

/LiveRamp

eBook

The AI-Ready Advertiser Action Plan

How to show up everywhere your customers
(and their agents) do

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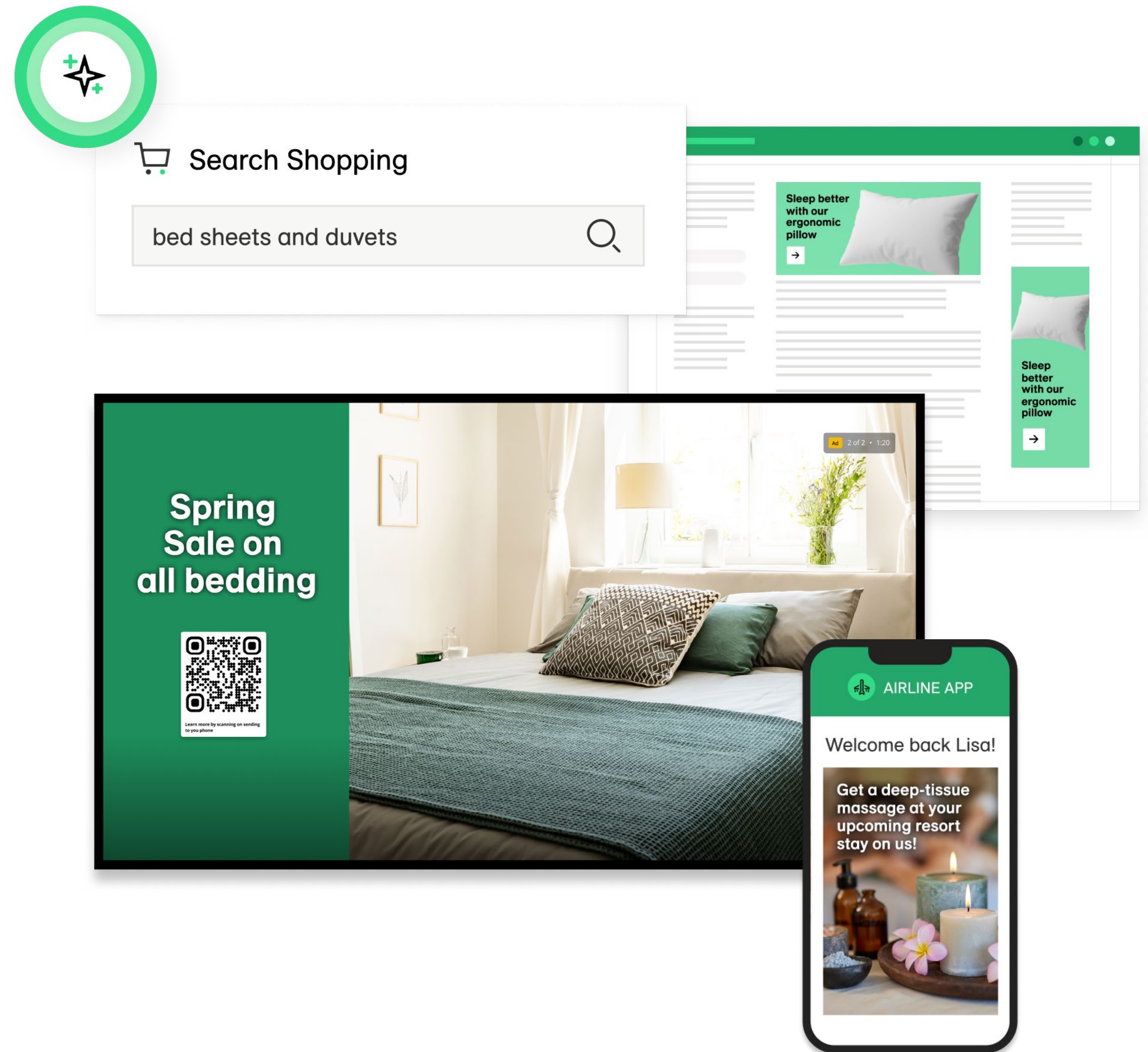
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Introduction: Reaching customers in the AI era

Advertisers today want two things: better performance and faster actionable insights. Customers, on the other hand, desire hyper-personalised advertising that meets them where they are – from their phones, tablets, and CTV to the newest apps and assistants like ChatGPT, Gemini, and Microsoft Copilot.

But for many advertisers, keeping pace with evolving customer interests across channels has felt out of reach, until now. AI has created a pathway to real-time insights and recommendations, powering the tools advertisers need to predict what customers want and where they'll show up next.

No matter what advertising role you're in, you're also a consumer who knows what a strong omnichannel experience feels like. Maybe it starts with a quick search for bed sheets and duvets to finish your bedroom renovation. That night, you see a CTV ad for a seasonal bedding sale and scan the QR code. While browsing, you're served an ad for ergonomic pillows – perfect for the neck pain you've been dealing with – and add one to your cart, along with a discounted travel pillow. A few days later, your airline app offers a deep-tissue massage at your upcoming resort stay.



One simple search turned into a connected journey where brands anticipated your needs and introduced products that genuinely added value. That's the promise of AI-powered omnichannel advertising: faster, smarter, and more relevant experiences that drive measurable results.

But AI is only as powerful as the data behind it.

For years, advertisers relied on cookie-based tracking and third-party signals to understand customer preferences. Today, while those signals still play a role, stronger solutions exist – ones that securely connect and activate your [rich first-party customer data](#) to power better performance, faster.

This eBook will give you the basic strategies and tools to:

- 1 Understand how AI is evolving the customer journey and what that means for data-driven advertising
- 2 Expand your marketing data strategy beyond cookies and third-party signals
- 3 Connect every signal, agent, surface, and channel to access the insights needed to deliver a true omnichannel experience
- 4 Fuel AI-powered marketing that drives exponentially better performance – grounded in trust

Chapter 1

Modern marketers need better connectivity

Today's advertising ecosystem, while brimming with opportunity, is complex. Almost 75% of marketers said in a [2025 Marketing AI Institute report](#) that adopting AI is critical or very important to their marketing plans. However, new AI surfaces and agents raise pressing questions around potential misuse and brand-safety. Most advertisers (62%) don't feel confident in their AI education, citing lack of training as a top barrier.

Organisations are also struggling with missing, siloed, and nonactionable data. In a [recent Forrester study](#), advertisers cited that limited data access (43%), poor data quality (38%), and data hesitancy among consumers (37%) are top hurdles to personalisation today.

Which channels are already cookieless?

[Google decided not to deprecate cookies on Chrome](#), but this is just one of the many channels where modern marketers need to engage their customers. Platforms including cookieless browsers, like Safari, Firefox, and Microsoft Edge; the booming channel of CTV; mobile in-apps; and looking ahead, AI chatbots and the Internet of Things, among many other destinations, have never relied on cookies. Marketers need new solutions to engage and understand consumers everywhere they spend time.

Here are a few challenges data-driven marketers must overcome:

Continued data fragmentation

Customer data is siloed across the channels, platforms, and devices where they spend time and authenticate their data. With limited budgets, marketers must find the most effective ways to connect this data securely – the perfect play for AI-powered [data collaboration](#). A successful omnichannel marketing strategy relies on trustworthy tools and partners that can accurately capture and consolidate data from various online and offline sources to create a unified view of the customer journey.

Increasing data privacy regulations

Data regulations have limited the collection and use of personal data. Consumers have more choice in how and when they share their data, leading to a decrease in third-party signals like cookies, and more frequent opt-outs for sharing personal information. In the future, [nearly 90%](#) of US browsers could be cookieless. Third-party signals are now only part of the solution needed to fully understand consumers and their buying journey.

[Walled gardens](#) and [media networks](#) have risen in popularity due to their access to consumer data. However, this creates more data silos in the ecosystem and requires a significant ad budget. Without your own durable identity and data spine, you're left stitching together partial views from each partner.



Impacts on measurement and attribution

With fewer signals to understand user behaviour across touchpoints and channels, multi-touch attribution models are becoming less accurate for campaign measurement and targeting. Some marketers are shifting to less granular measurement solutions, like media mix modelling or incrementality testing, which do not rely on user-level data and can't deliver the same level of personalisation across channels. By creating gaps in customer information, signal loss is affecting campaign optimisation and consumer engagement, in addition to cross-channel measurement.

Despite these challenges, marketers are still expected to deliver results faster, often with fewer resources. What's needed most to achieve true omnichannel advertising isn't more budget – it's a clear, accurate view of audiences across every channel.

Here's the opportunity: Marketers who can simplify execution, improve performance, and use data in trusted ways will win. LiveRamp's network turns every new signal into exponentially greater value for all participants – by rooting AI-driven marketing in secure data collaboration and uncompromising governance.

The next chapter is a look at how to get started.

Chapter 2

Enhance AI-powered advertising with authenticated audiences

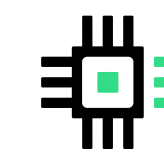
[First-party data](#) is your key to unlocking deeper customer insights and connecting to high-impact audiences across channels. This data comes straight from [customer interactions](#) on your site, app, and sometimes from in-store experiences. Not only is first-party data more reliable than third-party signals, it's collected with customer privacy in mind.

Consumers typically share first-party data in the process of authenticating, where they provide personal information, such as an email or phone number, to access content, make a purchase, or join a loyalty program. When combined with authenticated, people-based marketing and a durable identity spine, first-party data becomes the engine of AI-ready advertising and [personalised customer experiences](#).

Here's how to get started with [authenticated marketing strategies](#):



Audit your data collection methods: Ensure your data collection is transparent and consent-based across your website and app. Inform users how you'll use the data they choose to share.



Leverage new technology: Implement solutions like LiveRamp's RampID and Authenticated Traffic Solution to utilise first-party data and authenticated traffic in addition (or without) third-party signals.



Enhance customer relationships: Develop deeper connections with your audience through value exchanges, such as loyalty points or coupons, to facilitate first-party data sharing.



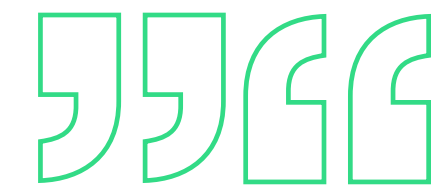
Stay informed and agile: Keep up with evolving digital trends, privacy regulations, and consumer attitudes to continue adapting your data-driven advertising effectively.

Instead of trying to chase every new AI surface or feature, you can focus on building a data foundation that:

- Connects more complete, high-quality data to every decision
- Helps platforms like Meta, Google, and LinkedIn recognise and act on your audiences
- Honors consumer expectations at every step

When finance leader Citi set out to restructure its fragmented ad tech stack, the team made a unified identity framework a core pillar of its transformation. By threading a common identifier through all of its targeting and measurement efforts, Citi was able to break down silos and understand the complete, cross-channel customer journey – ultimately driving a 30% improvement in cost per acquisition.

Dezerèe Christman, Head of Media Transformation and Ad Tech at Citi, added that the ultimate goal is “making sure that any targeting that we do, any measurement that we do, all works off of a common identifier.



What I consider a big win is getting to as full or a complete view of the customer as we can. We didn't have that before. We had a lot of other very smart analytics. We have a very strong data science team at Citi, but we didn't have the view of the customer or the customer journey.

Dezerèe Christman, Head of Media Transformation and Ad Tech at Citi, explained at [RampUp](#)



Chapter 3

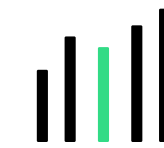
How to build a more durable marketing strategy

As you look for the best ways to develop and deliver omnichannel marketing, you'll need deep insights wherever customers spend time – and cookies are only one part of this equation. This chapter will explore tactical steps to building an AI-powered marketing data strategy that isn't dependent on third-party signals and can adapt as platforms and policies change.

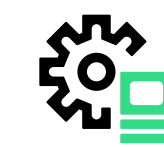
Audit your data strategy



Conduct a comprehensive review of your customer data practices: Review your current advertising strategies. Assess which parts rely heavily on third-party signals and identify potential gaps or challenges in customer information, personalisation, and data governance practices.






Perform a data dependency analysis: Evaluate your reliance on third-party data as opposed to authenticated, first-party data. Determine how this affects your targeting, measurement, and overall campaign personalisation and effectiveness.



Assess your existing technology: Examine the tools and platforms you currently use. Do they perform effectively with third-party signals and first-party data across channels, platforms, and devices? Do they enable collaboration with current and potential data partners that supports customer trust and privacy program requirements? Do they prepare you for evolving signal loss, data governance, and cookieless targeting?

Map where manual, repetitive steps and disconnected UIs slow your team down. These are often the best candidates for governed, AI-powered workflows.

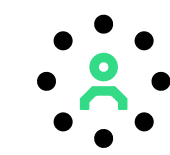
Build a first-party data strategy

-  **Develop a first-party data framework:** Create a comprehensive framework for [collecting, managing, and using first-party data](#). Be sure to include methods for data collection, storage, analysis, and application in targeted advertising campaigns.
-  **Create better customer experiences for data collection:** Optimise your digital touchpoints (e.g., websites, apps, bots) to encourage interaction and data sharing. There's a range of [authentication strategies](#) that can boost first-party data strategies, such as offering incentives, personalised experiences, and/or exclusive content in exchange for customer data.
-  **Integrate data across all touchpoints:** Create a unified customer view by securely integrating data collected from various sources. This will help with accurate targeting, ad personalisation, and campaign measurement and optimisation.





Transition to authenticated marketing solutions



Integrate authenticated solutions into your advertising strategy:

Activate and connect your first-party data across channels with authenticated solutions, such as LiveRamp's RampID and Authenticated Traffic Solution:




- LiveRamp's RampID is a durable, secure identifier for connecting data across the digital and martech ecosystem
- LiveRamp's Authenticated Traffic Solution allows publishers and marketers to connect first-party user data with RampID, to enable advertising on authenticated inventory



Use conversion APIs to improve measurement accuracy:

Connect with Conversion APIs, which help improve measurement within social media and other platforms, for better omnichannel insight into user actions and conversions, all without relying on cookies.





Experiment with new channels

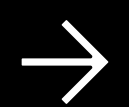
-  **Explore connected TV (CTV) and over-the-top (OTT) advertising:** Dive into the opportunities [available with CTV](#) and OTT platforms. These channels offer a cookieless environment and a growing audience base.
-  **Expand to emerging digital channels:** Explore new channels that are less reliant on third-party cookies, including digital out-of-home (DOOH), podcast advertising, and in-game advertising.
-  **Leverage social media and influencer marketing:** Utilise social media platforms and influencers to reach your target audiences. These channels often rely on first-party data and have robust targeting capabilities.





Measure your strategy's success

-  **Adopt new metrics:** Shift your focus from cookie-based metrics to new [measurement strategies](#) (e.g., attention metrics, engagement rates, conversion rates), as well as metrics that track back to real business outcomes.
-  **Take advantage of machine learning and AI:** Employ advanced analytics, machine learning, and AI to analyse first-party data and derive actionable insights for campaign optimisation. Marketers who can simplify execution, improve performance, and use data in trusted ways will win.
-  **Explore cross-channel attribution:** Develop attribution models that follow user journeys across multiple channels and touchpoints, providing a holistic view of customer preferences and campaign effectiveness.
-  **Iterate and optimise:** Test different campaign strategies, learn from the outcomes, and adapt your technology and tactics. Use A/B testing, surveys, and customer feedback to refine your approach.



See how top brands are turning fragmented signals into clear, cross-channel performance in [LiveRamp's Measurement Primer](#).

Chapter 4

Driving your brand's competitive edge

When brands empower advertising with authenticated solutions and first-party data, the results speak for themselves. [Omni Hotels & Resorts](#) embraced signal loss as an opportunity to leverage its wealth of first-party data. In collaboration with its digital and programmatic media partners, the hospitality leader transitioned to authenticated solutions from Google's Display & Video 360 and LiveRamp.

By connecting with customers through authenticated experiences and relevant ads, Omni Hotels & Resorts saw [four times more](#) advertising effectiveness.



This secure approach ensures a fully personalised experience while supporting customer privacy program requirements. We are committed to pioneering more signal-less opportunities across both open and closed web environments.

Andrea DeLeon, Senior Director, Digital Commerce at Omni Hotels & Resorts.

OMNI HOTELS
& RESORTS

As you focus on building a durable advertising data strategy in the AI era, here are six best practices for success:

1 Keep customer privacy front and centre

Be sure all your data collection and processing methods adhere to privacy laws (e.g., CCPA, GDPR). As agentic workflows unlock unprecedented speed and scale, businesses must move rapidly without sacrificing privacy, compliance, or the hard-earned trust of consumers and partners. Put transparency and customer consent at the forefront of your data strategies, and offer perks that encourage customers to share their information in exchange for a better experience with your business.

2 Partner with trustworthy data experts

Collaborate with data and technology experts that can bring fragmented data together so you can see what's working, move faster, and exponentially improve returns without extra complexity. The right partners will help you plan, run, measure, and optimise campaigns more easily and effectively, get a deeper understanding of your customers, and ensure data is handled responsibly at every step. The result is faster marketing that delivers more intelligent results to enhance customer experiences and sharpen your competitive edge.

3 Experiment with multi-channel strategies

Diversify your advertising channels to reach customers everywhere they spend time. Consider increasing investments in growing channels that aren't dependent on cookies for understanding customer behaviour (e.g., CTV, digital out-of-home, direct email marketing).

4 Test and learn

Adopt a test-and-learn approach to understand what works best for customer engagement in cross-channel campaigns. Use AI to experiment with different outreach strategies and offerings, measure effectiveness, and adapt based on continual learnings and customer preferences.

5 Share the knowledge

Ensure your team is up-to-date on the latest developments and best practices for gathering customer information, optimising campaigns, and using AI safely and effectively across channels. Empower everyone with access to training and workshops, and work collaboratively with teams across your organisation and with brand partners for customer satisfaction in every phase of the buyer's journey.

6 Monitor industry trends

Stay informed about ongoing changes in the digital advertising landscape – from scaling with AI to the latest privacy and measurement standards. Keep an eye on emerging technologies and platforms that could offer new opportunities to connect with customers and deliver better experiences in a responsible way. Leverage trusted partner networks to stay ahead of evolving regulations and ecosystem shifts.

Conclusion:

The future of AI-powered advertising starts with authentication

In an AI-driven world where privacy and personalisation are non-negotiable, omnichannel success depends on more than third-party identifiers. It requires a foundation of authenticated data that helps brands recognise customers accurately, activate responsibly, and measure what truly drives results.

Brands like [Indeed](#) and [Albertsons Media Collective](#) are already proving what's possible with authenticated solutions – unlocking deeper customer insights, better measurement, greater trust, and higher return on ad spend.

At LiveRamp, we're not focused on a single channel, but how to make every consumer experience addressable, measurable, and secure everywhere customers spend time. By building your AI-powered advertising strategy on authenticated data, you'll deliver performance and create the seamless experiences customers enjoy, and most importantly, trust. If you're ready to unlock a unified view of your customers and enable authenticated connectivity across channels, [let's chat](#).

Discover how to reach authenticated audiences at scale and deliver personalised experiences everywhere it matters – across browsers, mobile devices, CTV, and more with Live/Connectivity. [Take the self-guided product tour.](#)

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LiveRamp is the trusted data collaboration network for AI-powered marketing. Visit us at LiveRamp.uk