

LIVERAMP

IDEABOOK

300 Ways To Do
People-Based
Marketing



How To Use This Book

Eager to tie web traffic to foot traffic? Unsure of how to measure the sales impact of your TV campaigns? Ready to dive into a data lake project? Then this book is for you!

Our IdeaBook is organized into three main sections: targeting, measurement, and personalization. Targeting remains a hot topic among marketers, so you'll find this section to be the lengthiest, with ideas separated by industry: automotive, retail, CPG, financial services, media/entertainment, technology/telecommunications, and travel.

All ideas are color-coded to represent established, emerging, and leading-edge tactics. If you're just getting started with targeting, measurement, or personalization, it may make sense to test out established

ideas first, and then create a roadmap for experimenting with emerging and leading-edge ideas.

As this is an Olympic year, think of established ideas as the qualifying round, foundational basics in your pursuit of greater marketing glory; emerging ideas as the finals where you demonstrate your ability to break away from the pack; and leading-edge ideas as medal-worthy marketing in the hearts and minds of your target audience.

At the end of the book, you'll find a list of partners to consider for your people-based marketing, measurement, and personalization initiatives.

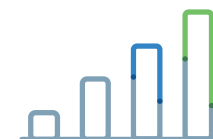


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Send marketing beyond the silos

The holiday rush. Back to school. College graduation.

Every industry has seasonal cycles during which marketers release their biggest campaigns and (hopefully) watch revenue climb. With people-based marketing, though, every second of every day has become an opportunity to make a sale that would not have been made otherwise.

That's the promise, at least. The reality is, people-based marketing as it began back in 2014—oh, so many marketing years ago!—is still largely confined to just a handful of silos.

The key to enabling people-based marketing everywhere is unifying disparate data through identity resolution: the ability to build a complete view of the consumer for improved customer experience and engagement, as well as marketing attribution and optimization. This rich understanding of consumers underpins targeting, measurement, and personalization by enabling you to recognize your best prospects and customers across channels, and link exposure and purchase data back to real people.



Targeting the right moments

Many marketing leaders are optimizing their teams to uncover opportunities to target real people at the right moment and push personalized creative in a data-driven manner.

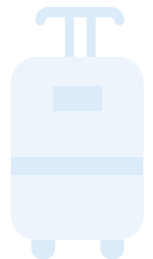
Is this couple having a baby soon?

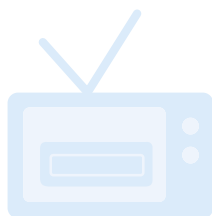
Show them an ad for a SUV.

Did this person recently sign up for a new savings account and search for investment advice?

Send her a complimentary consultation offer to meet with a personal banker.

Adding to a list of ideal moments to connect with people remains top of mind for those in the marketing trenches. We expanded our section on targeting with fresh ideas on how to convert prospects to customers, keep current customers loyal, and even conquer your competitors' customers. Our section on personalization has also been updated with new ways to recognize your best prospects and customers across channels.





Embarking on the next journey

It would be easy if all sales could be attributed back to these moments. But the reality is, people are exposed to advertising across channels, devices, and of course, the real world. Some purchases that feel like impulse buys to a consumer may have actually been a circuitous path that only comes into focus with people-based measurement.

This is the next journey that, according to our research¹, one in five companies is currently embarking on—the journey to linking sales results to marketing impact. Like people-based marketing, there are many ways to get started with measurement. We've included a number of established, emerging, and leading-edge ideas here to inspire your own path to fully understanding what moves the needle.



¹ [The State of People-Based Measurement](#), a LiveRamp-commissioned study

Achieving customer centricity

The end goal of all this work behind the marketing scenes is to appear unquestionably customer-centric. Every marketer has customer centricity as their charter—people-based marketing gives them the ability to achieve it.

Wherever you are on your journey to people-based marketing maturity, we think you'll find fresh thinking to spark conversations and campaign ideas. We hope you enjoy reading our latest IdeaBook and hope you come back to it whenever you need a bit of inspiration.



MARKETING IDEAS

Targeting





Targeting: Autos



AWARENESS

Keep customers in the loop

Target current SUV owners with a campaign about a new model across digital channels.

TV testing? Yes, it's possible!

Test multiple TV commercials across audience segments. Use the winning creative for a national TV campaign.

Target offline segments online

Reach a target audience based on offline demographic data with sequential messaging across online and mobile.

Amplify TV messages

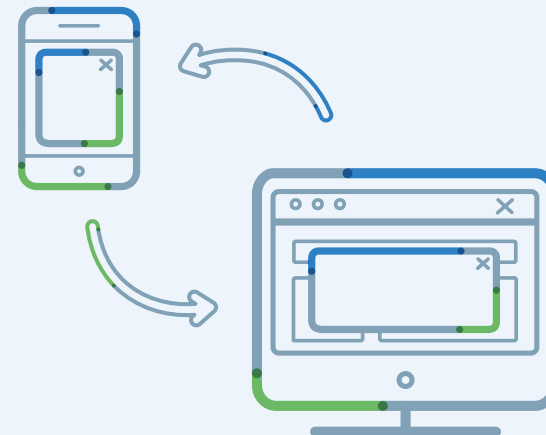
Increase share of voice during a national sale event by reaching those exposed to television ads across mobile and online.

Advertise to app users elsewhere

Target users of EV charging apps to promote an electric vehicle across online and mobile.

Amp up your SEM

Target those searching online for car technology based on third-party data, with content promoting technology features (e.g. adaptive cruise control) across digital channels.





Targeting: Autos



ACQUISITION

Target in-market households

Build a custom model to target households in the market for a specific vehicle make and model.

Follow the money

Identify better prospects for leases, refinancing, or preapprovals by combining your CRM data with third-party finance data.

Don't let competitors drive off with your business!

During an annual sales event, use third-party data to target people in-market for competitive vehicles.

Need new wheels?

Reach consumers who are in-market for a new vehicle purchase by using third-party data to target audiences across digital media.

Keep customers blissfully unaware of new deals

Avoid showing ads for your new lease offer to recent lessees across social and display media.

Activate lookalike modeling

Target prospects across digital media that look like your best customers using data from your CRM or website.

Send site visitors personalized email

Retarget unauthenticated users of the car configuration feature who also meet prospect qualification criteria with a personalized email.

Access TV audiences everywhere

Reach fans of specific television shows based on viewing data across online video, addressable TV, and OTT.

Connect the dots between TV and website

Add pixels to your website. Identify which individuals exposed to your TV campaign are now configuring new vehicles online.

Advertise to dealership shoppers

Retarget those who have visited a dealer based on location signals and meet prospect qualification criteria with offers across digital channels, suppressing those who convert.





Targeting: Autos



ENGAGEMENT

Advertise recall information only to owners

Notify owners affected by recall via online channels.

The kind of scrubs you want

Unify and scrub your customer data in your CRM and other systems using a data cleansing service.

Convert competitor owners

Target competitor owners based on third-party data across digital channels.

Target customers before they buy again

Target existing owners likely due for a new vehicle based on vehicle age with offers across digital channels.

Google Customer Match

Target existing owners using Google Customer Match for auto-related searches.

Target frequent service users

Reach existing owners with frequent service history with trade-in offers across digital channels.

Convert prospects searching for your competitors

Target those searching online for competitive models with display, search, and online video.





Targeting: Autos

ENGAGEMENT, *con't*

Improve representative interactions

Analyze events in the customer journey to deliver appropriate upsell offers to telephone representatives and POS personnel during phone or face-to-face customer engagements.

Improve brand experiences for loyal owners

Target loyal owners with branded content experience on Facebook and premium publishers.

Activate location-based audiences

Use third-party data to build an audience 'in market for cars' and target with a mobile offer when they're near a dealership.

Stop loyalty customers from switching

Target existing owners based on third-party data about interest in competitor vehicles with loyalty offers across digital channels.

Celebrate your customers' life moments

Target existing owners experiencing a major life event (e.g. wedding, child) with offers across digital channels.



Want a Break on Brake Pads?

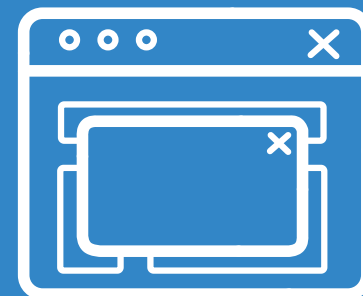
Support local service and parts promotions with targeted advertising on display, social, and search.

Opportunity

Using direct mail and email for parts and service promotions is a tried and true—and frankly, not a super exciting—tactic. How about reaching your existing owners with personalized and localized parts and service offers based on model ownership and dealer service areas? You can target them on digital channels, including display, search, and social to increase awareness and response.

How to do this

1. Use your CRM to create segments of owners for promotion targets.
2. Optionally segment by model ownership and dealer service area.
3. Onboard via LiveRamp to your DMP, DSP, or other platforms such as Google AdWords and Facebook.
4. Measure response via customer purchase data, comparing by channel exposure and frequency.



Expected Results

By firing on all cylinders to encourage targeted drivers to get their cars inspected, you can expect to reach more of your audience and witness a nice sales lift.



Targeting: CPG



AWARENESS

Target home chefs

Target users of recipe apps across premium lifestyle content publishers to promote new product uses.

Find new audiences in app users

Avoid showing ads for your new lease offer to recent lessees across social and display media.

Get sports and music fans psyched through online video

Target audiences based on their interests around known events (e.g. Super Bowl, Coachella) with online video.

Add new channels to your targeted ads

Target demographic based on third-party data across linear TV, OTT, mobile, and online.

Reward frequent shoppers

Target frequent shoppers of a large retailer based on third-party transaction data with online video and mobile.

Convert your competitor's customers

Target competitor purchasers based on third-party transaction data across digital channels.

Improve loyalist attendance at events

Target rewards/loyalists across mobile in conjunction with sponsored events.

Get shoppers to buy again

Target past purchasers based on third-party transaction data across digital channels.





Targeting: CPG



AWARENESS, *con't*

Cross-sell to loyalists across the corporate family

Target enthusiasts of complementary brands in corporate family (based on data co-op) with cross-sell offers across digital channels.

Promote seasonal videos to loyalists

Drive awareness of a new seasonal product to brand loyalists based on third-party data via online video.

Congratulations!

Target people experiencing a major life events (e.g. wedding, child) with offers across digital channels.

Get event attendees to download your app

Target rewards/loyalists attending a sponsored event based on third-party location data with brand experience on mobile.

Get local with your marketing

Support a localized new product test by targeting retail shoppers in DMA across digital channels.

Find commercial watchers online

Target those exposed to linear television campaigns with premium ad experiences on online publishers.

Use search interest data on new channels

Show branded content to prospects across online video and Facebook based on relevant search interest from third-party data.

Help influencers stay on top

Use social media influencer data to target TV commercials for a new product launch to early adopters.

Google Customer Match

Drive interest in branded content by targeting audiences based on first-party entertainment interests using Google Customer Match on YouTube.

In-store targeting

Use third-party mobile location data to target shoppers who frequent retail stores where your products are available.

Improve ad experiences

Cap ad exposure frequency across people-enabled publishers and platforms.



Targeting: CPG



ACQUISITION

Find your best customers—again and again

Reach consumers similar to those already buying in your online store across display media using lookalike modeling.

Suppress the right audiences

Avoid showing ads for your subscription direct-to-consumer product to existing subscribers across display and social media.

Find shoppers in the aisle

Use first-party data to target shoppers during certain seasons and times, such as back to school or weekend mornings.

Get buyers to sign up for your loyalty program

Promote loyalty program to frequent purchasers based on third-party transaction data across online and social.

Drive your competitor's customers to your site

Drive traffic for owned online store by using third-party data to target buyers of competitive products and frequent purchasers across digital channels.





Targeting: CPG



ACQUISITION, *con't*

In-store buyers become online shoppers

Drive in-store audiences to your owned online store with promotions across mobile and digital channels.

Put location data to work

Reach frequent shoppers of a retailer based on location signals with an ad about retailer-specific promotion.

Make your Sponsored Pins dynamic and targeted

Use your customer data and dynamic creative optimization to run highly targeted ads on Pinterest.



ENGAGEMENT

Be truly omnichannel

Reach loyalty program members with promotions across online display and video.

Give the loyal treatment

Show an exclusive custom branded experience to loyalty program members when they visit a partner media property.

Google Customer Match

Drive online store transactions by targeting loyalty program members with search advertising using Google Customer Match.

Put Location Data to Work

Use third-party mobile location data to target users who frequent retail stores where your products are available.

Opportunity

This is CPG brands' constant lament: how can we build audience segments with insufficient first-party data? Heeding this need is location data, which can take away some of the guesswork. As the song sort of goes, these feet were made for talkin'.

Using a third-party location data partner, CPG marketers can identify people who have spent time at different points of interest, such as specific retail locations, and build custom audiences that are otherwise unavailable.

How to do this

1. Identify the criteria for your target audience, including which points of interest or locations are desirable.
2. Work with a location data partner to build a custom audience to your specification.
3. Onboard the segment to your preferred media platforms for targeting.
4. Target those retail shoppers with your brand offers and measure the lift in sales.



Expected Results

By using location data, a CPG brand marketer can understand more about their customers, reach customers shopping at specific retailers, and measure the foot-traffic impact of their campaigns.



Targeting: Financial Services



AWARENESS

Reward world travelers

Target co-branded credit cards with specific rewards based on prospects' interests, such as travel across online media.

Improve product-based targeting

Reach target prospect audience for a retail financial product based on offline data across addressable TV, OTT, and online video.

Reach the humans of HR

Target corporate benefits decision-makers in an account-based marketing campaign for your corporate solutions across online media.



ACQUISITION

Get travelers to apply for the right credit card

Target prospects with recent travel interest online with an invitation to apply for a travel-oriented credit card across digital channels.

Suppress existing cardholders from new offers

Promote an invitation to apply for a hotel rewards credit card to hotel customers across digital channels including search, suppressing existing cardholders.

Loyal customers should have a loyalty card

Promote an invitation to apply for an airline rewards credit card to airline customers across digital channels, suppressing existing airline reward cardholders.



Targeting: Financial Services



ACQUISITION, *con't*

Personalize digital ads

Personalize an invitation to apply for a personal loan across digital channels based on financial profile data, suppressing existing loan customers.

Send renters one message and homeowners another

Augment current auto insurance customer data with homeowner versus renter data to target specific cross-sell messaging across digital channels.

Invite specific audiences to apply

Show invitations to apply for a low APR personal line of credit to prospects on premium publishers, suppressing existing-line-of-credit customers.

TV target your prospects

Suppress current credit card customers to launch a pure prospecting TV ad campaign.

Target qualified prospects across digital channels

Target qualified prospects with invitations to apply for a personal loan on premium finance content publishers.

Celebrate major life events with your customers

Target prospects experiencing a major life event (e.g. wedding, child) with appropriate offers (i.e. life insurance, loan, etc.) across digital channels.

Save your ad spend & find qualified high-value prospects

Target qualified prospects for private client services by placing consultation offers on premium finance publishers.

You're invited!

Target credit card customers with offers for a nearby sponsored entertainment event (e.g. concert) on mobile video based on previous category interest.



Targeting: Financial Services



ACQUISITION, *con't*

Target a retail partner's customer base

Target a retailer partner's customer base with an invitation to apply for a new credit card across digital channels, suppressing existing customers.

They asked for a quote, now show them ads

Retarget those who submitted online requests for insurance quotes with direct mail and digital channels.

Hello, entrepreneurs and C-suite

Use third-party data to reach business owners and executives for B2B products across digital channels.

Reach out over TV and snail mail

Target prospects with an invitation to apply across direct mail and TV.

Find new shoppers where they are

Target prospects of a merchant partner with a merchant-specific offer based on location data patterns with a special retail offer valid when purchased with a specific credit card on mobile channels, suppressing existing customers.

A caller's brand experience doesn't end when they hang up

Retarget call center contacts from brokerage direct mail with offers across digital channels.

Get hotel-goers to apply for a hotel rewards credit card

Promote an invitation to apply for a hotel rewards credit card via mobile advertising targeting to hotel-goers based on location signals across digital channels.





Targeting: Financial Services



ENGAGEMENT

Encourage credit card use among existing card holders

Target existing credit card customers to incentivize usage by promoting a credit card usage sweepstakes on premium finance content publishers.



Join the fun on social

When sponsoring a live event on TV, target users to tune in and engage in social media conversations.

SEM has never been so targeted

Target existing customers using Google Customer Match for financial products cross-sell and competitive blocking.

Promote a new sponsored event on Pandora and Spotify

Target existing high-value cardholders on Pandora and Spotify to promote a sponsored local event.

As customers' lives change, so do their needs

Target existing policyholders with life insurance content based on a recent life event.

Personalize upsell offers with agent information

Reach existing customers on premium finance content publishers to upsell insurance personalized with their agent information.



Keep Irrelevant Ads Off Your Cardholders' TVs

Suppress current cardholders to launch a pure prospecting TV ad campaign.

Opportunity

It is difficult to beat the pure audience reach of TV, but that does not mean that marketers should engage with TV blindly. Addressable TV allows marketers to reach or suppress specific audiences down to a one-to-one household level. Financial services marketers can use addressable TV to ensure they are reaching only net-new customers with a prospecting campaign.

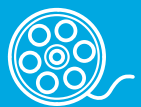
How to do this

1. Build your audience of current customers.
2. Send the segment to the TV platforms of your choice and place a buy.
3. Run your campaign only to net-new customers.



Expected Results

By suppressing current customers, a financial services marketer can ensure she is spending her TV ad budget efficiently, without sacrificing scale.



Targeting: Media/Entertainment



AWARENESS

Steal your competitors' spotlight

Improve tune-in ratings by promoting a new show or event across other competitive networks.

Like live music?

Retarget frequent concert goers with upcoming entertainment events.

Campaigns don't have to end after one channel

Extend the reach of an advertiser's campaign by targeting prospective audiences across digital channels.

Capture new audiences

Drive online viewership by targeting people with entertainment category interest across online channels.

Find interested audiences

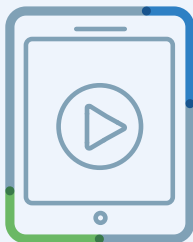
Bolster tune-in for program by targeting those showing interest across online video and Facebook.

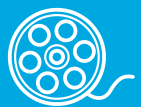
Snap current viewers about a new show

Promote a new show to current network audiences across Snapchat.

Find previous viewers on Pandora and Spotify

Target previous viewers using Pandora and Spotify to bolster a program's audience.





Targeting: Media/Entertainment



AWARENESS, *con't*

If they like the actor, they'll love your movie

Drive movie awareness by targeting those showing online interest in actors across social video channels.

Target voters, win awards

Promote a show to members of Academy, SAG, etc. during awards season.

Get your viewers to watch again

Bolster tune-in for program by targeting viewers across online video, Snapchat, and Facebook.

Don't show a horror trailer to a rom-com audience (unless it's a zombie rom-com)

Use genre interests to optimize placement of movie trailers based on audience overlaps.



ACQUISITION

Drive purchases through Facebook

Reach prior purchasers on Facebook using Custom Audience targeting.

Marry your data with third-party data

Use first- and third-party data to identify characteristics for likely subscribers for a category of media properties, then reach prospects based on those characteristics across digital media.

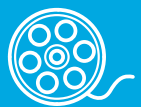
Keep premium subscribers happy

Avoid showing ads for your premium subscriptions to existing premium subscribers across social and display media.

Take the subscription plunge

Reach frequent visitors with premium subscription offers across display and social media.





Targeting: Media/Entertainment



ACQUISITION, *con't*

Unmask site visitors

Resolve unauthenticated site visitors to known subscribers/readers/users, then target them with loyalty and engagement offers.

Don't stop the music

Target frequent concert goers across channels with ads on TV and audio platforms like Pandora and Spotify.

Targeted billboards

Target existing high-LTV shoppers with digital billboard ads based on location.

Hey, since you watched Baby Cobra three times...

Use third-party data to target audiences who actively download and stream content like comedies or action films.

Sell tickets as they leave the theater

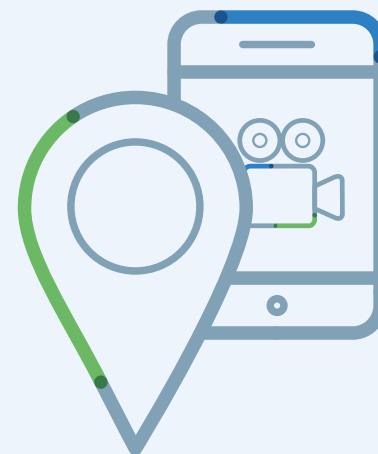
Target theater-goers with a season pass offer immediately after attending an event across mobile and online.

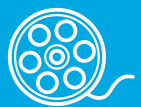
Build website lookalike models

Identify people who have visited your site. Build a model and target this audience for future events.

Spare film geeks the FOMO

Support limited engagements by reaching frequent movie-goers in local markets on mobile using third-party location data.





Targeting: Media/Entertainment

ENGAGEMENT

Lather, rinse, repeat

Unify and cleanse customer data in your CRM and other systems using a data cleansing service.

Winter is coming—discuss

Target your program's viewers and drive them to engage with your online properties.

Get film geeks talking on social

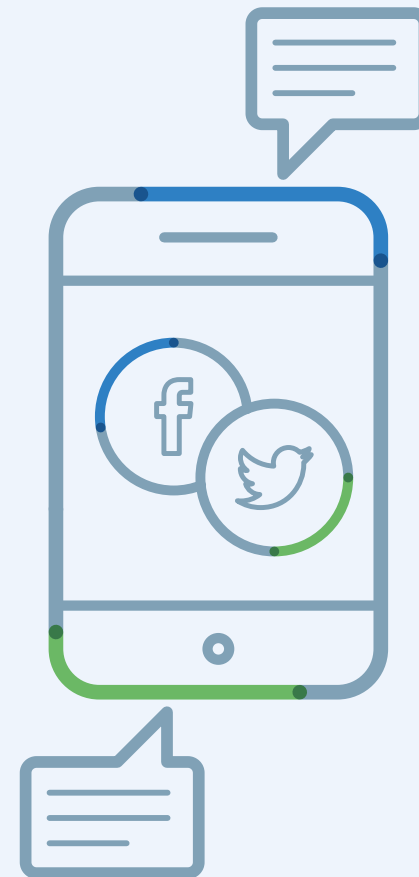
Target movie lovers who are also social media influencers to interact with your site before a movie launch.

Join data forces with your advertising partners

Match data with your advertising partner to reach overlapping customers across social and digital channels.

Jump on the branded content train

Offer exclusive branded experiences to your advertising partners' customers on your media properties.



Speak Right into Cinephiles' Earbuds

Boost box office numbers by targeting viewers and prospects on Pandora and Spotify in anticipation of a new movie opening.

Opportunity

"You want me on that wall. You need me on that wall!" Now imagine Jack Nicholson saying those lines right after "Despacito" ends on a listener's Spotify or Pandora session. Movie trailers are incredibly immersive audio experiences that can be effectively used to get people to consider a trip to the theater.

How to do this

1. Onboard your customer audiences and movie prospects to start providing personalized marketing in Pandora and Spotify.
2. Work with your media and ads team to coordinate commercials timed against your movie's opening day.
3. Deliver ads that ensure prospective viewers and genre fans know about the movie and why they should see it.



Expected Results

By implementing proactive real-time marketing on digital music networks, such as Spotify and Pandora, a movie studio can maximize viewership, leading to increased ticket sales and social chatter. Let the memes begin!



Targeting: Retail



AWARENESS

End with the right CTA

Use technology adoption data to implement the right call to action in your commercial: shop online or go in-store.

High-LTV shoppers deserve the best

Target existing high-LTV shoppers with digital billboard ads based on location.



ACQUISITION

Find new customers that look like your best ones

Use CRM data on high-LTV buyers to create lookalike audiences and target them with offers across digital channels.

Right place, right time on Facebook

Enhance lifecycle marketing programs by targeting audiences at the right moment on Facebook.

Find your customers on Facebook

Target first-party audiences on Facebook to drive offline conversions.

Find your high-value customers, then target them

Identify high-LTV buyers from your CRM, identify high-indexing third-party audience segments, and target them with offers across digital channels.

Win back the hearts of lapsed customers

Target lapsed customers with offers across digital channels.





Targeting: Retail



ACQUISITION, *con't*

They came, they saw, they didn't buy?

Use location signals to recognize people who have visited a store but did not purchase, then target them with offers across digital channels.

Suppress current subscribers

Drive new prospects to enroll by suppressing current email or SMS program subscribers.

Send website visitors snail mail

Use personalized direct mail to retarget high-value website visitors.

Targeted ads look better on TV

Use first-party data to target at the individual level through addressable TV.

Hi, remember the good times we had?

Target lapsed customers who've shown competitor purchase behavior with win-back offers via email.

How's the weather?

Target qualified audiences around interest/impact from unscheduled events (e.g. adverse weather) across digital channels.

Create lookalike audiences

Create a segment of site visitors searching for a specific product type. Target a lookalike model of these shoppers.



ENGAGEMENT

SEM has never been so targeted

Target existing customers using Google Customer Match for high-value item searches.

Keep loyalty cardholders loyal

Increase demand for private label products by targeting loyalty cardholders across digital channels.

Don't leave a full cart behind!

Target site visitors/abandoned carts with email offer.

Your data: so fresh, so clean?

Unify and cleanse customer data in your CRM and other systems using a data cleansing service.



Targeting: Retail



ENGAGEMENT, *con't*

Achieve cross-screen advantage

Target loyalty program members across TV and Instagram for a social-focused campaign.

Convert competitor shoppers

Target competitors' shoppers based on third-party transaction data with offers across digital channels.

Celebrate life events with loyalty customers

Target loyalty cardholders experiencing major life events (e.g. wedding, child) with offers across digital channels.

Geoconquest away!

Use mobile location data to target frequent in-store shoppers of competitors.

Treat every customer as a person

In customer care, recognize customers at the individual level and leverage an omnichannel understanding to provide them with offers and content relevant to their journey.

Be privacy conscious and data driven

Reach a brand partner's loyalty members with a joint promotion using a second-party data co-op to manage restricted data sharing.

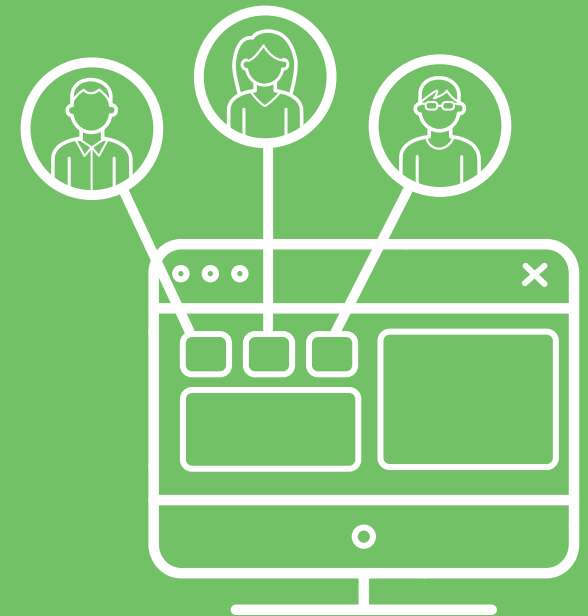


According to Forrester,

90%

of surveyed marketers
have implemented
people-based targeting
on premium publishers.¹

¹ Elevate Your Marketing With a People-Based Approach,
a Forrester Consulting Thought Leadership Paper
Commissioned by Acxiom and LiveRamp





Targeting: Technology/Telecommunications



AWARENESS

Send your ads in the right order

Reach target audience with sequential messaging across online and mobile.

Don't let contracts expire!

Target existing customers whose contract is nearing expiry with a special offer to continue and save.

Run informed cross-channel campaigns

Target audiences based on offline demographic data across linear TV, OTT, mobile, and online.

Find hardcore gadget fans

For a new device launch, use third-party data to target audiences who are early adopters of new technology.

Reach your commercial viewers everywhere

Target those exposed to linear television campaigns with premium ad experiences on online publishers.

GO TEAM!

Amplify sports league sponsorship by targeting those with sport league interest across OTT and online video.

Win over B2B buyers

Target IT and other decision-makers in an account-based marketing campaign for your enterprise solutions across all online media.

Send a snap

Target prospects based on entertainment interest on Snapchat for branding.

Promote your team through social

Amplify sports league sponsorship by targeting those attending games with ads across mobile, Instagram, and Snapchat.

Invite listeners to sponsored concerts

Amplify concert/event sponsorship by targeting those who attended an event with ads across Pandora, Spotify.





Targeting: Technology/Telecommunications



ACQUISITION

Suppress recent purchasers

Avoid showing ads for new phones/plans/services to recent purchasers across social and display media.

The smartphone equivalent of “you want fries with that?”

Target current phone owners for accessories based on their phone model.

Win customers back over TV

Target lapsed customers with a win-back campaign across TV.

Bait for a switch

Launch a TV campaign targeting a cable competitor’s subscribers to switch and save.

Use your network to promote upgrades

Target prospects with personalized phone and plan upgrade offers with mobile in-app ads.

Convert your competitor’s prospects

Target prospects showing interest in competitors online with offers across digital channels.

Slide into their search

Layer in third-party data to target those searching online by category with content promoting product offerings across digital channels.

Send site visitors an email offer

Target those viewing phones on your website with email offer.

Boost your SEM

Target those searching online for competitive products based on third-party data with offers across digital channels.

Target customers who are seeing overages

Target heavy internet users who are current phone subscribers in eligible areas with bundled packages across online channels.





Targeting: Technology/Telecommunications



ACQUISITION, *con't*

If their contract is expiring, get them to a store

Target competitor phone owners nearing contract expiry with phone offers on mobile when near retail location.

Hello, streamers. Meet OTT.

Target users who enjoy streaming content online to subscribe to an OTT streaming service.



ENGAGEMENT

Cross-sell your customers when they move

Upsell wireless customers to home internet service based on change of address across digital channels.

Don't let customers lapse!

Target existing customers nearing contract expiry with loyalty offers across digital channels.

Clinch the upsell

Upsell larger data packages to internet customers based on usage patterns across digital channels.

Win back your lapsed customers

Target lapsed customers with win-back offers across digital channels.

Your data: so fresh, so clean?

Unify and cleanse customer data in your CRM and other systems using a data cleansing service.





Targeting: Technology/Telecommunications

ENGAGEMENT, *con't*

SEM has never been so targeted

Target existing subscribers on search using Google Customer Match for engagement and competitive blocking.

If they liked your customer service, they'll love your offer

Target customers who recently had positive customer service experiences (e.g. online chat, call center) with an upsell offer across digital channels.

Personalize contract renewal offers

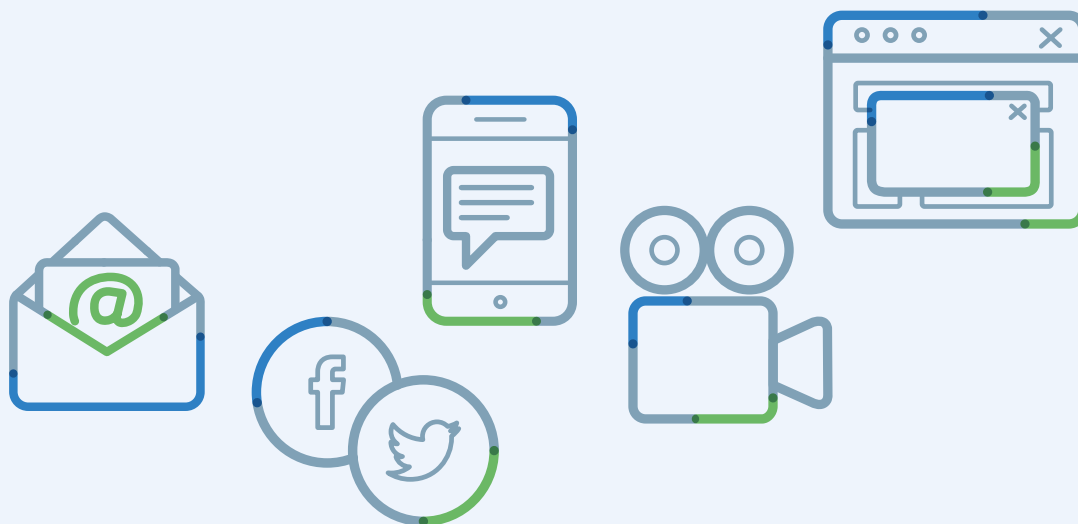
Target existing customers due for contract renewal with a personalized offer on premium content publishers.

Recall damage control

Target only the consumers affected by a recall across digital channels.

After the deal closes, now what?

Target departments and divisions within an enterprise client to raise awareness and usage of your solution with customized advertising across display and social media.



Hey, Remember Why You Like Us?

Use online behavior to respond proactively to carrier churn.

Opportunity

No matter what industry you're in, you know and expect that current customers do look at your competitors' website, and in some cases, change allegiances. Wireless carriers can proactively offer solutions and improved experiences to customers who display dissatisfaction through search engine and website behaviors to counteract churn before it happens.

How to do this

1. Onboard your customer audiences to start providing personalized marketing in digital channels.
2. Work with your SEO and web team to segment customers who are viewing content likely to signal churn.
3. Target likely-to-churn customers with proactive marketing and experiences that incentivize staying with your brand.



Expected Results

By implementing proactive churn-prevention in online channels, companies can save revenue, preserve market share, understand their customers better, and repair customer relationships.



Targeting: Travel



AWARENESS

Inform online ads with online data

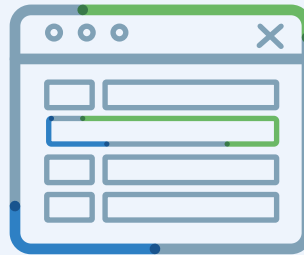
Target audiences based on offline demographic data across linear TV, OTT, mobile, and online.

Advertise, in the right order

Reach target audiences with sequential messaging across online and mobile.

Give customers a premium ad experience

Target those exposed to linear television campaigns with a premium ad experience on an online publisher.



Win prospects with a Snap!

Target prospects based on third-party travel interest on Snapchat for branding.

Book those tickets!

Identify prospects who visit your site but do not make a travel purchase. Build a lookalike model and suppress them from your future campaigns.



ACQUISITION

You look like you need a getaway

Retarget a lookalike model of website visitors searching for specific types of travel such as cruises.

Ensure vacation-goers book

Target prior vacation-goers with offers across digital channels before prime vacation booking periods.

Get event attendees to where the action is

Target people showing online interest in an event (e.g. World Cup, Super Bowl, Coachella) with travel offers across digital channels.



Targeting: Travel



ACQUISITION, *con't*

Improve SEM

Target frequent hotel visitor prospects on search using Google Customer Match with relevant offers.

Win lapsed loyalty customers back

Target lapsed loyalty card status holders with offers across digital channels.

Make competitor prospects into your customers

Target competitive airline travelers based on third-party data with points offers across digital channels.

How's the weather?

Target audiences around interest/impact from unscheduled events (e.g. adverse weather) on mobile.

Get business from business travelers

Target business travelers with nearby hotel offers online and in mobile.

Bring billboards into the digital age

Target frequent customers with digital billboard ads based on location.

Convert frequent customers to loyalty customers

Target frequent business travelers based on location patterns with points offers across digital channels, suppressing existing loyalty members.

Target remote workers

Target satellite employees of companies with hotel offers across display and search.





Targeting: Travel



ENGAGEMENT

Give existing customers better search experiences

Target existing loyalty customers with promotions using Google Customer Match on relevant search keywords.

Get recent travelers to upgrade next time

Target recent travelers with upgrade offers for their next trip across digital channels.

Remind existing status holders not to lapse

Target existing status holders who risk losing status with offers across digital channels.

Your data: so fresh, so clean?

Unify and cleanse your customer data in your CRM and other systems using a data cleansing service.

Drive loyalty program membership

Promote hotel loyalty programs to recent guests across digital channels.

Show existing loyalty customers their next destination

Target existing loyalty customers with promotions on premium travel content publishers.

Remind customers of their premium experiences

Personalize hotel offers across digital channels based on prior hotel class and destination preferences.

Don't forget to reserve your room!

Retarget users who abandoned a hotel website booking page with a customized email.

Getaways too Good to Resist

Deliver more relevant and timely marketing experiences to prospective travelers.

Opportunity

Consumers love finding a good travel deal, but are often inundated with irrelevant offers and times that don't work with their schedule. Airlines and travel vendors can combine third-party data with their loyalty program data to send personalized offers to consumers at the best times of the year, encouraging them to jump on a deal.

How to do this

1. Work with partner to build a prospect list of the most relevant ad audiences for certain travel destinations.
2. Combine this with your customer data for the most likely dates and destinations for your prospects to travel.
3. Offer personalized destination deals through digital media advertisements to your consumers at the dates that work best for them.

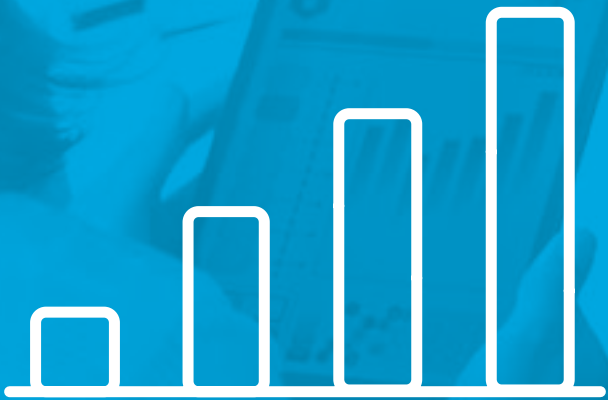


Expected Results

By combining customer timing data and third-party data to target the right would-be travelers on digital, travel companies can see a lift in bookings and revenue.

MARKETING IDEAS

Measurement



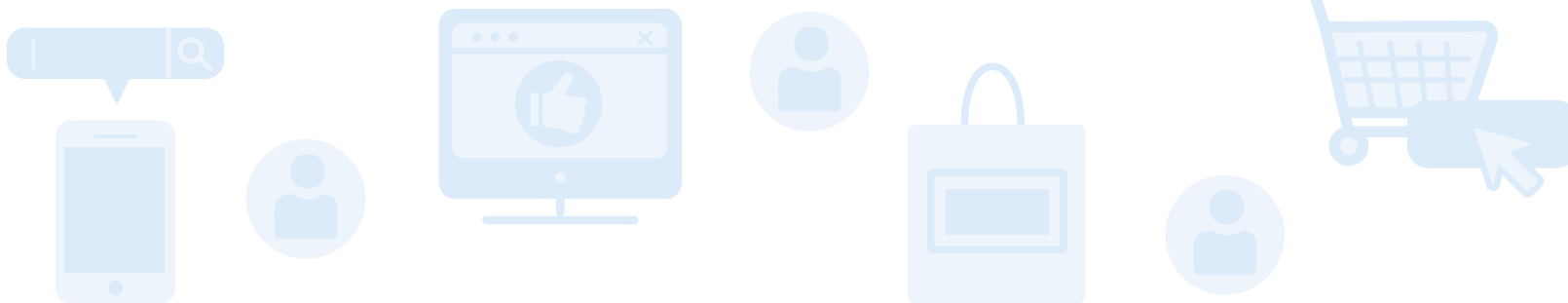
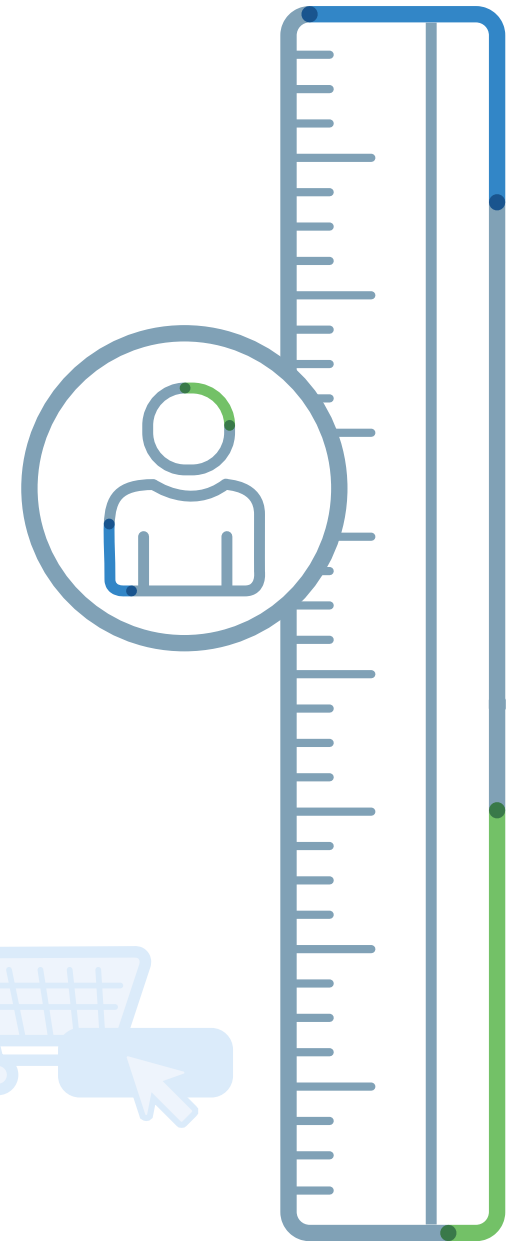
Introduction to Measurement

In an omnichannel world, consumers are exposed to marketing across a growing number of disconnected channels.

They research on their phones and click “like” on their computers. They make purchases on a multitude of devices but still mostly shop at brick-and-mortar locations.

People-based measurement helps marketers understand what’s happening with their consumers and prospects.

In its many iterations, people-based marketing can not only drastically improve a marketer’s understanding of campaign effectiveness, but also help them begin to stitch together the connections between data, devices, and people that are needed to create a better understanding of the omnichannel consumer journey.



Creating a complete view

Our research shows that around one in five companies have already started implementing people-based measurement. Those at the start of this journey are linking marketing exposure to online and offline sales, and those farther along are using it to conduct deeper analytics around digital advertising sales attribution and incrementality.

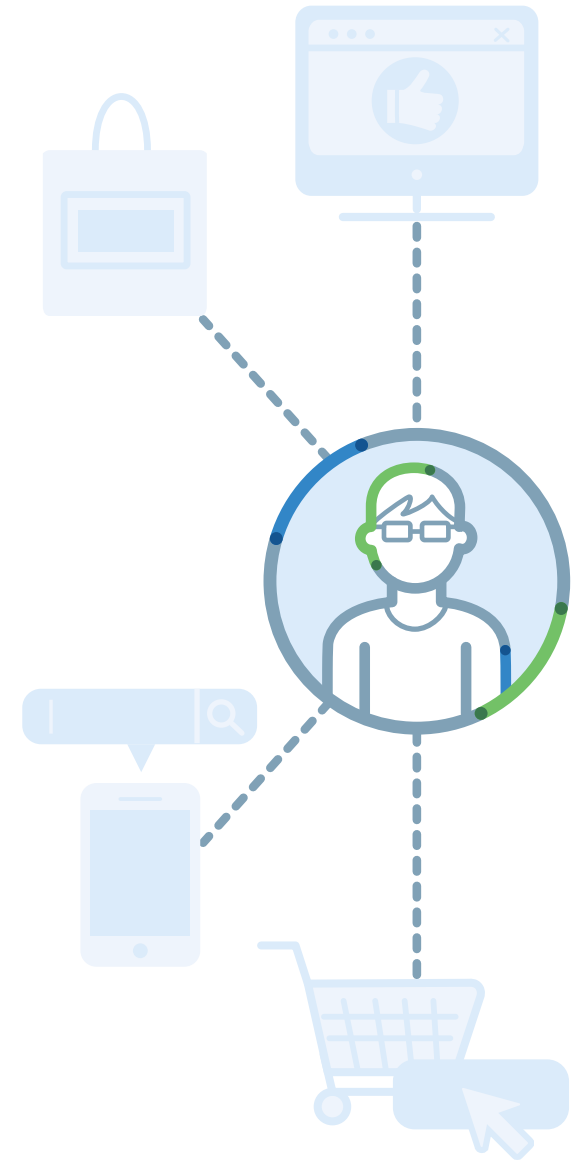
In their martech stacks, they are investing in DMPs, identity resolution, data analytics, and visualization tools, as well as ad verification and viewability technology. At the organizational level, they are making changes to people and processes to embrace people-based measurement and maximize its benefits.

These pacesetters recognize that the benefits of implementing people-based measurement

extend beyond calculating campaign ROI to improve and optimize targeting. It is proven to help with real-time campaign optimization and improve product strategy and the customer experience.

Many marketers are looking to join this measurement revolution in the coming months. But no matter where you are on your people-based measurement journey, there are a multitude of ways to increase sales by increasing customer focus. In the following section, you'll learn how to use people-based measurement for audience planning, attribution, determining campaign performance, and understanding the customer journey.

By harnessing these insights, you'll be able to create the holy grail of marketing—a complete, omnichannel view of the consumer.





ATTRIBUTION

See if your commercial viewers converted online

Add pixels to your website and identify which visitors viewed your commercial and whether or not they made a purchase.

Connect credit card applicants with their TV viewing

Link both approved and unapproved credit card applicants back to TV viewership data to understand the audience driving highest ROI.

How did your commercial impact sales?

Link ticket sales back to viewership data to determine the ROI of a TV campaign.

So that's why you called!

Resolve online impressions and call center data with conversions at the individual level to understand omnichannel influence.

How effective are your chats?

Measure how many conversions / transactions are influenced by call center data.

You like us on social, but how about at the store?

Measure how many conversions / transactions are influenced by social media conversation and exposure data.

Add an SMS CTA

Drive users to opt-in to your SMS text program to download a coupon and measure your TV creative's effectiveness.

Uncover buying habits

Use mobile location data to identify which audience members shopped in-store versus online.

Give credit where it's due

Allocate credit to the email discount offer amount that drives the highest conversion among new buyers.

ATTRIBUTION, *con't*

Put money where the data tells you to

Use attribution to justify shifting marketing dollars from desktop to mobile.

Identify your best and worst channels

Optimize media spend for multichannel campaigns by identifying the most and least persuasive channels by audience type.

Layer in direct response

Resolve email, catalogue, and coupon offers at the individual level to understand online and offline influence.

Measure your marketing across channels

Resolve digital cross-channel customer impressions and offline conversions to the individual level for analysis in an attribution platform.

Fast-track your offline to online attribution

Using credit/debit data, measure online and in-store sales influenced by a campaign within days of request.

Match dealership visitors with commercial viewers

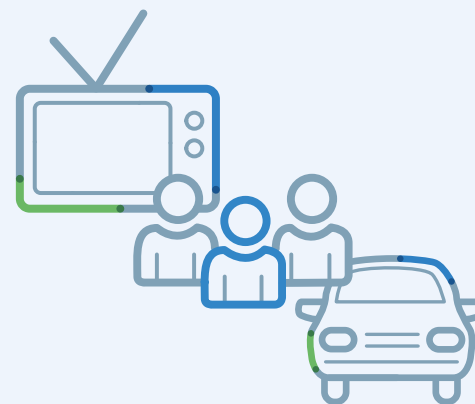
Leverage mobile location data to measure which consumers who saw your TV ad also visited a car dealership after viewing your TV commercial.

Follow their footsteps

Use mobile location data to identify which competitors and locations your audience visited.

Why did they install my app?

Connect app installers with TV commercial viewership data to understand ROI.





AUDIENCE PLANNING

Find your best audiences

Create audience segments based on online media performance, resolved to conversion data, and enriched with third-party data.

Preparing to pop the question?

Analyze online engagement and offline transactional data for life events that could trigger offers for incremental products.

Which creative works best?

Test marketing messages by sending different messages to various segments of the target audience and measuring interest and response by message.

Follow the money

Focus spend on the audiences that drive highest ROI.

Get personal

Analyze segment affinities to improve the value of messaging to create tailored offers.

The art of the upsell

Analyze online behavior to identify key opportunities to target for upgrade offers.

Did you reach your current customers?

Determine how efficiently you reached your current customers across devices for a retargeting campaign.

If it searches like a customer...

Analyze online behaviors to determine opportunities for lookalike targeting.

Match online and offline behaviors

Analyze offline purchase patterns and online engagement data to identify opportunities for optimized targeting.

Know when downgrades are likely

Analyze online behavior to identify key triggers for a service downgrade.

Find lookalikes

Measure the effectiveness of targeting lookalike customer segments in acquiring new customers.

Find more high rollers

Determine your best prospects through demographic and behavioral segmentation of current high-value customers.



AUDIENCE PLANNING, *con't*

Match store and supplier data

Collaborate to resolve offline purchasing behavior with supplier online behavioral data at the individual level. Use this data to measure campaign impact and model new segments.

Amass the right data to support a product launch

Identify a target audience for a new product offering based on key attributes, activities, and purchases obtained from third-party transaction and audience data.

Lifestyles of the rich and prospective

Understand the entertainment and lifestyle preferences of a high-value audience using third-party data on media consumption and online behavior.

Where do you read the news?

Identify media to reach a target audience by examining deterministic third-party data on media affinity and engagement.

Discover audience overlaps

Evaluate the value of a potential co-marketing opportunity by examining audience overlaps and attributes.

Make it personal

Optimize personalized messaging and offers based on understanding an anonymized target audience's behaviors composition.

Learn from the best

Learn key attributes of your highest value customers to upsell other customer segments.

Find your best marketing channel

Identify the most effective channels to generate responses from a target audience based on audience overlaps and historical influence.

Are you a chain store shopper or boutique enthusiast?

Learn about preferred shopping destinations of a target audience by examining third-party transaction data.

Read the break-up signs

Learn key attributes of lapsed customers to reduce churn among existing customers.

AUDIENCE PLANNING, *con't*

Map your customers' journey

Combine media, retailer, and manufacturer online and offline engagement data to map the customer journey and identify key trigger events for messaging.

What else do you like?

Find out which TV shows those responding to a new online display campaign watch, or what online interests they have, based on deterministic matching.

New vs. loyal vs. lapsed messaging

Understand how new, loyal, and lapsed customer segments respond in-store by channel and by message.

Wait—remember why you love us?

Analyze internet usage patterns and signals enriched with third-party data to recognize potential customer churn candidates for online targeting.

Hey, remember us?

Analyze omnichannel engagement for reactivation of inactive customers through online channels.

We think you'll also like...

Identify the ideal product mix for bundled offers at a customer level.

Accurately combine behavioral data

Optimize co-marketing campaigns by resolving online and offline behavioral data at the individual level.

Understand your competitor's customers

Learn about people purchasing competitor products by using third-party transaction and online search data.

The price is right

Identify the ideal pricing for bundled offers at a customer level.





CAMPAIGN PERFORMANCE

Measure DoubleClick's impact

Understand the impact of investments across DoubleClick on store visits.

What are my Facebook ads doing for you?

Measure the impact of Facebook ads on offline sales or conversions.

Gold medal creative

Identify creative elements that drive the highest engagement and sales.

Connecting creative to web traffic

Identify the creative execution contributing most to on-site visits.

They watched, they liked, they bought?

Discover how social media video ad campaigns drove in-store sales.

How many lattes did Yelp help sell?

Link local outcomes to exposure on Yelp at the consumer level.

Know how your online campaigns drive sales

Measure offline sales influenced by online cookie-based campaign (not through LiveRamp); onboard impressions and offline sales and resolve them to the individual level.

Match high-performing creative with new targets

Identify the creative elements that drive the highest brand awareness among new targets.

Remember why you love us?

Identify the creative elements that drive the highest brand favorability among lapsed users.

Did your display ads drive foot traffic?

Measure in-store visits driven by an online display campaign and resolve conversion and impression data to the individual level.

Learn from the past

Maximize future online campaign planning with a better understanding of past performance.

Love the creative, love the brand

Identify the creative elements and messaging that drive the highest brand equity.

Share this!

Identify the creative elements that drive the highest brand recommendation among loyal customers.

CAMPAIGN PERFORMANCE, *con't*

What are Google AdWords doing for you?

Measure offline sales to understand the influence of Google AdWords campaigns.

Did your Flipp ads flip prospects to customers?

Measure the impact of Flipp ads on offline sales or conversions.

Inbox vs. mailbox

Link sales outcomes to email and direct mail exposure at the consumer level.

Just the right amount of marketing

Accurately measure frequency across all consumer touchpoints, linked by people-based identity.

Measure your DoubleClick campaigns

Measure offline sales influenced by DoubleClick campaigns.

Measure across channels

Measure the effect of online campaigns working in conjunction with direct mail to drive offline transactions and conversions.

Measure sequencing

Assess media effectiveness in sequencing target audience.

Measure SEO on Yelp

Measure the impact of Yelp ads on offline sales or conversions.

Publisher A vs. Publisher B

Analyze campaign engagement to optimize efficiency and reduce waste in media spend across publishers.

Did we connect with new buyers?

Accurately measure incremental reach across channels among key customer segments.



CAMPAIGN PERFORMANCE, *con't*

What's driving your customers to your store?

Measure in-store visits driven by a multichannel online display campaign, resolve impression data and website visits to the individual level, and use this data to plot the customer journey using a visualization tool.

Count those steps

Measure the impact of an online campaign on location foot traffic based on mobile location signals.

How are your cross-channel campaigns performing?

Measure offline sales influenced by simultaneous video, display, mobile, and email campaigns all resolved to the individual level.

Make A/B testing possible in display

Measure offline sales results for a segment. To test a hypothesis using the results, resolve third-party demographic data to the segment to gain insight and improve targeting.

Use third-party data in your attribution

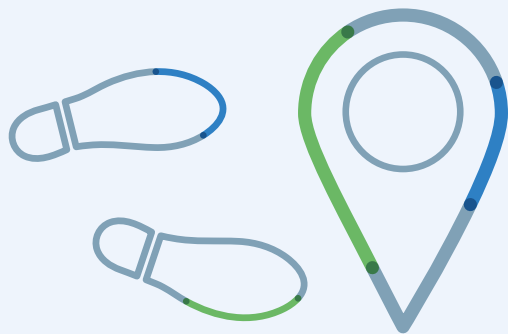
Measure offline sales influenced by an online campaign by resolving third-party purchase data and campaign impressions to the individual level.

Did my commercial drive sales?

Measure the impact of TV ads on offline or online conversions.

In rain and sleet and fog and heat

Assess the impact of weather in driving foot-traffic to stores or on the effectiveness of seasonal offers.

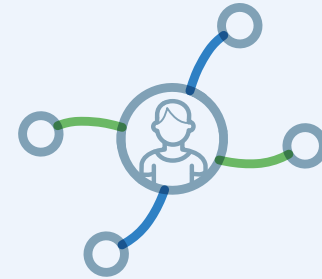




CUSTOMER JOURNEY

Don't overdo it

Measure the impact of frequency among loyal and new customers.



Stay in consumers' good graces

A frequency cap across devices provides for greater efficiency and less consumer annoyance.

What makes people lay down the big bucks?

Understand the product purchase cycle of high-ticket items to accelerate consideration and path to purchase.

What tipped the scales?

Measure frequency in understanding the tipping point for purchase among different customer segments.

How did they get here?

Understand customers' entry point in starting their purchase journey.

Map the customer journey

Identify every touch point, both online and offline, across individual anonymized customer journeys to understand path to purchase.



INCREMENTALITY

Test, test, test online

Test website copy, graphics, messages, and offers that drive the highest transaction values.

Real mail not junk mail

Improve direct mail and email open rates through continuous test-and-learn optimization.

Keep that control group clean

Eliminate “muddled” control groups across devices and channels via use of a people-based consistent clean control group.

Test and optimize

Optimize creative executions and visuals using a more accurate people-based test and control.

Making discounts count

Measure the incremental impact of a discount email offer over baseline among general populations or your best customers.

Was the price right?

Assess the effectiveness of pricing promotions by comparing a test and hold-out group.

How did digital affect sales?

Discover if a new digital campaign actually generated an offline sales lift.



Deep Dive Into Data Lakes

Data lakes allow marketers to build their own in-house storage repository to manage and aggregate all customer data to interrogate, explore, and analyze, as—and when—needed. It's the ideal environment to help create a holistic consumer understanding.

But data lakes are not for the faint of heart. They require a high degree of measurement sophistication to build, resource, and use. When supported by an engineering team and used by data scientists, they enable you to see far and wide across your business, your sales, and your customers by collecting and storing data before you know what questions you might need to answer.

Identity resolution is a powerful complement to data lakes, connecting data through a consistent people-based individual ID. You can confidently tie together first-, second-, and third-party data at the consumer level to create complete segments of key audiences. With access to more data, you can improve predictive analytics on campaign effectiveness and audience outcomes. You can combine structured and unstructured data at the person-level to analyze all along the path to purchase.

Evidence suggests that more than one-quarter of marketers will be building their own data lakes in the next three years. With this comprehensive view of customers, there's no limit to what you can ask your data and add to your understanding of the omnichannel consumer.



MARKETING IDEAS

Personalization



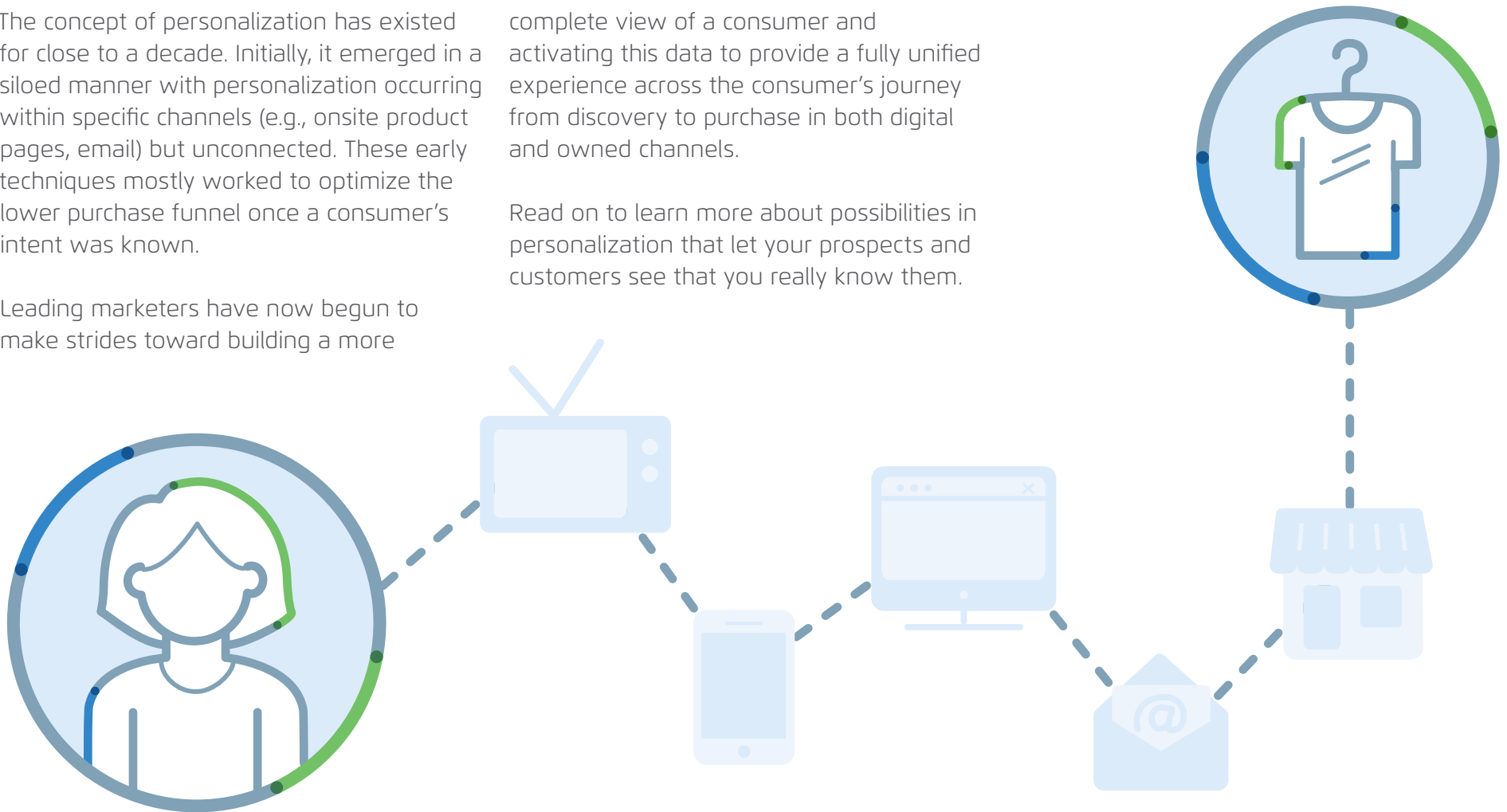
Introduction to Personalization

The concept of personalization has existed for close to a decade. Initially, it emerged in a siloed manner with personalization occurring within specific channels (e.g., onsite product pages, email) but unconnected. These early techniques mostly worked to optimize the lower purchase funnel once a consumer's intent was known.

Leading marketers have now begun to make strides toward building a more

complete view of a consumer and activating this data to provide a fully unified experience across the consumer's journey from discovery to purchase in both digital and owned channels.

Read on to learn more about possibilities in personalization that let your prospects and customers see that you really know them.





Personalization



ENGAGEMENT

Work those triggers

Coordinate and optimize the content of display, social, email, and direct mail outreach based on customer lifecycle triggers.

What can you do with cookie data?

Utilizing cookie-level data to optimize content on a web page.

Welcome to your home page!

Adjust the messaging, products, and categories displayed based on the individual visiting a website home page.

Put that data lake to work

Build a rich understanding of consumers in a data lake and use personalized experiences throughout a customer's journey across channels, devices, and time.

Personalize on the fly

Adjust images and elements that represent categories, offers, and educational content based on the individual visiting a website home page.

Resolve identity like a boss

Stitch together website cross-device, cross-browser visitor profiles to resolve visitor identities, improve onsite recognition, and better personalize.





Personalization



DRIVE SALES

Say what you need to say

Ensure the content of a retargeting message in email, direct mail, social, and display is appropriate for the stage of a customer's journey.

These are the droids you're looking for

Select and display website product page content that's relevant to the individual's intent.

Yes, we know you!

Recognize a higher percentage of chat and phone customers to provide a more relevant experience when they contact your service centers.

Stay consistent

Maintain consistent identifier and rich data across media platforms and use it to personalize images, elements, and offers.



PROMOTE DISCOVERY

Tailor search results

Tailor your website's search results to an individual's needs.

Choose your own website adventure

Present options relevant to an individual and offer them unique discovery paths on your website.

MARKETING ACTIVATION

Channels





Channels To Activate People-Based Marketing



Display

With most programmatic display solutions supporting people-based targeting, marketers can reach almost any audience, including app users on mobile devices.



Direct Mail

Before email there was direct mail. While a mature channel, direct mail has also seen a new capability to enrich data with digital and online touchpoints, as well as measure response, opening up new segmentation and optimization capabilities.



Social

Facebook may have coined the term people-based marketing, but Pinterest, Twitter, LinkedIn, and Snapchat have quickly followed, and also offer people-based solutions.

While most offer some version of people-based targeting, people-based measurement is more likely to take the form of closed-loop reports, where the platform provides reporting that shows the amount of overlap between ad exposures on their properties and transactions that occurred with the marketer, based on the marketer's own data. Marketers that are uncomfortable sharing PII and transaction data with social platforms can use an intermediary to securely de-identify and share their data.

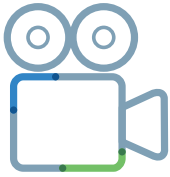


Search

Many marketers aren't aware that search now allows for people-based marketing at scale. For example, with Google Adwords, Bing, and Pinterest, a marketer can configure different bidding to match the value of a segment. Key examples include bidding more for high-value in-market customers and suppressing bidding for groups like a brand's employees.



Channels To Activate People-Based Marketing



Video

Programmatic video is a well-supported channel for people-based targeting, and YouTube is available for people-based targeting via Google's Customer Match program. Other owners of premium video inventory, such as the large streaming services and networks, are expected to offer people-based capabilities in the near future.



Email

Email is the original digital people-based marketing channel. More recently, marketers gained the ability to resolve nonauthenticated visits to their websites, as well as other online and offline touchpoints, opening up new email retargeting options.



Website

Many solutions exist today to enable websites to personalize content and messaging to drive engagement or conversion, from the homepage to product recommendations. The most sophisticated of these solutions can recognize visitors that aren't current customers and still deliver more personalized messages based on third-party data.



Premium Content Publishers

This year many of the largest online media properties are testing direct-sold people-based marketing offerings which offer advertisers more customized, premium inventory not otherwise available via programmatic. With high demand from advertisers, this channel is primed for growth.



Channels To Activate People-Based Marketing



Television

Advanced TV is bringing people-based marketing to the most effective brand advertising channel. Audience targeting, similar to CRM targeting available on digital channels, is available in local TV, addressable TV, and across OTT and connected TV platforms. Data-driven linear TV enables national audience-based buying by optimizing TV media plans against indexes of an advertiser's target audience. People-based measurement options can range from closed-loop attribution to reach and frequency analysis.

Addressable + OTT Targeting

Addressable TV enables household targeting of CRM and other trusted audiences on TV via set-top boxes in live, linear programming and video on demand. Similar to CRM targeting, a brand can match their customer list of choice against a TV audience and then target TV commercials to reach exactly those households. Traditional TV partners include Comcast, AT&T, Verizon, and Dish, while OTT partners include content apps like Hulu, devices like Roku, and connected TV manufacturers.

Data-Driven Linear Targeting

Since the dawn of TV, advertisers have relied on broad age and gender demographic data to try and reach their target audience with advertising on TV. Now, with data-driven linear targeting, brands can match a CRM list or other trusted data source against viewership data to rank the programs, networks, and dayparts to make a TV plan that is most optimal for audience targets, without sacrificing scale. Programmers like Turner and Scripps can provide these types of optimized plans, as well as measurement providers like comScore, Data+Math, iSpot.TV, VideoAmp, Simulmedia, and more.

Closed-Loop Measurement

Identity resolution allows brands to gain an accurate and comprehensive view of return on TV ad spend, and ultimately clarify how TV fits into the consumer journey. Drive smarter, faster optimization by identifying the strategies, offers, and content that have the highest impact on sales. Measurement providers include Nielsen Catalina Solutions, NinthDecimal, IHS Automotive, Crossix, and Acxiom.



Channels To Activate People-Based Marketing



Out-of-Home

People-based marketing is available out-of-home on a variety of formats, but capabilities and scale vary. Billboard inventory sellers such as Vistar use marketer data enriched with location to offer more targeted billboard ad placements. Some large retailers are testing in-store people-based marketing delivered through both digital engagements (e.g. kiosk, beacon) and sales associates. Overall, OOH can be considered a nascent, but promising, channel.



Internet of Things

IoT remains a nascent channel for people-based activation. While smart televisions offer addressable inventory, new connected devices, such as voice-controlled assistants, connected cars, and wearables, are currently unavailable as marketing channels.

MARKETING PARTNERS

Partners





People-Based Marketing Partners

Media/Technology

12 Digit Marketing	Adlucent	AOL (Oath)	Bridge Marketing	Conde Nast	Drawbridge
140 Proof	Adobe Audience Manager	Apple News	BuzzFeed	Connexity	Dstillery
33Across	AdReady	AppLift	C1 Exchange	Core Audience	Dynadmic
3Q Digital	adRise	AppNexus	CafeMom	CraveLabs	eBay
4Cite	AdRoll	Appnique	Cardinal Digital Marketing	Crimtan	Edifice Group
4INFO	adsquare	Appreciate (Triapodi)	Cardlytics	Criteo	Empower MediaMarketing
Accordant Media	AdsWizz	Audience Partners, an Altice Company	Cars.com	Critical Mix	Eulerian Technologies
Accuen	AdTheorent	AudienceOne	CDK	Cross Pixel	eXelate
AcquireWeb	AdvanseAds	AutoAlert	Celtra	Crucial Interactive	Exponential
AcuityAds	ADventori	Avocet	Centriq	Datalicious	Eyereturn Marketing
AdAdapted	AdvertServe	Baidu	Centro	DataXpand	Eyeview
ADARA	AdXcel	BangPixels	Chalk Digital	DataXu	Facebook
AdColony	AerServ	Bazaarvoice	Chocolate	DeepIntent	FiveFifty
AdDaptive Intelligence	Affectv	Beeswax	ChoiceStream	Demandbase	Flashtalking
Adelphic	AgilOne	Beintoo / Cuebiq	Choozle	DialogTech	Flipp
AdForge	Aki Technologies	Bidtellect	Clarivoy	Dianomi	FloSports
Adform	Alphonso	BidTheatre	Clearstream.TV	Digilant	ForeSee
AdGear	Altice USA	Bitly	Clickagy	DirecTV	Foursquare
Adiant	Amobee	BlueConic	Cloud Technologies	DistroScale	FreeWheel
AdKernel	Anomaly	Brandify	Cognitiv	Division-D	Genesis Media



People-Based Marketing Partners

Media/Technology, *con't*

Giant Media	Innovid	Kortx	mediarithmics	PadSquad	Pulpo Media
Go2mobi	inPowered	Lavidge	Meridian Pacific	PageScience	PulsePoint
Google AdWords / Display Network	Instagram	Letter Press, LLC (Postie)	Meteora	Pandora	PushSpring
Google DoubleClick Bid Manager	Instinctive	LinkedIn	Millennial Media	Parsec	Quantcast
Gravy	Intimate Merger	Linking Mobile	Moasis	Peel	QuinStreet
GroundTruth	INVIDI	LivIntent	Mobile Fuse	Perfect & Complete Solutions	Rakuten
Havas Media	Iotec Global	LoopMe	Mobile Majority	Performance Horizon	Receptiv
Hearst	iPinYou	Lotame	Mogo Interactive	Personagraph	Reflex Blu Media
Hivewyre	IQM Corporation	Lumate	myThings	Pinterest	Research Now
Hooked Media Group	Jampp	Magnetic	Narrative.io	PK4 Media	Resonate Networks
Huddled Masses	Jivox	Marchex	Nativo	Placecast	ReTargeter
IAC (InterActiveCorp)	JUICE Mobile	Marin Perfect Audience	NetMining	Placed	Reveal Mobile
IBM Digital Data Exchange (DDX)	Jumpshot	Marin Software	NinthDecimal	PlaceIQ	RevJet
Ibotta	Jun Group	Markit On Demand	numberly	Pocketmath	RhythmOne
IgnitionOne	Kayak	Martini Media	Oath	Polymorph	Rise Interactive
iHeartRadio	KBM Group	Mass2	ONEcount	Precision Market Insights from Verizon	Rockerbox
Impact Radius	Kenshoo	MaxPoint	OpenX	Programmatic Mechanics	Rocket Fuel
Infectious Media	Ketchup	MdotM	Oracle Data Cloud (BlueKai)	ProspectWorx	Rogers Media
InMobi	Kiip	MediaAlpha	Outbrain	PubMatic	Roq.ad
InnovateMR	King	MediaMath	OwnerIQ	Pug Pharm	Rubicon Project



People-Based Marketing Partners

Media/Technology, *con't*

RUN	Smart AdServer
Sabio	Snack
Salesforce	Snapchat
Scanbuy	Sociomantic Labs
Seeking Alpha	Sojern
Sekindo	Solve Media
SessionM	Sonobi
SheKnows	Sovrn
Shipyard	Spotad
Shopify	SpotXchange, Inc.
Shopkick	Sprint/Pinsight Media
Signal	StackAdapt
Simpli.fi	Stanza
Sina	SteelHouse
SiteScout	Storygize
SITO Mobile	StrikeAd by Sizmek
Sizmek	SundaySky
Skimlinks	Survata
Skydeo	Swirl Networks
Skyhook	Swoop

Taboola
Tapad
TapFwd
Tapjoy
Tapstream
Taptica
Teads
Tealium
TellTale Health / Slack
Terminus
The Trade Desk
Thinknear
Time Inc.
Translation LLC
Tremor Video DSP
TripleLift
Tru Optik
TubeMogul (Adobe)
TuneIn
Twitter

UberMedia
Ubimo
Unacast
Underdog Media
Undertone
Unruly
Upsolver
Varick Media
Ve Interactive
Vertical Health
Verve
Viant
VideoAmp
Videology
Visible Measures
Vistar Media
Visto
VisualDNA
Webbula
Weibo

Wylei
WYNG
Xaxis
Yahoo! (Oath)
YellowHammer Media Group
Yelp
Yieldbot
Yieldmo
Yoyi Digital
YP
YuMe
Zebestof
Zemanta

Data Providers

1000mercis
AAA DATA
AARP, Inc.
Accutrend Data Corporation
Acxiom
Adfire Health
Affinity Answers
Affinity Solutions
ALC
Alliant
AnalyticsIQ
ASL Marketing
BDEX
Belardi Wong
Blue State Digital
Bombora
BusinessWatch Network
Caddle
Carrefour
Checkout 51



People-Based Marketing Partners

Data Providers, *con't*

CircleBack	Experian Marketing Services	LeadSift	OwnerIQ	Social Reality	Vertical Mass
Claritas	Eyeota	LifeScript	Pacific Data Partners	Sony Computer Entertainment America, Inc.	Weather Company
Client Command	Factual	Lighthouse List Company	PeerLogix	Spotright	Wiland
Compass Marketing Solutions	Fluent	ListBargains	Pitney Bowes	StatSocial	Windfall Data
CoreLogic	FourthWall Media	Lucid	PlaceIQ	Stirista	Yelp
Coupons.com	Freckle IOT	Luminar	Popwallet	Survey Sampling International (SSI)	Ziff Davis
CreditKarma	Frequence	M1 Data & Analytics	Powerlytics	Synthio	ZipScene
Crossix	GOP Data Trust	Madison Logic	Publishers Clearing House	Targeted Victory	
Cubeiq	HG Data	Marketo	Q1Media	TellTale Health	
DataLab USA	i360	MasterCard Incorporated	Qualia	Ticketmaster	
Dataline	IB5k	Maxpoint	RallyPoint	TiVo Research	
Datastream Group	Ibotta	MedData Group	RCH Data	TowerData	
Datonic	Infogroup	Medicx Media Solutions	Revolution Messaging	TradeLAB	
Discover Financial Services	InfoScout	MeritDirect	SafeGraph	TransUnion	
DSPolitical	InsideView	NetSuite	Samba TV	TruSignal	
Dun & Bradstreet	IXI Corporation	Netwise Data	SavingStar	TwentyCi Limited	
dunnhumbyUSA	Kantar	Neustar PlatformOne	Shareaholic	Twine Data	
Equifax	Kimberly Clark Corporation	Nielsen Catalina Solutions	ShareThis	V12 Group	
Ethnic Technologies LLC	Kinetic Social	Nielsen Scarborough	Skydeo	Vendigi	
Euclid	L2	offrs.com	SMS-Inc	Versium Analytics, Inc.	



People-Based Marketing Partners

Measurement

Acxiom
Analytic Partners
BridgeTrack
C3 Metrics
CMO Labs
Commerce Signals
comScore
Converge
Conversion Logic
Convertro
Datorama
Enlighten
Epsilon
Google Attribution 360
GroundTruth
Ignite Technologies
Kvantum

LatentView
Lift361
Looker
Marketing Evolution
MarketShare
Millward Brown Digital
MOAT
Ovative
Rubikloud
Tableau
TVSquared
Visual IQ

Personalization

AB Tasty
AddThis
Beyable
Cxense
Monetate
Optimizely
Oracle Maxymiser
Thunder
Weborama

Advanced TV

Altice
AT&T
Charter
Comcast
comScore
DISH Network
Disney
Hulu
iSpot.TV
Nielsen
Roku
Verizon
Vizio

About Us

LiveRamp offers brands and the companies they work with identity resolution that is integrated throughout the digital ecosystem and provides the foundation for omnichannel marketing.

Our services transform the technology platforms used by our clients into people-based marketing channels that improve the relevancy of marketing, and ultimately allow consumers to better connect with the brands and products they love.

LiveRamp is an Acxiom company, delivering privacy-safe solutions to market and honoring the best practices of leading associations including the Digital Advertising Alliance's (DAA) ICON and App Choices programs.

For more information, visit www.LiveRamp.com.





Want more ideas?

Glad you asked! Check out:

- ✓ The LiveRamp Marketing Innovations blog (<http://bit.ly/300-blog>) to learn more about identity resolution and our products and use cases, and access thought leadership on trending topics affecting our industry
- ✓ LiveRamp's Vimeo page (<https://vimeo.com/liveramp>) for testimonials from our customers on how they are using our technology
- ✓ LiveRamp's Official Data-Driven Marketer Glossary (<http://bit.ly/300-glsry>) of core terms and technologies that every data-driven marketer needs to know
- ✓ The RampUp website (<http://bit.ly/300-rampup>) for relevant, best-in-class thought leadership on marketing and powering the customer experience
- ✓ Our study on the State of People-Based Measurement (<http://bit.ly/300-pbmsr>) to find out where your peers are on their journeys to better understanding the sales impact of their marketing

If you're interested in learning more about these use cases, connecting your data, or becoming a partner, contact us at info@LiveRamp.com.



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