

/LiveRamp

eBook

The Ultimate Guide to Untangling Media Measurement

Collaboration in the Age of Commerce Media

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Introduction

Media measurement isn't optional

Today, no brand can afford to dedicate budget to campaigns unless they can prove a return on their investment. Which means accurate measurement is no longer a nice-to-have – it's essential to hold those media investments accountable.

But meaningful measurement is harder than ever. This is partly due to the fragmentation of customer journeys across multiple channels, platforms, and devices. And then there's the ever decreasing availability of signals previously used for measurement, like third-party cookies and mobile advertising IDs, as well as the continuing evolution of privacy regulations.

Industry developments like the commerce media boom are proving both a help and complex. Commerce media may appear to add an additional layer of complexity to the already convoluted ecosystem, but it also provides valuable data that can be used for precise, attributable media measurement across the whole customer journey to the point of transaction. That is – of course – if advertisers know how to access and connect it.

Holistic, agnostic tools are emerging to help advertisers with effective media measurement. Data collaboration in particular is taking measurement strategies to the next level, opening up the possibility of full customer journey measurement, with a clear view of what drove incremental sales as opposed to binary sales reporting. For the first time advertisers can gain a unified view of the connection between ad exposure and transaction point, for example when a customer sees a digital ad, or indeed numerous ads, and then buys in store. The measurement capabilities enabled by data collaboration increase c-suite confidence and buy-in, unlock budgets, enable media efficiencies, and ultimately drive growth.

Despite these advances, knowing what and how to measure is still a challenge. In this guide to untangling media measurement, we'll take a look at how the measurement landscape is evolving, and use real-world examples to explore how data collaboration brings the industry closer to the ideal state of holistic, cross-channel measurement. We'll also delve into the measurement models and KPIs brands can use, and offer tips on getting started.

SECTION 1

The media measurement landscape



The evolution of measurement

The measurement utopia is deterministic, holistic, cross-campaign, cross-media measurement that ultimately drives real-time optimisation. But we're not there just yet.

There's no single answer to media measurement. The optimal solution will vary by vertical, brand, campaign objectives, channel, and a variety of other factors, and it will inevitably require a combined approach. For example, a brand might use high-level probabilistic media mix modelling (MMM) to put together its annual media plan, but this will need to be continually challenged, validated, and optimised with deterministic measurement.

If you have a measurement strategy in place, chances are it's focused on single-channel measurement.



The status quo: Single-channel measurement

Advertisers doing single-channel measurement may simply be relying on the reporting and measurement capabilities of the platforms they're advertising on, such as [conversion APIs](#) (CAPI). Or they may be using industry standards such as [BARB](#) in the UK, which provides audience demographic data as well as viewing figures across devices. At a more sophisticated level they may be leveraging an external measurement partner and a third-party intermediary.

But a lot of advertisers still measure in channel or platform siloes.

They may be doing geo-based measurement in one channel and panel-based measurement in another, and lack a holistic view with consistent KPIs. What's more, real-time optimisation based on measurement insights is very limited.

Brands doing single-channel measurement need to evolve their strategies in two important directions. One is shifting to cross-media measurement, and the other is using insights for activation and optimisation.



Evolution one: Cross-media measurement

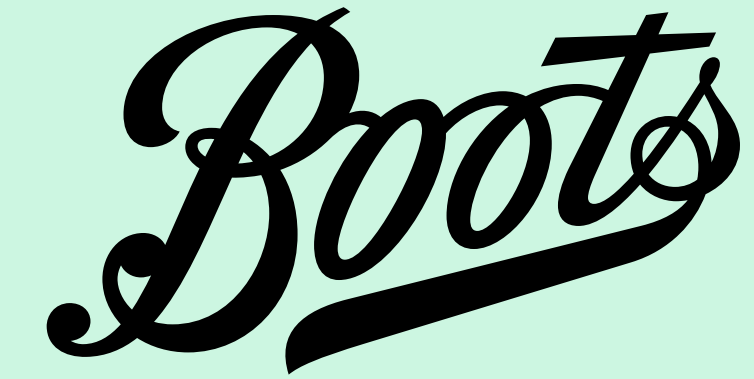
Cross-media measurement is the next frontier. It will give brands and advertisers the ability to holistically measure how media performs across multiple channels and platforms, from social media and TV to the open web and commerce media. They'll be able to measure the impact of each touchpoint of the customer journey on a specific set of outcomes.



Evolution two: Activation and optimisation

Instead of just doing after-the-fact reporting to find out what's working well and what's repeatable, advertisers can use the insights from measurement to close the loop and optimise campaigns in-flight. This may mean activating new audiences or putting more spend into specific channels or creative variations to immediately achieve a better return.

Boots Media Group moves towards cross-media measurement



Boots Media Group (BMG) is a full-service advertising offering for the brands that sell their products via the health and beauty retailer.

To accurately measure their return on ad spend (ROAS), BMG advertisers need an omnichannel view of the path to conversion so they can understand each touchpoint that influences a purchase. For example, a customer might research a product and see a brand ad on the Boots website, but ultimately decide to make a purchase in store.

By using [LiveRamp's Data Collaboration Platform](#) in combination with Criteo's Commerce Yield monetisation solution, BMG ties together extensive customer data from the Boots Advantage Card loyalty scheme with offline sales transaction data. This enables it to connect the in-store sale to the online exposure and capture ROAS more accurately.

Overall, this collaboration provides advertisers with more transparent attribution across Boots' digital and physical retail environments for improved ROAS.

+22%

Analysis of the top 50 brands investing in Boots shows a +22% uplift in ROAS when integrating Boots' online and offline sales, compared to online only.

Challenges to measurement progress

So what's holding back progress towards cross-media measurement and optimisation?



The perceived challenges: Signal loss and fragmentation

Ask any advertiser about the biggest challenges facing measurement, and they're likely to talk about the deprecation of third-party cookies and mobile advertising IDs. With the digital advertising industry traditionally relying on these identifiers, there's a lot of focus on mitigating signal loss. But signal loss should be seen as an opportunity, not a challenge. Cookies were an imperfect measurement mechanism, due to device fragmentation and the lack of persistent identity. Their decline gives advertisers the impetus they need to move to more sustainable measurement techniques, based on first-party data.

Advertisers may also talk about the lack of measurement standardisation across media channels and platforms. How, for example, do they compare the role that channels like connected TV (CTV), display, and digital out-of-home (DOOH) play in moving consumers along their journey? And this lack of standardisation is a particular concern when contemplating new entrants in commerce media. But by connecting their own data assets with the network of publishers and platforms on which they advertise, brands can get an accurate and holistic view of media performance without cookies and without requiring standardisation.



The real challenge: Data accessibility

The real challenge holding back cross-media measurement today is data accessibility. Many publishers, platforms and even brands aren't yet comfortable making their first-party data accessible for external measurement. Media providers often prefer to receive brand transaction data within their own environment and run the measurement themselves, meaning they maintain control of both their data and the measurement narrative.

Brands are keen to ensure any measurement results reported by media providers are unbiased and, perhaps even more importantly, that their data isn't used in any way that can compromise customer privacy.

As we'll see in the next section, data collaboration and clean room technology help to solve and mediate data accessibility and trust challenges, as well as challenges around signal loss and standardisation. When combined with the right identity infrastructure to connect disparate data sets and measurement techniques, data collaboration can unify measurement across all channels and platforms while ensuring every party controls access to their data at the level that suits them.

Moving forward, brands must involve publishers and platforms in the measurement conversation. In addition to the data collaboration technology that enables cross-media measurement, new approaches may also be needed to make those publishers and platforms more comfortable with data collaboration. These approaches could include:

- 1 Focusing on measuring the incremental impact of multiple complementary channels, rather than directly comparing platforms on a transaction-by-transaction basis.
- 2 Shifting from short-term conversion metrics to broader, more meaningful KPIs like ROAS, incremental ROAS, and ultimately Customer Lifetime Value.
- 3 Emphasising the advertising budgets that can be unlocked when performance can be proven across harmonised media channels.

The commerce media boom is normalising data collaboration. As more retailers, publishers, and platforms make their data accessible, it's creating a snowball effect where others will have to do the same to secure brand budgets.

SECTION 2

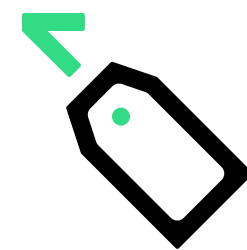
Commerce media, retail media and measurement



What is commerce media vs retail media?



Commerce media uses first-party commerce data to power targeted advertising. Media networks can be set up by any business with first-party data, from travel and entertainment brands to financial service providers.



Retail media is a specific subset of commerce media that uses retailers' data to target consumers as they are shopping.

£7bn

Both commerce media networks (CMNs) and retail media networks (RMNs) are booming, with IAB UK predicting retail media ad spend will exceed £7 billion by 2028.

Commerce media and measurement

Theoretically, commerce media should make measurement easier. And it would if all brand advertising was onsite media, or at least within the network ecosystem, but this isn't how commerce or retail media works. In the real world, campaigns aren't restricted to one channel, with onsite media through to transaction. Campaigns are omni-channel and multifaceted with partners from outside of commerce / retail media network environments including digital, social, CTV, and programmatic.

This simplistic view doesn't take into account the many exposures and touchpoints outside of these media networks that may influence the purchase or the possibility that the customer sees an onsite ad and then shops in store. Then there's the fact that commerce and retail media ads don't always promote endemic brands.

In reality, we are yet to recognise the full value that commerce media networks can bring to the table owing to a lack of standardisation. As it stands, each network takes their own approach and uses different methodologies in analysing and reporting performance, therefore increasing the complexity. To address this disparity, IAB Europe has created [Retail Media Measurement Standards](#), providing buyers with a framework to compare retail media investment, but this could take time to adopt and implement. As we'll see later, investing in a data collaboration technology that has a wider connection into a vast array of partners can be a way forward for individual brands.

Where commerce media has made cross-media measurement more achievable is in normalising data collaboration. By making their data accessible to brands for ad targeting and measurement, retailers and other commerce media platforms are setting a precedent which others will be compelled to follow.

SECTION 3

Data collaboration as the foundation of measurement



Privacy-centric data collaboration technology brings the utopia of holistic, cross-media measurement closer.

Data collaboration is simply the act of connecting and harmonising data from various sources, in a secure environment like a clean room, to unlock combined insights. An effective data collaboration network, powered by robust clean room capabilities, can enable closed-loop measurement wherever brands want to advertise.

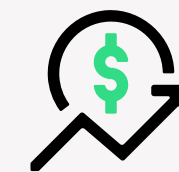
Examples of first-party data sets that can be connected



Exposure logs from publishers and platforms



Audience data from publishers and platforms



Transactional data from brands and retailers



Loyalty data from brands and retailers

Read on for three ways data collaboration is moving accurate cross-media measurement forward, along with real-world examples.

1

Join up the customer journey

A customer’s path to conversion typically traverses a number of online and offline touchpoints. Data collaboration joins up that customer journey so brands can understand, for example:

- Shoppers who see a product promotion online but purchase in store (as with the earlier [Boots example](#)).
- People who see a movie advert on their social feed and then buy a ticket at the cinema (discover how [Lionsgate joined forces with TikTok](#)).
- Drivers who see a car ad online and then book a test drive with a local dealer (find out how [Jaguar Land Rover collaborated with Carwow](#).)



TikTok drives cinema ticket sales

To solve the lack of transparency between ad exposures and box-office sales, TikTok partnered with LiveRamp to enable movie studios to prove the total value of their marketing spend.

LiveRamp evaluated 12 UK film campaigns, of varying genres and from varying studios, to explore the impact of TikTok ad campaigns in driving cinema ticket sales.

92% of film campaigns on TikTok saw a resulting increase in sales and customers.

67% of films saw a double-digit customer lift due to campaign advertising on TikTok.

49% of users who bought a cinema ticket purchased it within a day of seeing a film advert on TikTok.

Films with TikTok campaigns led to an average new customer lift of **21%** compared with those without.

2

Understand the value of different channels

Data collaboration enables cross-media measurement so brands can see the true value of different channels and platforms.

This isn't just about comparing how those channels perform for specific audiences or against campaign goals, but also understanding their impact on one another. A brand might, for example, measure the incremental lift of adding a social platform to a TV campaign.



Tesco proves value of Pinterest

[Pinterest partnered with LiveRamp](#) to uncover differences in purchase behaviours between Pinner and non-Pinner using Tesco Clubcard data. The findings illustrate the effectiveness of incorporating Pinterest within media plans when the desired outcome is higher CPG spend in-store.

The results reveal Pinterest users:

Spend more: Pinterest users had a 25.6% higher average spend than non-users.

Shop more frequently: Pinterest users visited stores 24.7% more often than non-users.

Buy more: The basket size for Pinterest users was 6.1% larger than that of non-users.

Are more adventurous: Pinterest users are 35% more likely to broaden their brand range than non-users.

Shop online: Pinterest users are 46% more likely to shop online than non-users.

3

Enable activation and optimisation

Activating measurement insights to optimise campaigns and achieve better results can take many forms.

Brands can:

- Use the results of A/B creative testing to change the creative served to specific audiences.
- Uncover a commerce media audience that is buying a similar product from another brand, and target this audience segment.
- Suppress audience segments that aren't performing.

LOOKFANTASTIC

LOOKFANTASTIC revolutionises paid search strategy

Online premium beauty retailer, [LOOKFANTASTIC](#), worked with [LiveRamp](#) to measure the effect on sales of including (or suppressing) customers that had purchased in the past 12 months in paid search campaigns.

x4.4 ROI was achieved by advertising to customers that purchased between one and five times in the last year, indicating this group should be included in paid search activity.

x7.2 ROI was achieved by advertising to customers that purchased between two and five times in the last year.

Therefore there should be a particular focus on targeting these customers with paid search campaigns, as well as encouraging them to join the LF Beauty+ program.

As there was no significant impact from advertising to customers that purchased more than five times in the last year, the recommendation was this group should be suppressed in paid search campaigns

Overall, the optimisation and suppression strategy was projected to generate a **seven-figure incremental revenue** lift per annum.

SECTION 4

Measurement models and metrics



So we can see data collaboration opens up the possibility of accurate, cross-media measurement based on connected data. Once that collaborative foundation is in place, advertisers have a lot of decisions to make around what they want to measure and how they want to measure it.

Let's delve deeper into the nuts and bolts of media measurement.

Four core measurement approaches

The four core approaches to measurement are:

- 1 Audience analytics**
Audience analytics tell you who saw your ads. What demographic group are they in? Have they shopped with the brand before? How does this compare with what was expected?
- 2 Media delivery**
Media delivery metrics answer reach and frequency questions. How much did you spend? How many unique impressions were delivered to how many people? What is the most effective frequency for conversion?
- 3 Attribution**
Attribution is the process of assigning conversion credit to media exposures and it tells you what action was taken after exposure to an ad. Multi-touch attribution (MTA) assigns conversion credit to exposures across the entire customer journey, as we'll see a little later.
- 4 Lift**
Lift is all about incrementality. It measures the impact of media above a baseline measure of what would have happened anyway. At the top of the funnel it might measure an incremental rise in brand awareness or perception, while at the bottom of the funnel it will focus on an increase in sales or conversions.

Some campaigns will require a combination of all four measurement approaches outlined on the previous page, while others will just need one or two. Factors that influence the appropriate measurement approach include:



The type of platform

Social platforms provide their own audience analytics and native reporting on media delivery so these two may not be required. Programmatic platforms, on the other hand, are unlikely to provide this kind of data.



The type of brand

A well-known CPG brand that is routinely purchased as part of the weekly shop will require lift measurement to avoid over-inflating the impact of media. But a niche brand that makes the vast majority of sales through Instagram ads won't necessarily need to measure lift.

Attribution models explained

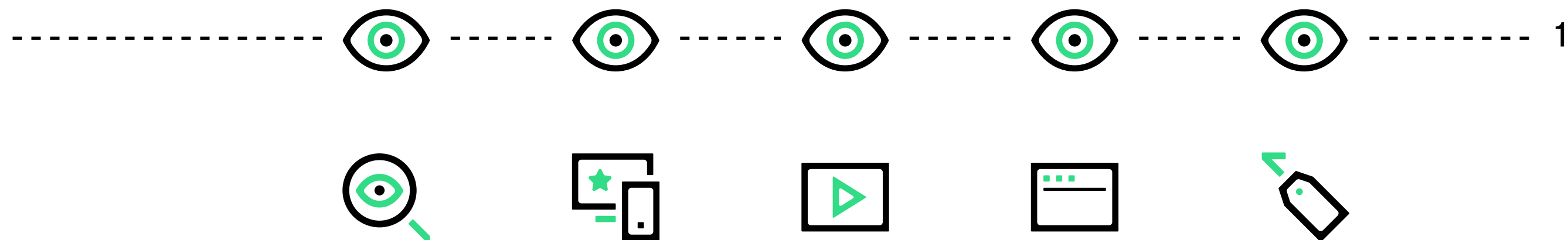
Just about every campaign will need some form of attribution so advertisers can see what channels and tactics are most effective at driving their desired outcomes. The main attribution models they can use to allocate credit for a conversion to the different exposures and touchpoints along the customer journey are:

- **First-touch**
Allocates full credit to the earliest touchpoint.
- **Last-touch**
Allocates full credit to the most recent touchpoint.
- **Uniform**
Allocates equal fractional credit to all touchpoints.
- **Sequence weighted**
Allocates attribution to a touchpoint based on its placement in the sequence of touchpoints. The most recent impression receives the most credit.
- **Time-decay**
Allocates the conversion to a touchpoint based on the share of time-adjusted decay. The most recent impressions receive the most credit, and the time between impression and conversion is factored in.

The attribution window is a fixed period of time during which a conversion can be credited to a touchpoint. The length of the attribution window can vary greatly between brands and campaigns. For instance, it will be much longer for an automotive campaign than for a CPG campaign simply because purchase decisions take longer.

This example shows how conversion credit for the purchase of a smartwatch could be allocated to five touchpoints using different attribution models. The customer saw a paid search ad while researching smartwatches online. They visited the retailer's website, watched an influencer video, were exposed to a social media ad, and then ultimately bought the watch in store.

Touch points/exposures within attribution window



Total conversion value

Touch point	1st	2nd	3rd	4th	5th
First-touch	1	—	—	—	—
Last-touch	—	—	—	—	1
Equal-touch	0.2	0.2	0.2	0.2	0.2
Sequential	0.06	0.13	0.19	0.25	0.31
Time Decay	0.11	0.15	0.17	0.22	0.42

Choosing measurement KPIs

There are a huge number of metrics advertisers can use to measure the success of their campaigns. These range from simple transactional metrics, like conversions, to more sophisticated KPIs such as Customer Lifetime Value.

The KPIs you use for a specific campaign will depend on a variety of factors:

Funnel stage

Brands need to measure based on where they are targeting customers in the marketing funnel. Are they running a top-of-the-funnel awareness campaign where brand lift is most appropriate or a performance campaign where conversions are more meaningful?

Objectives

Advertisers should connect their metrics to the desired outcomes of the campaign. If the aim is to attract new customers, Customer Acquisition Cost is likely to be a valuable metric, whereas if the focus is building long-term customer relationships Customer Lifetime Value may be more useful. Metrics like Click-Through Rates and attention are most useful for assessing the effectiveness of ad creative, while viewability is more appropriate for assessing ad placement quality.

Sophistication

Most brands measure on a transactional basis using metrics like CPMs and conversions. But by measuring more sophisticated KPIs like ROAS, incremental ROAS, and Customer Lifetime Value, they can gain a more holistic view of cross-media performance and implement sustainable, long-term marketing strategies.

KPI glossary

Attention: the amount of time a consumer looked at or listened to an ad at the time they were exposed to it.

Brand Lift: an increase in consumer awareness and perception of a brand due to an advertising campaign.

Churn Rate: the percentage of customers that stop doing business with a company over a designated time frame.

Click-Through Rate (CTR): the number of clicks a digital ad receives divided by the number of times it is shown.

Conversions: measurement that tracks how effectively an ad campaign leads to desired actions, such as purchases, sign-ups, or downloads.

Cost Per Click (CPC): how much advertisers pay for digital advertising, based on the number of clicks the ad receives.

Cost Per Mille (CPM): a fixed price for 1,000 impressions of a digital ad.

Customer Acquisition Cost (CAC): the total amount a business spends to acquire a new customer, including all sales and marketing-related expenses.

Customer Lifetime Value (CLV): the total amount someone spends (or is expected to spend) on products and services throughout their lifetime as a customer.

Incremental Return On Ad Spend (ROAS): the additional revenue that would not have been generated without a marketing campaign.

Return On Ad Spend (ROAS): the amount of revenue a business earns relative to the amount it spends on advertising.

Sales Uplift: the incremental increase in sales that can be attributed to a specific ad campaign or media channel.

Store Visits: the number of people that visit physical stores after being exposed to an ad.

Viewability: whether an online ad impression had the opportunity to be seen or not.

SECTION 5

Ready to get started?



With a comprehensive suite of data collaboration solutions, LiveRamp can meet you wherever you are on your measurement journey, whether you're just getting started or looking to evolve your media measurement. We can act as your measurement partner but can also collaborate with and connect other measurement providers. For those just starting out with measurement:

1

Crawl, walk, run

While the ultimate goal is a cross-media view, you'll want to start small and prove value, then gradually connect all channels and platforms for truly holistic measurement.

2

Consult your media plan

When you're looking for the best place to start with measurement, your media plan can provide the answer. If 80% of your social budget is being spent on one particular platform, for example, begin by finding out what results you're achieving there and whether that aligns to your objectives.

3

Consider data accessibility

Not all platforms make their data accessible for measurement. Companies like LiveRamp will work with you to identify platforms and publishers that are already set up for data collaboration so you're able to harmonise your media performance.

4

Work backwards from objectives

What high-priority outcomes are you looking to achieve? Starting with your goals and working backwards is an effective way to prove the value of media measurement and get buy-in across the business.

SECTION 6

Meet LiveRamp's Data Collaboration Platform





LiveRamp is the leading data collaboration partner, empowering marketers and media owners to deliver and measure marketing performance everywhere it matters. LiveRamp's data collaboration network seamlessly unites data across advertisers, platforms, publishers, data providers, and commerce media networks - unlocking deep insights, delivering transformational consumer experiences, and driving measurable growth.

Built on a foundation of strict neutrality, unmatched interoperability, and global scale, LiveRamp enables organisations to maximise the value of their data while accelerating innovation. Trusted by the world's leading brands, retailers, financial services providers, and healthcare innovators, LiveRamp is shaping the future of responsible data collaboration in an AI-driven, outcomes-focused world.

LiveRamp technology facilitates the connection between brands and consumers. The consumer journey isn't linear, but each of your marketing channels, platforms, and publishers operates in its own silo and is hyper-focused on optimising user experiences in its own universe, not anywhere else. Most of your partners have created identifiers without regard for interoperability making it difficult, if not impossible, to connect relevant, smart data signals to other touchpoints along the consumer journey.

LiveRamp provides marketers with an orchestration layer to stitch together touchpoints from across the ecosystem, breaking down silos and offering interoperability at every point in a responsible way. As the ecosystem continues to evolve, complexity increases. LiveRamp enables you to connect and activate the relevant data signals at the point where consumers engage to achieve more with your marketing efforts.

[See for yourself with our interactive demo.](#)

SECTION 7

LiveRamp in the UK



Over the last decade, LiveRamp has built the world's most powerful collaboration network that enables brands, platforms and publishers to deliver exceptional experiences and drive measurable performance everywhere it matters.

We have extended the power of that network to enable data owners to collaborate across a large range of partners that are relevant to the UK market across both global and local media platforms such as Google, Meta, TikTok, Pinterest, Netflix, and Sky as well as other ecosystem partners such as commerce media networks, data providers and tech partners.

The collaboration network is built to empower the full breadth of data collaboration use cases such as planning, segmentation, activation, optimisation and measurement. This enables data owners to connect the full breadth of use cases into business outcomes delivered through closed-loop measurement.

LiveRamp's secure technology and neutrality allows us to be the trusted measurement partner of choice for some of the world's largest brands and media platforms such as Tik Tok, Meta, Pinterest, Spotify, Snapchat and more.

With LiveRamp's data collaboration platform, you can unlock powerful measurement and collaborative analytics, using LiveRamp's robust collaboration capabilities, which have advanced permissioning and cutting-edge technologies for responsible data collaboration built in. You can integrate, analyse, and activate holistic performance data across your media portfolio.

In the UK we work with:

40%
of the top 10 grocery retailers

50%
of the top 5 beauty retailers

/LiveRamp

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