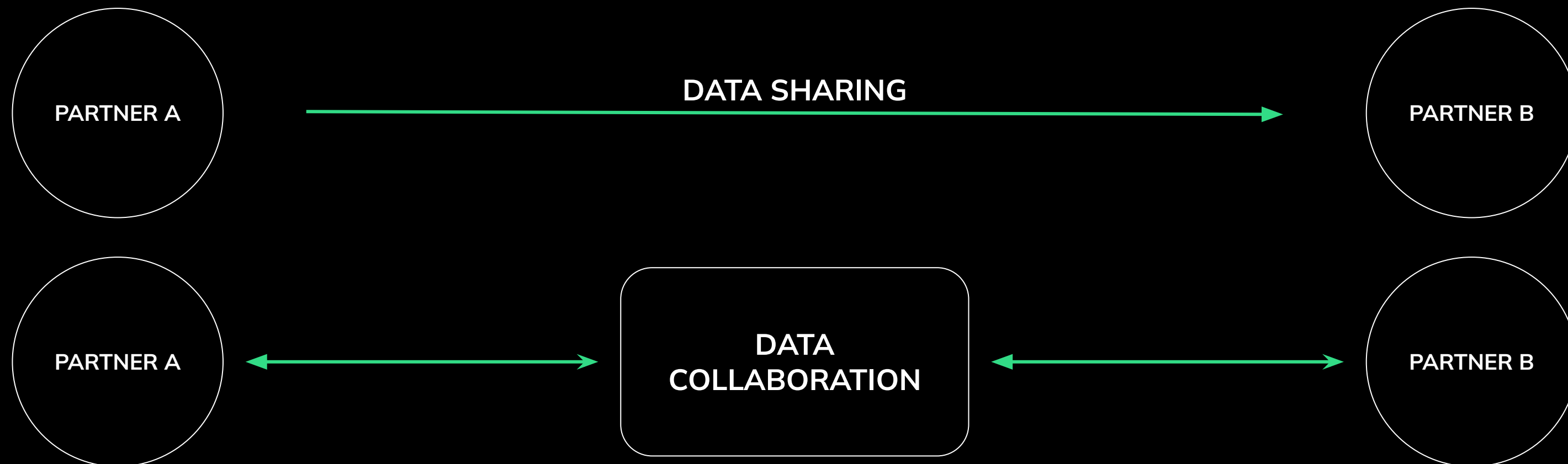
Rise of cloud Computing

Signal loss and heightened regulation

1. What is Data Collaboration?

Definition: Data collaboration is the process of bringing together data from multiple sources so that all contributors benefit.

- It goes beyond simple data sharing by creating secure, closed environments where unique capabilities are surfaced exclusively for the collaborating parties .
- Collaboration can happen between any partners that have data (brands, platforms, publishers, data providers)



2. How does Data Collab work? What are Clean Rooms?

Definition: A data clean room is a neutral and secure data environment that enables two or more parties to collaborate using proprietary data.

- Each party has clear controls over how its data can be used and what privacy restrictions should be applied.
- Data clean rooms allow data sets to be combined and analyzed in a secure environment without sharing the data directly.



The enterprise value is vast.

- Marketing
- Trade
- Operations
- 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

3. Why do it? What are the benefits?

Insights

1. Richer Insights

Combining your data with a partners can provide a deeper understanding of who your customers are.

2. Enrichment of customer data

Identify gaps in your dataset and fill in with partner data to enrich your customer view

Audience Building & Activation

3. More advanced audience segmentation

Use deeper audience understanding to build segments for more precise targeting

4. Audience Activation

Use deeper audience understanding to build segments for more precise targeting

Measurement

5. Media Measurement

Access platform exposure data to understand who saw your ads, what did they see, how many times etc

6. Campaign Measurement

Bring together sales data with exposure data to understand sales uplift driven by media campaigns

3. Why do it? - INSIGHTS

Bringing different data sets together with different data points allows data collaborators to build a richer view of their customers. What is their socio-demographic make up, what are the spending habits, what are their online browsing behaviours etc.

Examples

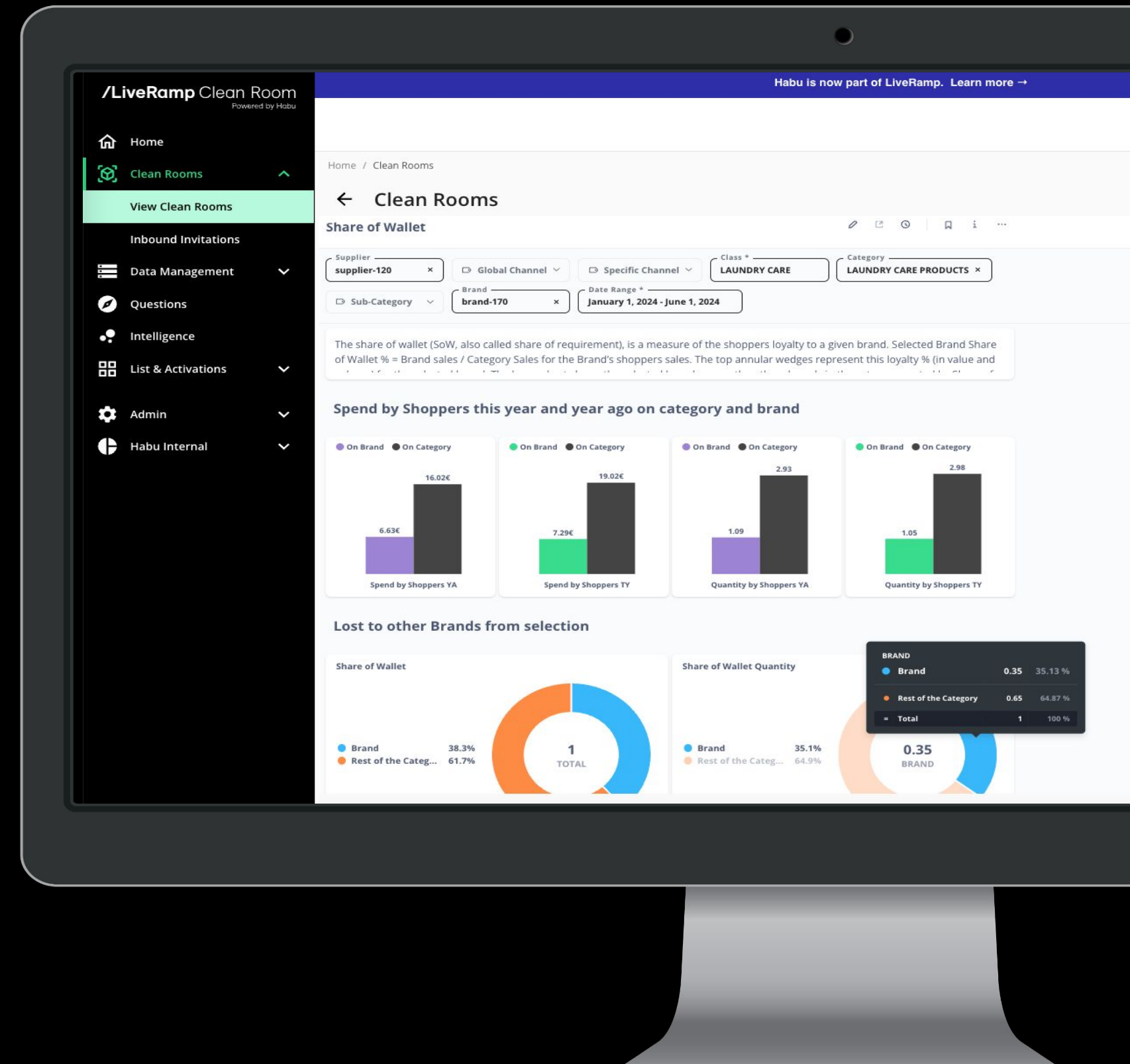


USE CASES

- ✓ Audience Overlap
- ✓ Audience Index
- ✓ Customer Profiles

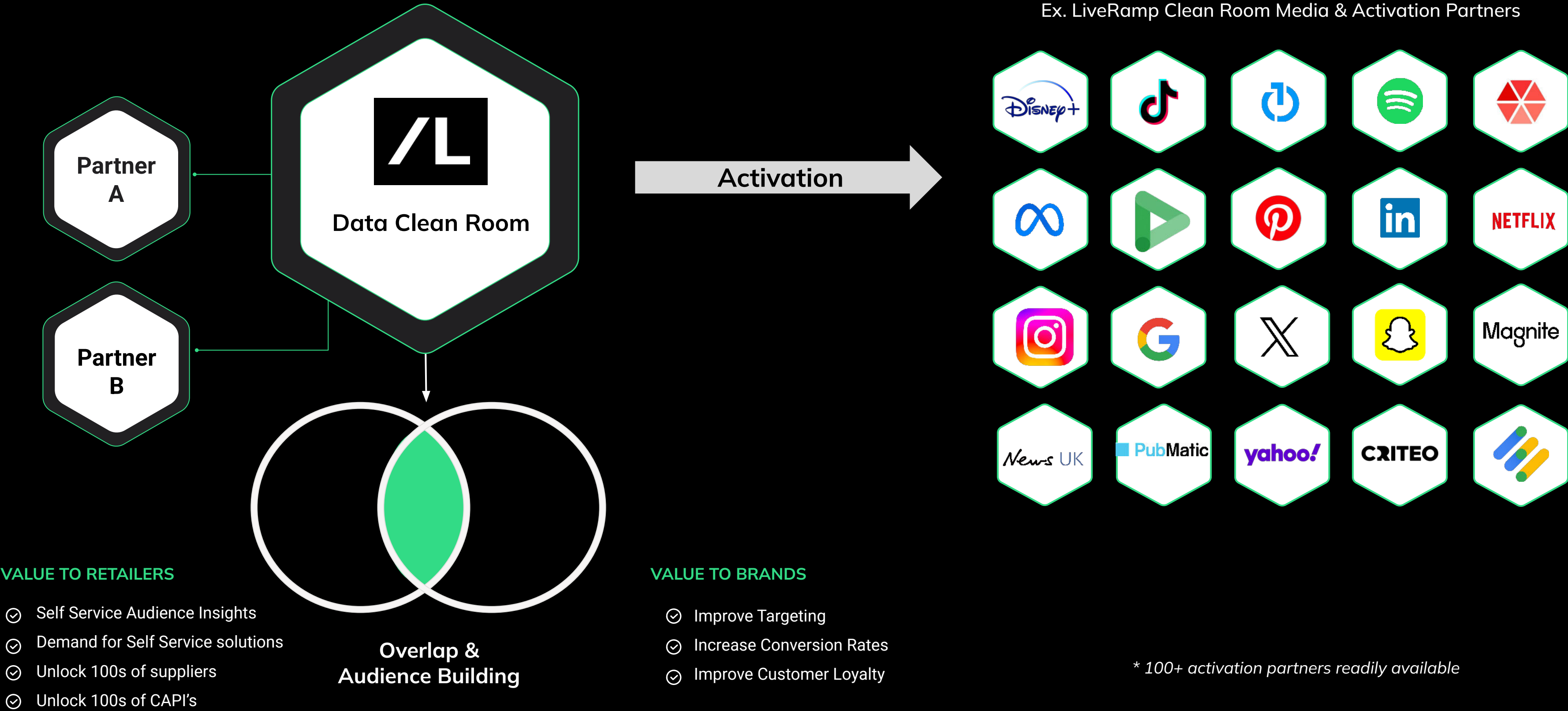
VALUE TO BRANDS

- ✓ Enhance Customer Profiles
- ✓ Increase Wallet Share
- ✓ Drive New Acquisition
- ✓ Improve Customer Loyalty



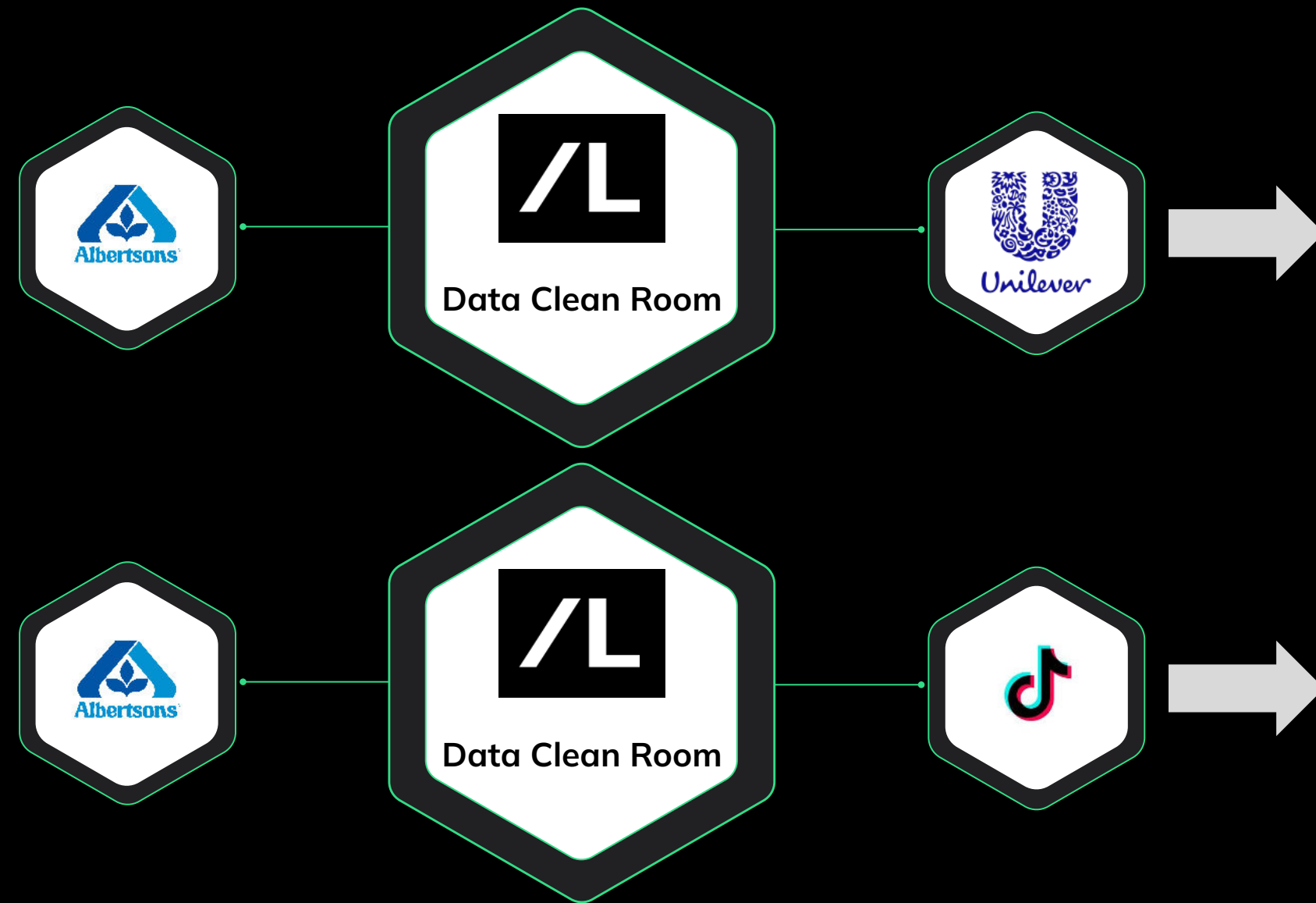
3. Why do it? - AUDIENCE BUILDING & ACTIVATION

Bringing multiple datasets together unlocks richer audience creation before activating those audiences into media channels



3. Why do it? - MEASUREMENT

Data collaboration unlocks the ability to accurately measure the impact of digital marketing campaigns.



USE CASES

- ☑ Reach & Frequency Analysis
- ☑ Attribution Analysis
- ☑ Lift Analysis

VALUE TO BRANDS

- ☑ Improve Media Effectiveness
- ☑ Increase ROAS
- ☑ Improve Sales Lift
- ☑ Reduce Churn





4. Case Studies

/LiveRamp +  Pinterest

25%

Spending
Opportunity for
CPG Advertisers

Pinterest supports CPG brands driving sales by advertising to its engaged audience of 'Pinner'. However, a major challenge lay in accurately measuring the impact of digital exposure on offline sales, and proving whether those sales were truly incremental or merely incidental.

Using **Tesco Clubcard data** and data collaboration, LiveRamp proved its Pinner audience **spent more** per visit, **frequently shopped** with **larger baskets** and were **46% more likely to shop online**.



/LiveRamp + Kellanova

Special K faced stagnant market penetration and low consideration due to its 145% premium price against competitors. To boost sales, Kellanova turned to LiveRamp's clean room technology to improve targeting and better understand consumer behaviour.

9%

sales lift among
price-conscious
consumers

36%

increase in premium
purchases by loyal
buyers

3x

higher consideration
rates than industry
benchmarks

In just three months, the campaign drove higher sales lift, more premium purchases from loyal buyers, and stronger consideration as data collaboration enabled faster, more personalised, and measurable results.



/LiveRamp + TESCO

Tesco and WPP Media shifted their focus from broad digital marketing to targeted audiences to improve sales and metrics. Partnering with LiveRamp to leverage Clubcard's rich first-party data to identify growth opportunities and architect a powerful audience-led strategy, nine distinct growth audiences were uncovered to use across their 'fair price' and 'quality food' campaigns.

£60

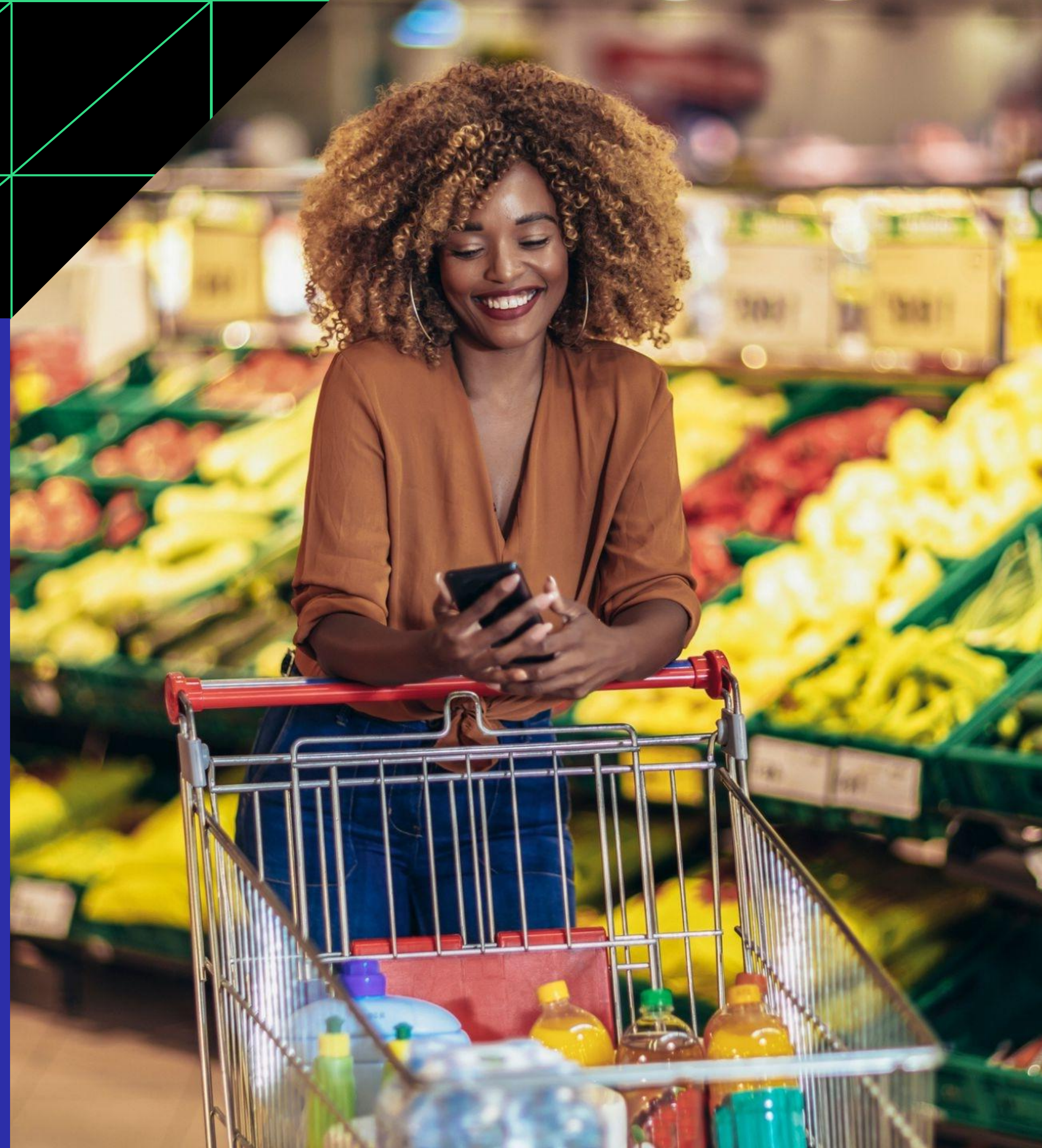
iROAS

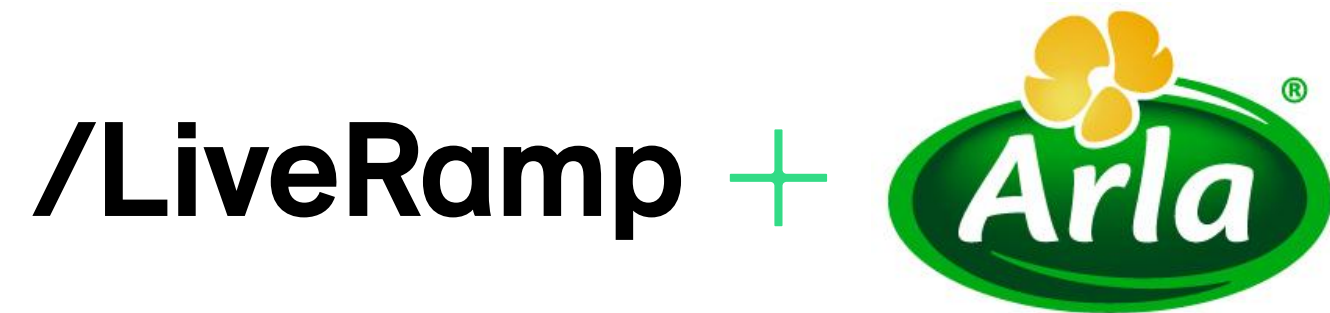
19%

Uplift in
new to brand

13%

Basket size
increase





Arla Foods (MENA) launched a 'Back to School' campaign to boost sales of Puck Cheese, grow UAE market share and cross-sell its portfolio.

Using LiveRamp's clean room, Arla replaced traditional mix modelling with faster, more precise measurement. Leveraging retail data, it built targeted audience segments and activated campaigns across Meta, TikTok, and Google.

+23%

Revenue growth

+60%

"New to Brand"
shopper lift across 6
audience groups

+86%

"New to Brand"
shopper lift from one
audience group



[Link to case study](#)





Coca-Cola's "Uplifting Breaks" campaign aimed to drive Coca-Cola Zero Sugar purchases through QR codes competition entries, and measure TikTok's impact on offline sales. The solution involved TikTok ads, creator content, and LiveRamp's Sales Lift to assess campaign effectiveness from exposure to engagement to purchase via LiveRamp's retail media partners within the data collaboration platform.

£7.38

Incremental Return
on Ad Spend

2.01%

Sales Lift

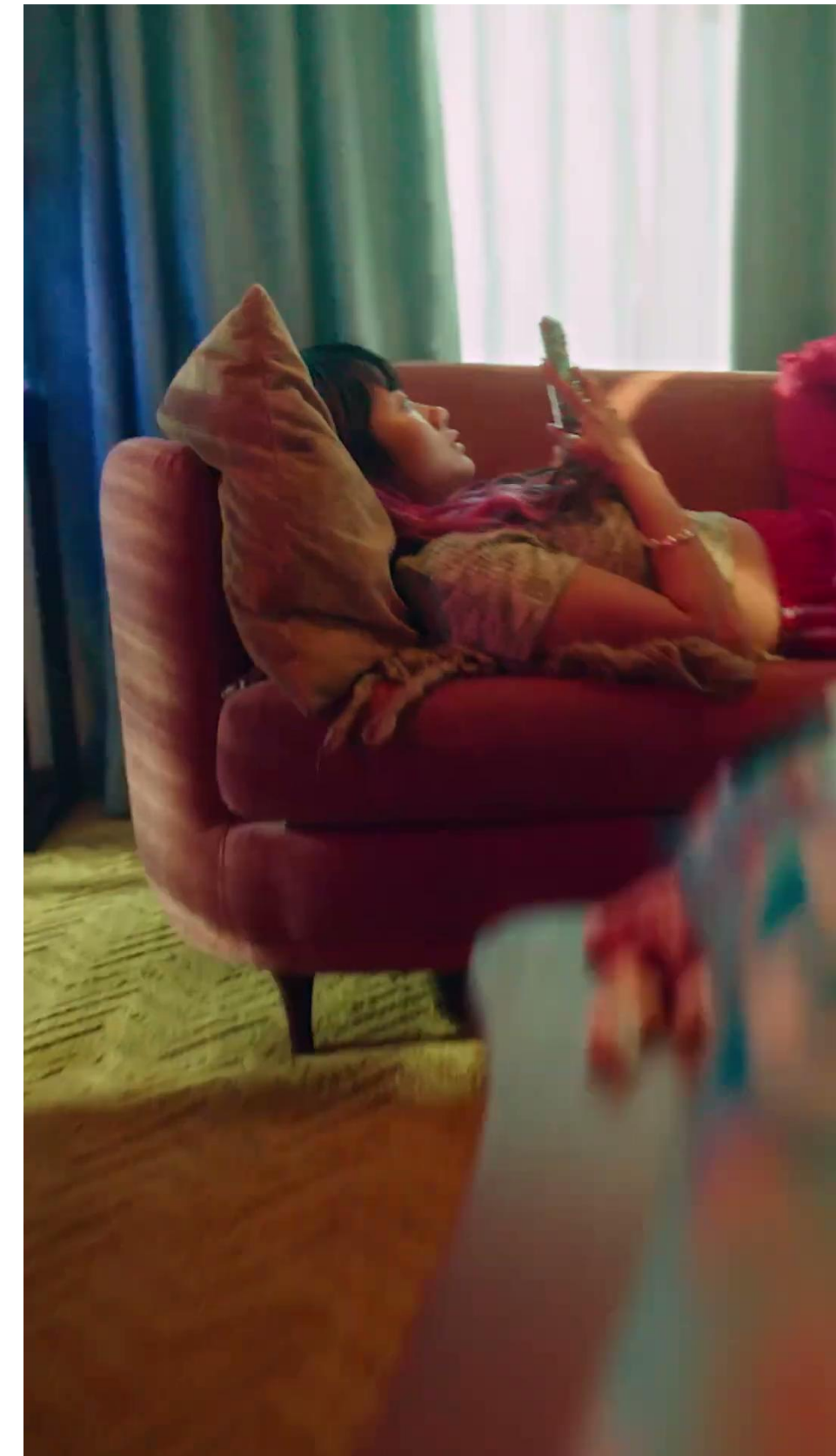
1.88%

Customer Lift

Coca-Cola leveraged LiveRamp's data collaboration platform partners and TikTok's influence to turn engagement into sales, showcasing the effectiveness of creative campaigns and smart end to end measurement.



[Link to case study](#)



Thank you



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