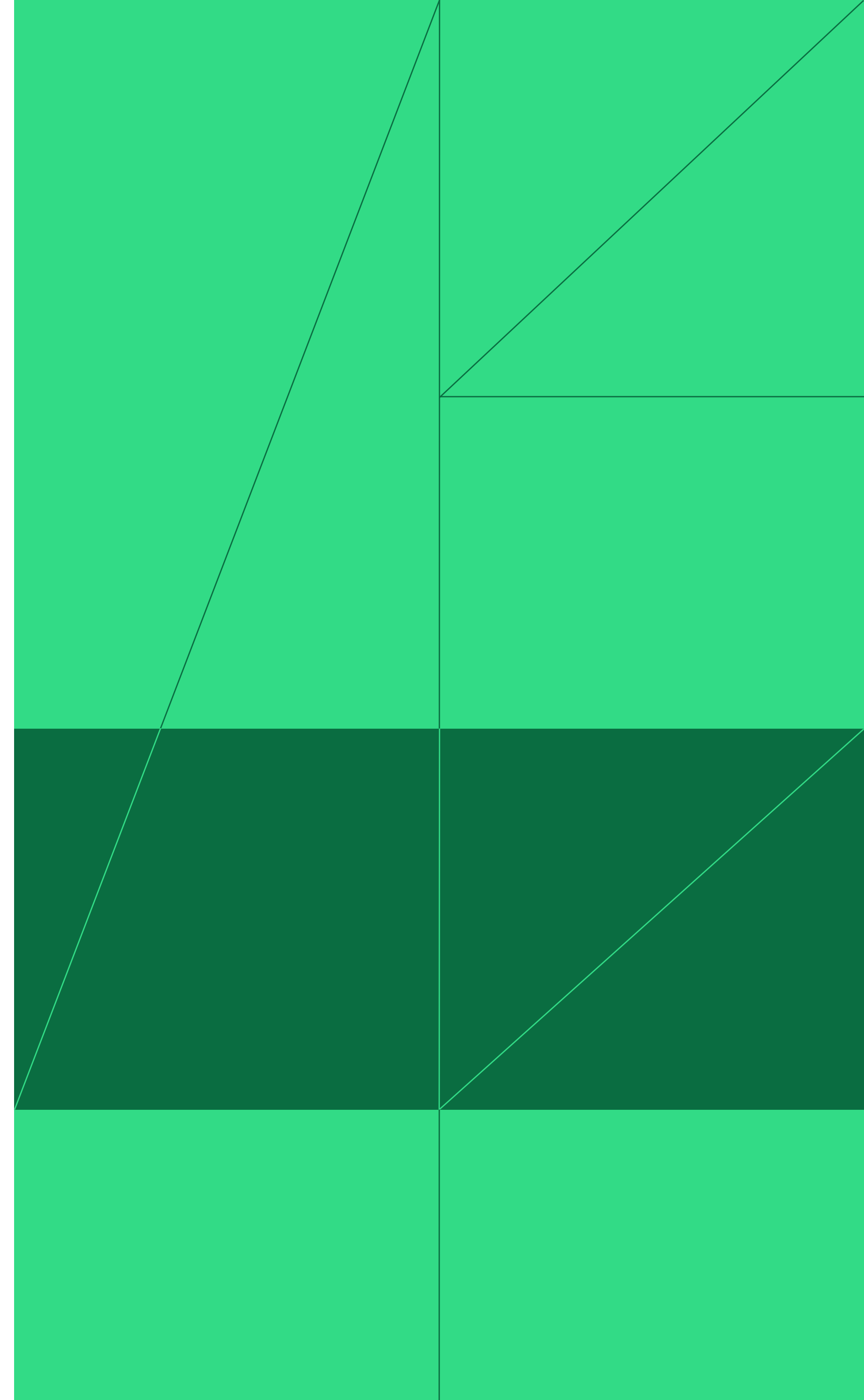


**/LiveRamp**

eBook

# LiveRamp's Guide to Data Activation

How to reach customers everywhere  
that matters with first-party data



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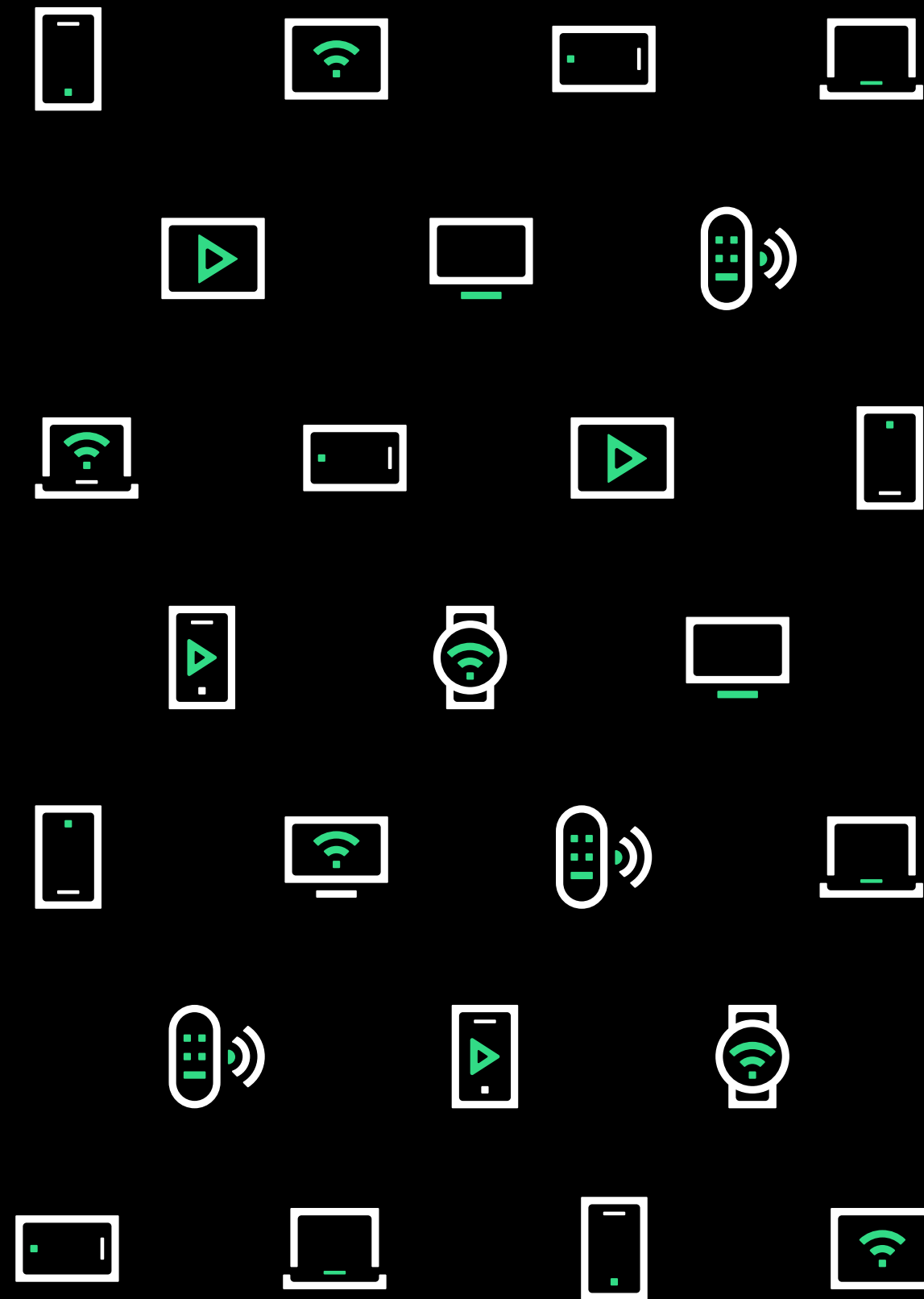
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Average UK household has 25 digital devices

# Introduction: Activate your first-party data – everywhere

Between groundbreaking technologies and an ecosystem of rich customer data, it's never been a more exciting time to be in advertising – and with first-party data, there are even more opportunities for your business to innovate and grow.

In a complex ecosystem where the average UK household has [25 digital devices](#), creating a clear picture of your customers can feel impossible. But with the right partner, you can leverage your first-party data to reach customers with personalised content – everywhere they are.

Tapping into your [first-party data](#) is key to finding ideal audiences across platforms and publishers, and the first step in that process is [data activation](#).

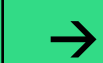
# What is data activation?

Data activation is being able to use your data wherever you want — across browsers, mobile devices, social platforms, and CTV — to reach your customers.

Data activation becomes possible when your team brings customer data together from siloed sources and platforms (such as cloud data warehouses or a CRM system), so you can create unified profiles and a single source of truth. Once data is centralised and streamlined, teams can define specific audience segments and push those criteria to operational tools, from ad servers and DSPs to business intelligence or analytics platforms.

With your data activated in your team's tools, you can convert raw data into meaningful insights to reach very specific customer groups, identify promising new audiences, and unlock innovative opportunities for ad personalisation.

See how pharmaceutical leader Eli Lilly unified its complex first-party data across multiple clouds to create the most accurate, connected customer view possible.








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# How does data activation work?

Activating your customer data is a process that takes time and ongoing optimisation. It starts with understanding how your organisation's data flows, including auditing the data you collect, where it's stored, who can access it, and identifying any information gaps. From there, you can create a plan to [integrate your organisation's first-party data](#) from sources like your CRM, websites, apps, social media, and other customer interaction points across channels. With your data organised and connected, you can define audience segments based on behaviours, demographics, interests, and other criteria for precise targeting and personalisation.

Once your data is centralised, you can fill in information gaps with context and insights from trusted third-party sources.

	Understand how your organisation's data flows
	Audit the data you collect, including: <ul style="list-style-type: none"><li> Where it's stored</li><li> Who can access it</li></ul>
	Identify any information gaps

# Components of data activation

[First-party data](#) is the key to connecting your business to customers — wherever they are in the digital ecosystem. This data comes directly from customer interactions through your company's owned channels, such as your website or app, and can include a user's browsing behaviour and purchase history, in addition to personally identifiable information like name, email, and phone number. First-party data also includes data stored in your CRM from customer interactions, such as sales inquiries or transcripts from customer service support tickets.

This data offers a rich source of reliable insights for what your audience prefers and how they interact with your brand, serving as the base for right-timed ad personalisation and omnichannel marketing. In today's privacy-centric world, leveraging first-party data is essential for maintaining a deep, effective connection with your audience that drives brand loyalty and customer engagement.

Third-party data is data collected on other sites and platforms, such as social media and CTV, or offline by a third-party partner. This data can be used to help you create a clearer picture of your audiences' preferences and needs through demographic, contextual, and behavioural data, but many marketers do not take full advantage of these rich insights. Most marketing, data, analytics, and technology leaders recently surveyed said they are leveraging first-party data to improve advertising, but [only about half](#) are tapping into the power of second-party data — other companies' first-party insights — and third-party data, or audience segments purchased via data providers.

**59%**

of industry leaders in the US say they collaborate with external partners who have more first-party data than they do

**43%**

say they collaborate with external partners for access to different types of first-party data

By activating your first-party data with data from trusted third-party data partners, you can begin to create and activate new, high-value audience segments to expand your audience reach and deepen customer personalisation. This creates more opportunities to serve the right message to audiences at the right time by easily targeting or suppressing audiences across touchpoints.

A [durable, privacy-centric identifier](#) connects these data sets and translates any combination of digital identifiers, including third-party cookies, into one clear picture for each customer profile and audience segment. Acting as a translator, this identifier can bridge the data gaps between channels, publishers, and brands across touchpoints in your customers' complex journey – while allowing your team to connect with more data partners safely for deeper insights.

Today most organisations turn to external partners to [enrich their customer understanding](#): 59% of industry leaders in the US say they collaborate with external partners who have more first-party data than they do, and 43% say they collaborate with external partners for access to different types of first-party data. When customer data feels sparse or fragmented, a consistent identity framework is critical for privacy-centric data activation across the ecosystem for the furthest audience reach and the most connected customer view.

## How does RampID support data activation?

RampID powers a person-based approach to identity, allowing marketers to reach ideal audiences across browsers, mobile devices, and CTV in a privacy-enhanced way. With RampID, marketers can resolve any combination of data sources (known and/or pseudonymous) to a household or an individual with unmatched accuracy and scale — so you can confidently advertise to your target audiences everywhere they're spending time.

For example, NBCUniversal launched more than [3,000 new audiences](#) by connecting and activating the organisation's fragmented first-party data to a durable identifier. The team had [deterministic data](#) for 90 million households and 200 million adults, but they wanted to understand their customers on a deeper level. Since activating the enterprise's first-party data, the team has unlocked the most accurate, connected view of customers — from viewers of The Office to readers interested in cosmetics, to users booking tee times via NBCU's apps.





“We’re able to create a holistic view of who these households are and the individuals within those households and how they interact with our brand,” said Kaitie Coghlan, SVP, Data Product & Partnerships at NBCUniversal, [at RampUp](#). “In return, we can serve up customised, unique experiences that keep the consumer coming back, and, of course, drive revenue for our advertisers.”

RampID makes far-reaching data activation possible without putting customer privacy at risk. By matching first-party audience data with high-quality publisher inventory, marketers can create and activate multiple customer segments to personalise, prospect, re-target, and scale to new audiences online that look, behave, and/or shop like a seed audience.

Discover how Chartboost, a leading in-app monetisation platform, is helping advertisers connect to the authenticated ecosystem via RampID for deeper personalisation and accelerated revenue.



READ THIS STORY



# How to build a data activation strategy

## Data onboarding

[Data onboarding](#) is the first step to activating your first-party data. It involves integrating your organisation's online and offline data to establish complete profiles of each individual customer. Combining your first-party data eliminates fragmentation across departments and provides a clean and accurate data set that can be used for insights into customer behaviours and preferences. Data onboarding also leads to enhanced personalisation.

## Data analysis

Data analysis involves organising and mapping your organisation's data, which makes it possible to surface customer insights that would otherwise be inaccessible. At this stage, you'll run predictive and attribution models and map customer journeys. All of these steps shed light on how customers interact with your brand across touchpoints so you can start identifying potential areas for personalisation.

## Data activation

Data activation happens when you segment your data and send it out to operational tools across your team and organisation. You'll need to decide how you want to group customers for each channel destination or use case, whether it's by behavioural patterns, purchase history, or another attribute. From there, you'll be able to create campaign strategies that tailor content and messaging to custom audiences and individual customers across platforms.

## Measure performance

[Measuring campaign performance](#), data quality, and ROI helps confirm your data activation process is going to plan—and reveals opportunities for optimisation. By measuring campaign effectiveness after your data has been activated across channels, you can pinpoint opportunities to refine your segmentation, targeting, and personalisation strategies. This step is critical to ensuring that your data quality remains consistent and that your data activation efforts are meeting desired goals and outcomes for advertising success.

# How does data activation drive more business value?

Even though there are more and more digital channels, it's getting harder to reach customers. For example, half of the open web is already cookieless and data privacy laws are getting stricter – limiting the data available to advertisers for deeper customer understanding. And the customer data that is available is becoming more and more fragmented.

So how can marketers reach customers everywhere they are with engaging, personalised content? Nine in 10 organisations deliver [some level of personalisation](#), but creating personalised, privacy-centric customer experiences requires an organisation's data to be connected across the business and customer journey – this is where data activation can help.

Here's how you can create data-driven marketing strategies and drive better business outcomes with data activation:



# 1

## Expand your audience reach

By activating your first-party data with second- and third-party data from trusted partners, you'll be able to close [customer intelligence](#) gaps in your buyer journey through demographic, behavioural, and transactional data that leads to prospective customers. Closing these information gaps in a privacy-centric way requires access to safe, externally sourced third-party data from partners.

When marketers activate audience data across an expansive network of trusted partners and integrations, they can easily create and activate high-value audience segments while suppressing customers who are not relevant with a people-based approach. As a result, brands like [British Gas](#) are driving greater customer acquisition, ad efficiency and reducing wasted spend by suppressing those who are already signed up their products.

“Working with LiveRamp has enabled British Gas to unlock a huge amount of utility from our first-party data,” said Sam Taylor, Head of Performance Marketing at British Gas. “We are able to identify existing customers who are needlessly receiving ads from us, remove them and drive the significant efficiency being made back into our targeted audience investment.”



We have been impressed by the speed to value that we have been able to deliver working in partnership with LiveRamp and our agency partner.

**Sam Taylor** / Head of Performance Marketing / British Gas

See how Pinterest and Snapchat help brands better understand how ads are driving return on ad spend (ROAS), prove more marketing value, and unlock data-driven insights that matter most to them.

→ WATCH THE WEBINAR

First-party data activation allows marketers to serve the right message at the right time through targeting and suppressing the right audiences – ultimately delivering deeply personalised experiences across browsers, mobile devices, social platforms, and CTV, and helping you better understand what your customers want.



## 2

## Deepen privacy-centric personalisation

Ad platform [Nimbus](#) wanted to transform mobile advertising to boost engagement and revenue across platforms, so the company partnered with LiveRamp. By activating authenticated user data via LiveRamp Authenticated Traffic Solution and RampID, the most durable, privacy-centric identifier in the digital and martech ecosystem, Nimbus is helping publishers deliver relevant ads and enhance user engagement. With Nimbus and LiveRamp, publishers can offer a privacy-centric exchange of personalised ad experiences to users while [maximising revenue by connecting to brand data](#).

Through data activation, you'll be able to embrace [the future of addressability](#) and connect with your customers wherever they are spending time, anywhere in the world. Through the power of RampID, you can reach authenticated audiences at scale and deliver personalised experiences everywhere it matters — across browsers, mobile devices, and CTV — for deeper customer relationships and more brand value and trust.





## How Indeed Connects More Job Seekers to Their Next Best Role with LiveRamp

Indeed, the number one job site in the world, recognised the critical importance of its first-party data for [improving audience engagement](#). With more than 350M unique monthly visitors, 245M resumes on file, and more than 980M company ratings and reviews, Indeed's Reach Team knew they needed [a secure, scalable, and resilient identity solution](#) to activate their data across channels, as well as preserve and improve off-site ad performance despite signal loss.

Indeed worked with LiveRamp to resolve its first-party data to a durable, privacy-centric identifier directly within their cloud environment, allowing them to minimise data movement and accelerate speed to delivery. With LiveRamp's AWS Embedded Translation solution, Indeed was able to connect their data with their advertising partners for data activation and measurement, delivering greater accuracy in a privacy-centric way. As a result, Indeed experienced 54% growth in re-targeting audiences and 20% increase in response rate, while enhancing their digital advertising workflows and seamlessly integrating them within their existing AWS customer data infrastructure.

↑ **54%**

growth in  
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↑ **20%**

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# What should you look for in a data activation partner?

Data activation is essential for an effective, high-impact advertising strategy that creates personalised customer experiences, improves campaign performance, and drives revenue.

When [Trebel](#), an innovative music streaming platform, wanted to evolve its monetisation strategy to boost mobile revenue, they partnered with LiveRamp. With LiveRamp, Trebel was able to activate the company's data to their programmatic bidstream using RampID for a more personalised ad experience, which resulted in 130% higher eCPM uplift – and a [valuable partnership for Trebel's marketing team](#).

“Enabling LiveRamp's Authenticated Traffic Solution was a seamless process,” said Shaun Ferreira, Head of Ad Operations at Trebel Music, “and we've seen a huge boost in monetisation since implementing it in our apps.”



Enabling LiveRamp's Authenticated Traffic Solution was a seamless process and we've seen a huge boost in monetisation since implementing it in our apps.

**Shaun Ferreira** / Head of Ad Operations / Trebel Music



To successfully leverage data activation, you need a partner who can deliver a connected, personalised customer experience through privacy-centric solutions, including:

- A [consistent identity framework](#) that offers a dynamic customer view across all browsers, mobile devices with clear rules that protect privacy.
- A premier ecosystem of third-party data partners and high-quality publishers that can enhance your customer insights with trusted data sets and sources.
- A [scalable way to reach authenticated audiences](#) that offers full interoperability and scale for advertising everywhere your customers are by seamlessly distributing data to advertising platforms in a premier ecosystem.
- Flexible [data collaboration](#) capabilities across channels and ecosystems with advanced use cases for continued growth in business optimisation, success, and value.

Learn how LiveRamp can help you activate data to more than 350 destinations to create impactful, engaging moments with your customers.

**If you're ready to get started with data activation, [talk with our experts.](#)**

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LiveRamp is the data collaboration platform of choice for the world's most innovative companies. Visit us at [LiveRamp.uk](https://www.liveramp.com)