

YOUR STAGE IS:

Developing

You have a comprehensive measurement strategy in place that can make a meaningful impact on ROAS.

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This level of maturity is typically defined by:



Wide array of measured media channels



Advanced measurement solutions in use or in development



Multi-channel incrementality tests inform optimisation decisions



Sophisticated reporting capabilities for complex media planning



Sufficient resources for most measurement tasks

The four measurement maturity stages

Emerging	Building	Developing	Leading
You have untapped possibilities for maximising budget and resources with a clear measurement strategy.	You have a solid measurement foundation in place, with opportunities to grow and improve.	You have a comprehensive measurement strategy in place that can make a meaningful impact on ROAS.	Your measurement is robust enough to support strategic decision-making and continual optimisation.

Take these steps to advance to the Leading maturity level:

1

Deepen collaboration with publishers, retailers, and other premium partners via their clean rooms

2

Apply custom analytics and data science for a deeper analysis of customer behaviours and preferences

3

Assess the customer journey across all devices and media investments with multi-touch attribution reporting

4

Establish an analytics centre of excellence, staffed by data scientists with requisite domain expertise

Unlock more value with a LiveRamp measurement package that fits you:

The **Own Your Measurement** package helps you take control of your measurement in one place, expanding access to partner data, insights and customised metrics. Gain new insights and drive more value with a clear and granular assessment of campaign performance across all media environments.

Package at-a-glance

Included capabilities

- Closed-loop measurement (ROAS)
- Frequency management

Outcomes enabled

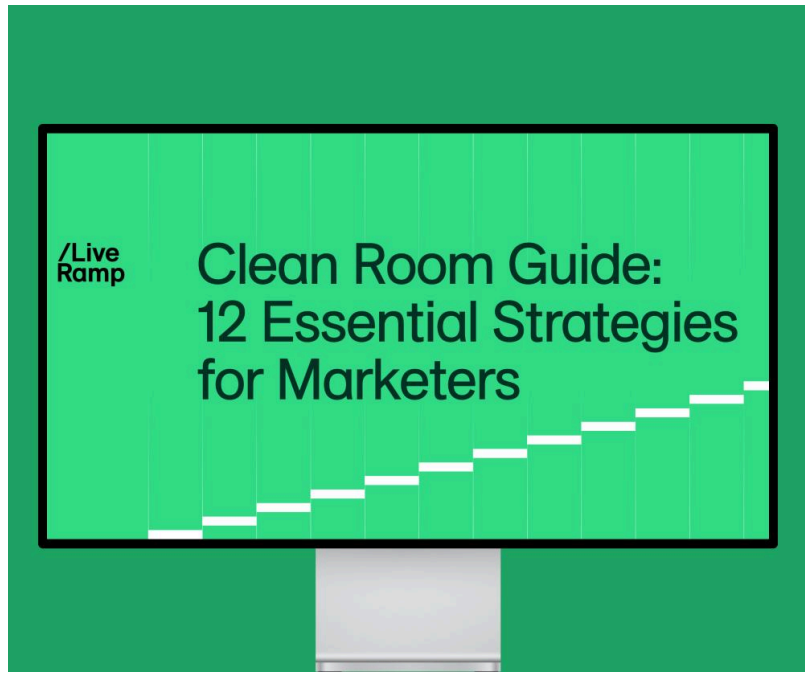
- In-flight optimisation
- Media planning
- Creative rotation decisioning
- Audience segmentation and activation

Contact us to learn more

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More Measurement resources for you

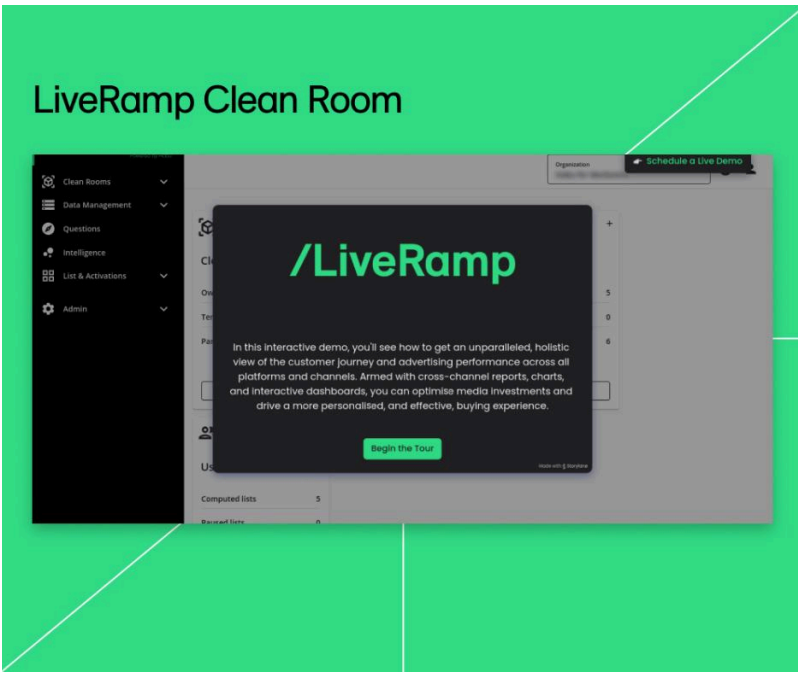


Interactive Clean Room Guide: 12 Essential Strategies for Marketers

Explore how clean rooms unlock powerful insights that help you grow your brand and business.

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Interactive Product Demo: LiveRamp Clean Room

Take a quick, self-guided tour to see how clean rooms deliver an unparalleled view of the customer journey and advertising performance.

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ASICS Case Study

See how the global sports and apparel brand drove business growth by quantifying the incrementality of each advertising investment.

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