Data Collaboration Leads to Success!

RCC Retail Marketing, 12 Sep 2024

Rupen Seoni, Chief Client Officer

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Definition

Data collaboration is the act of gathering and connecting data from various sources

to unlock combined data insights

that can be used to create new products, run analytics, or build targeted campaigns.

-LiveRamp

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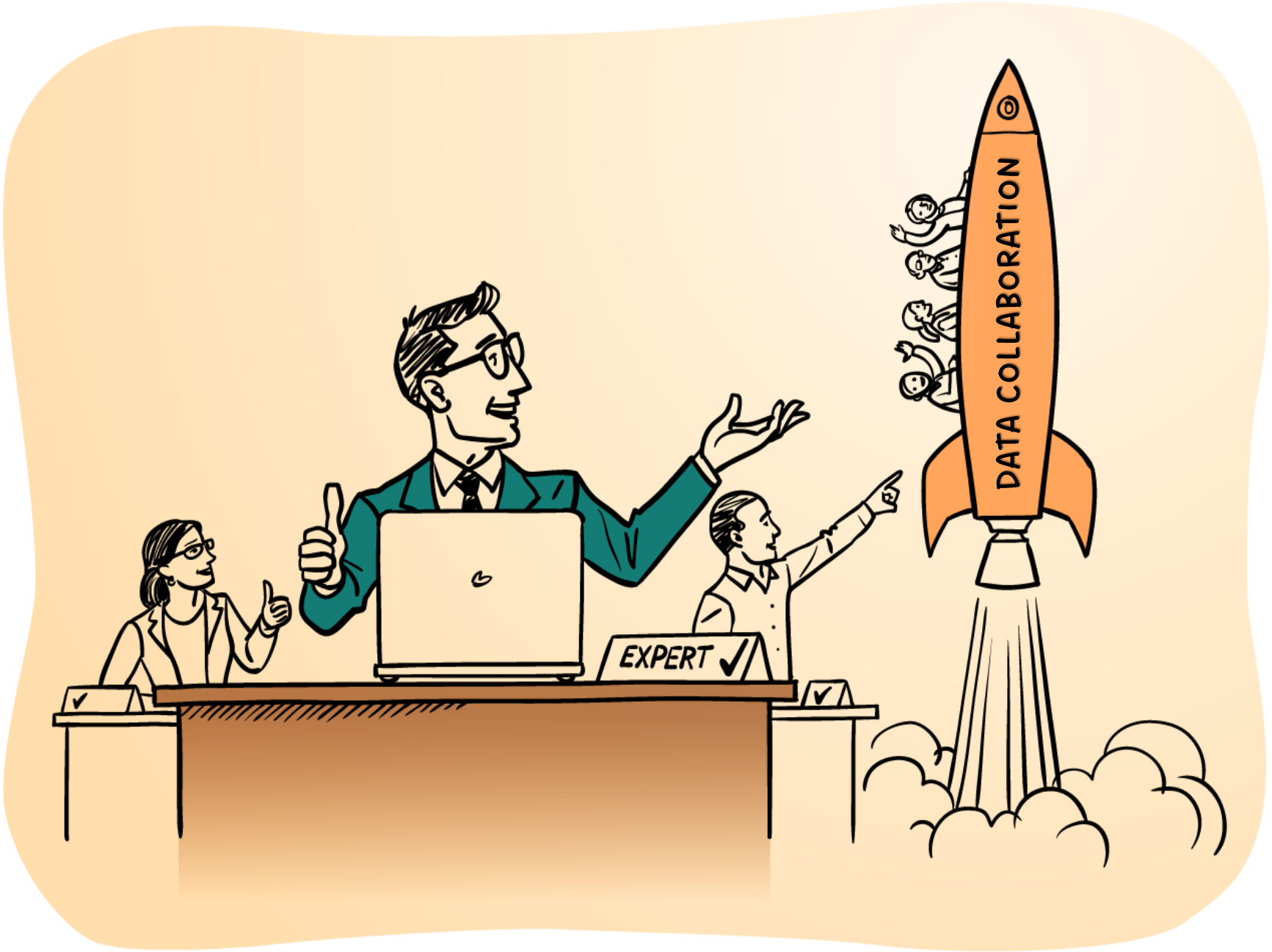

"The value can reach

9%

of **annual revenue** over five years."

-CapGemini, 2021

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Data Collaboration: The Timeless Engine Of Growth And Innovation

Forbes | Technology Council

"Collaboration is the currency of progress… In an era where consumer insights equate to trade secrets, the judicious use of such information is not just a competitive edge—it is essential for survival."

-Edik Mitelman | Forbes Councils Member | March 13, 2024

https://www.forbes.com/sites/forbestechcouncil/2024/03/13/data-collaboration-the-timeless-engine-of-growth-and-innovation/?sh=222ff9a07f9b

“Essential”

Really? Why!

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1. Measure the ROI on Marketing Activity

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1. Measure the ROI on Marketing Activity

Retailer + CPG Promo

↑ 29% Lift in Conversions

↑ $125M Incremental sales

Retailer Lapsed Category Customers

↑ 10% Sales lift vs standard audience segments

↑ 200% Increase in ROAS YOY

Albertsons RMN

↑ 16%+ Incremental Sales Lift

↑ 19%+ New Buyers

Department Store HV Customers

↑ 19% CTR

↑ 130% In-store visits

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Albertsons Media Collective Deepens Measurement and Reach with Clean Room Technology

Challenge

- Food and drug retailer Albertsons was seeking a best-in-class alternative to third-party cookies. The retailer needed to prepare for signal loss, while improving privacy-centric measurement outcomes for its CPG advertisers.

Solution

- Its RMN, the Albertsons Media Collective, partnered with the **Pinterest Clean Room**, powered by LiveRamp, to deliver closed-loop reporting to CPG brands including **Mondelēz International**.

Results

- Thanks to the clean room technology, Mondelēz could partner with Albertsons to get better clarity into who is buying their products at Albertsons stores in a privacy-centric way, and how they can show up more successfully in the future.

16%+

Incremental Sales Lift

19%+

New Buyers

2. A More Complete View of the Consumer

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1st Party Data – What you know directly

Browsing | Basket | Customer Value | Loyalty & Promos | Basic Demographics & Contact Info

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2nd Party Data – Someone else's 1st Party Data that you can use

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3rd Party Data – Licensed data to augment 1st & 2nd party data

- Demographic
- Mobile Movement
- Behavioural
- Health
- Psychographic
- Geographic
- Financial
- Contact
- Segmentation
- Location

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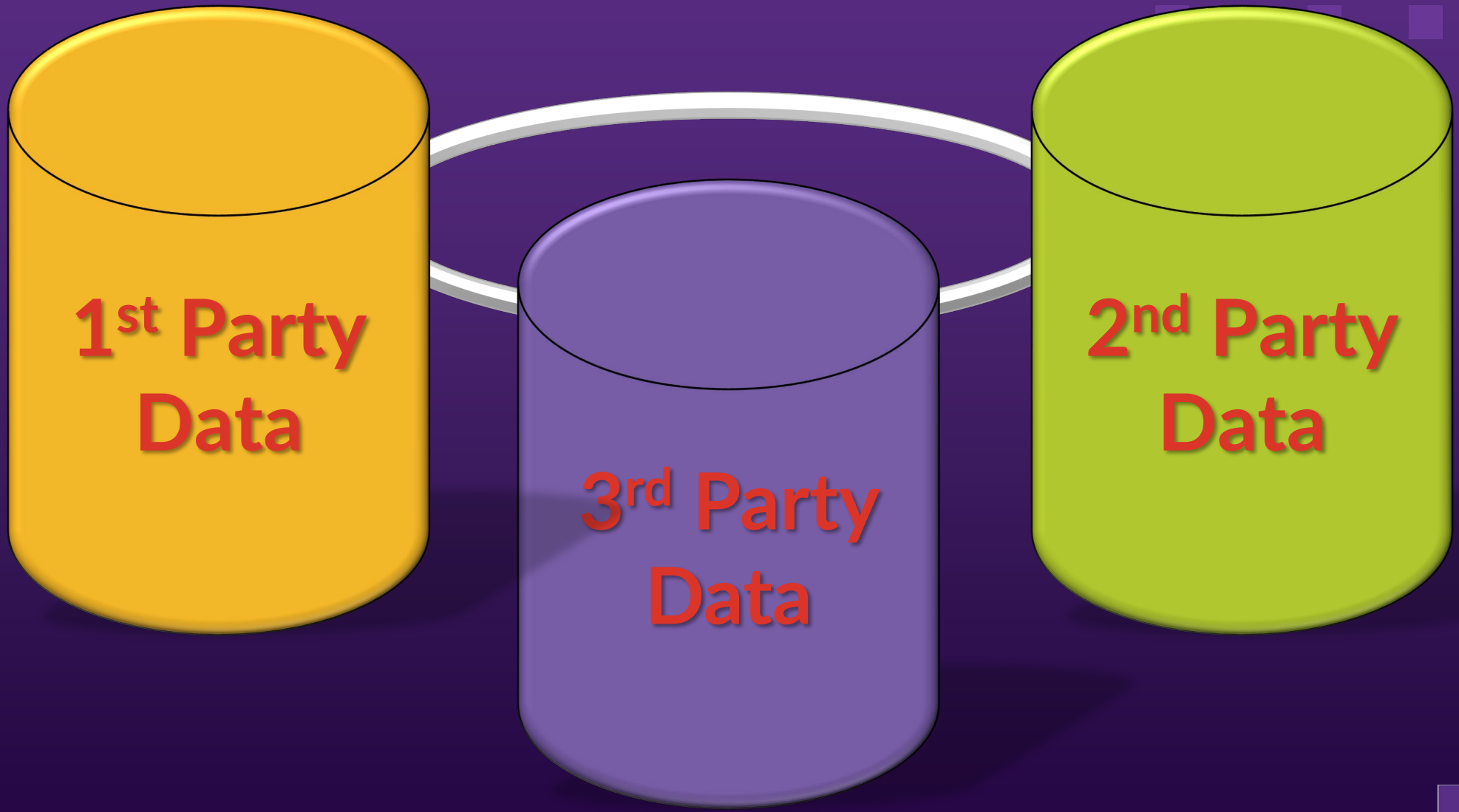
An Identity Solution Brings it All Together



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3. Data Control, Governance & Privacy

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EA Privacy & Security Designations

ISO 31700
Privacy by Design

SOC1
Type 2

SOC2
Type 2

HIPAA
Type 1

TRUSTe
Data Certification

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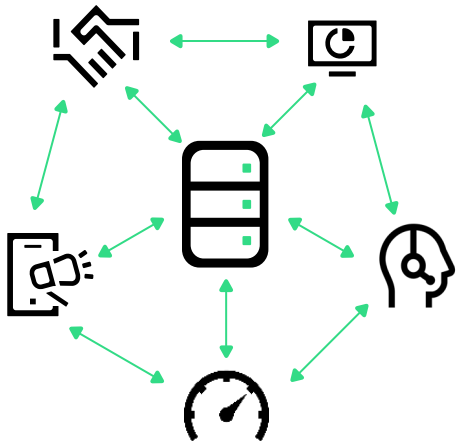
Collaboration Platform Should Have

2 Accurate & flexible identity - with elevated privacy & governance

1 Access data from every cloud environment, globally



4. Data-Driven Marketing Activation

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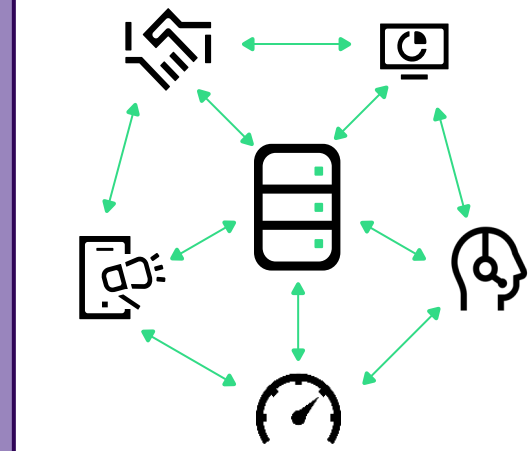
Collaboration Platform Should Have

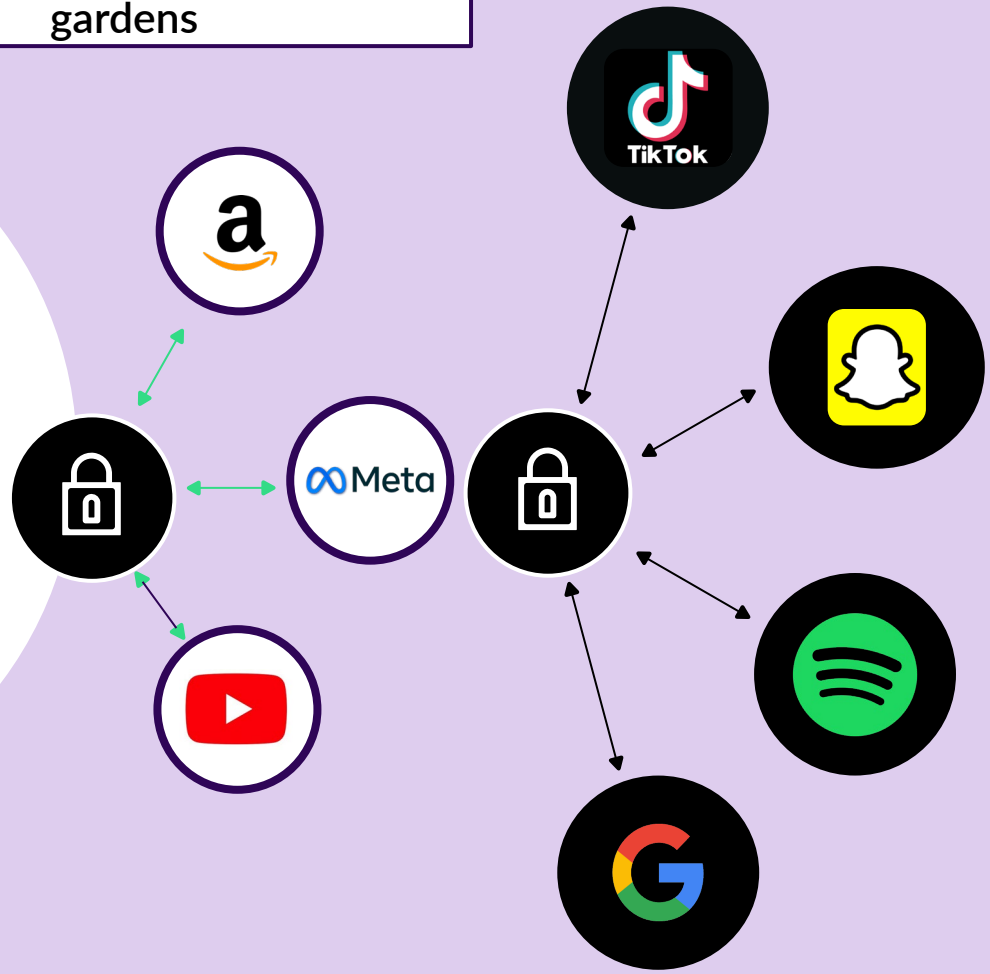
1 Access data from every cloud environment, globally

2 Accurate & flexible identity - with elevated privacy & governance

3 Seamless access to collab network – media & walled gardens

4 Connect data to premium publishers





AdTech Partners via EA Data (as of Q2 2024)

OOH/DOOH

VISTAR MEDIA
Bell Media
PATTISON
ALLVISION
Hivestack
QUEBECOR
ROGERS Sports&Media
neo OUT OF HOME NETWORKS
COMMB

DIGITAL

Bell Media
corus.
ROGERS Sports&Media
MEDIA PULSE
MiQ
QUEBECOR
M32
eyeota
NEPTUNE RETAIL SOLUTIONS
CONNECTED INTERACTIVE

DSP

theTradeDesk
amazonadvertising
Bell DSP
Meta
xandr
Google Display & Video 360
StackAdapt
Hivestack
Adobe TubeMogul
adform
UNRULY A Tremor International Company
ORACLE
MediaMath
PubMatic
Taboola
yahoo!
Roku
nexxen
Verizon Media DSP
ZETA
Permutive
avocet
Sizmek rocketfuel
ScaleOut Software
Pelmorex Corp
Basis Technologies

DIRECT MARKETING

BARON LISTS
CANADA POSTES POST CANADA
cleanlist.ca Helping brands connect
Epsilon

AGENCIES

groupm
ACXIOM
IPG
OMG
horizon media

MEDIA PLANNING

SAM
cynch
OMG
groupm
telmar
PUBLICIS
nielsen Clear Decisions

MEDIA PUBLISHERS

corus.
CBC
TORONTO STAR
THE GLOBE AND MAIL
QUEBECOR
Bell Media
Pelmorex Corp
ROGERS Sports&Media

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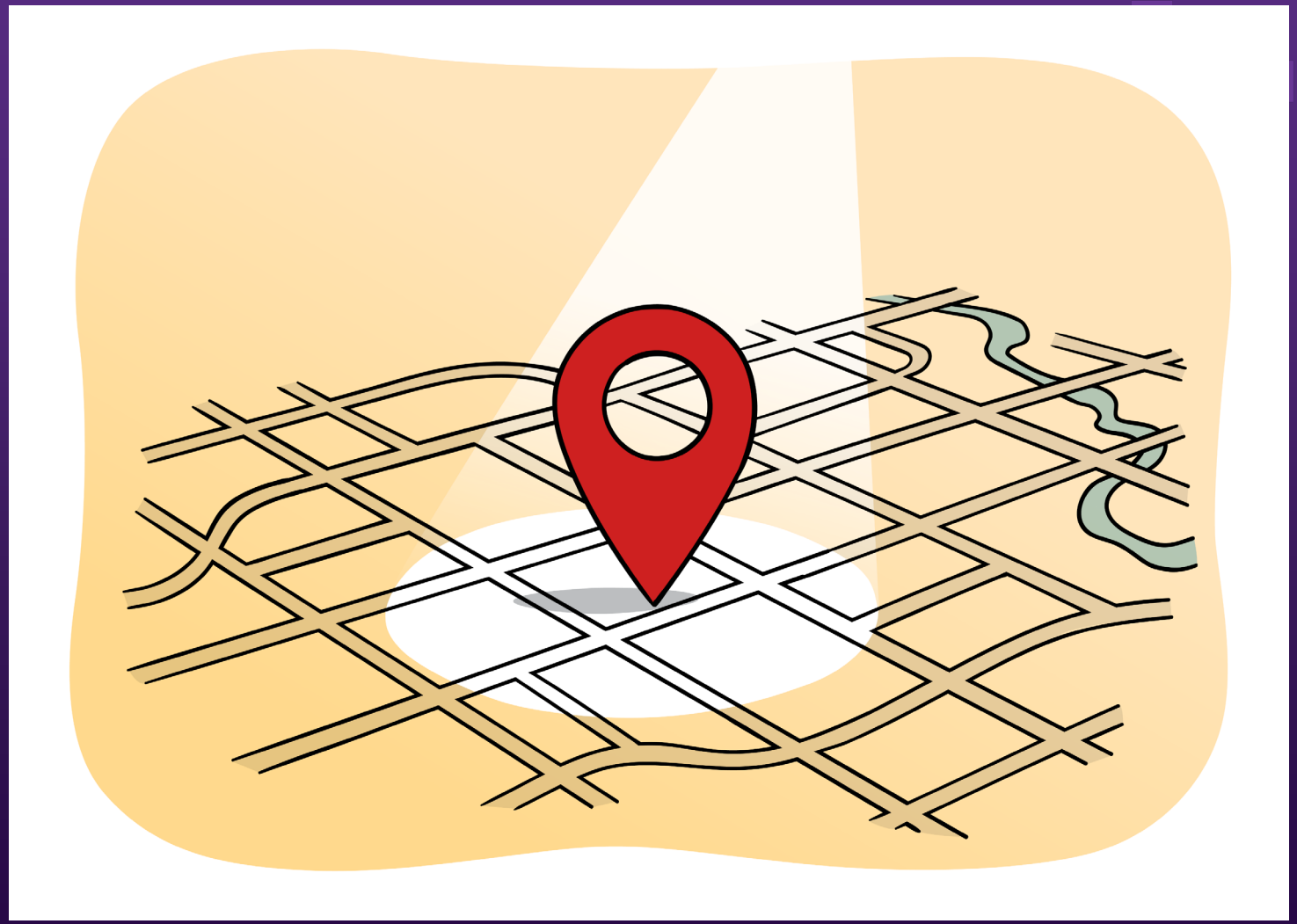
And of course, in-store!



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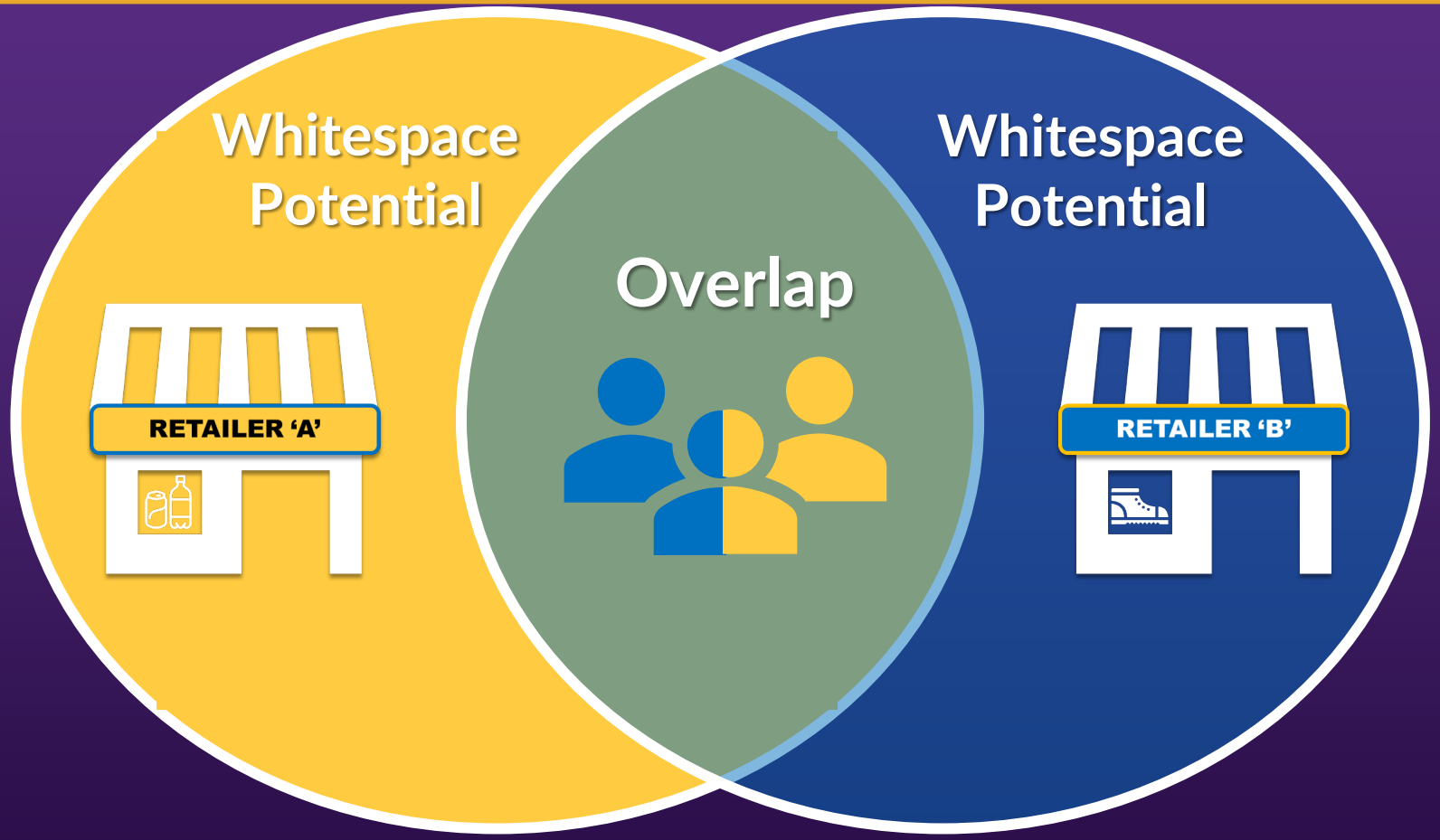
Two Brands/Retailers Collaborating



Strategic Partnerships

Sponsorship Evaluation

Cross-Sell Opportunities

Mergers & Acquisitions

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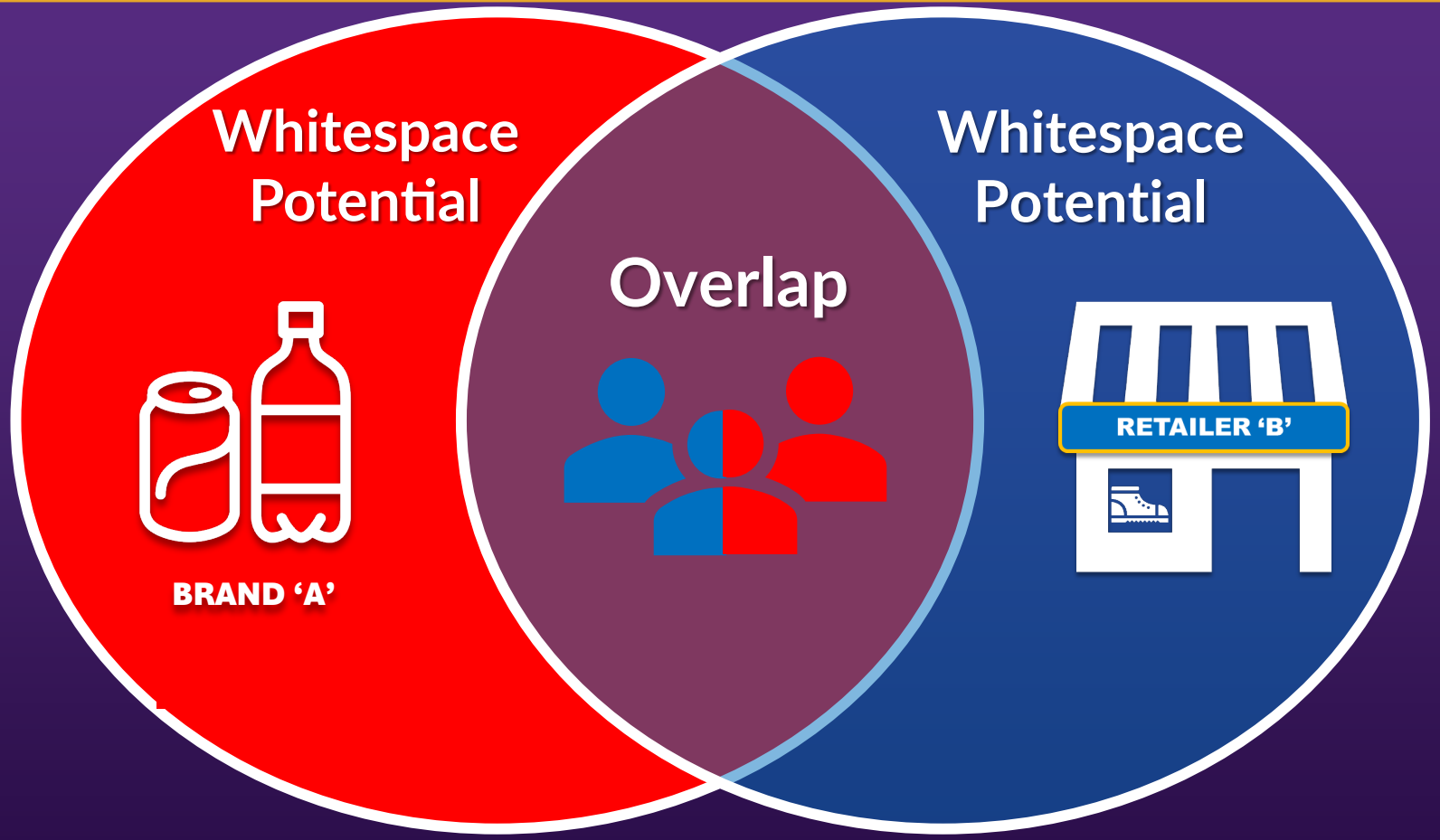
Brand & Retailer Collaborating



Audience Insights & Scaling

Closed Loop Retail Measurement

Promotions & Occasion Testing

'Ripple' Impact on Secondary Brands

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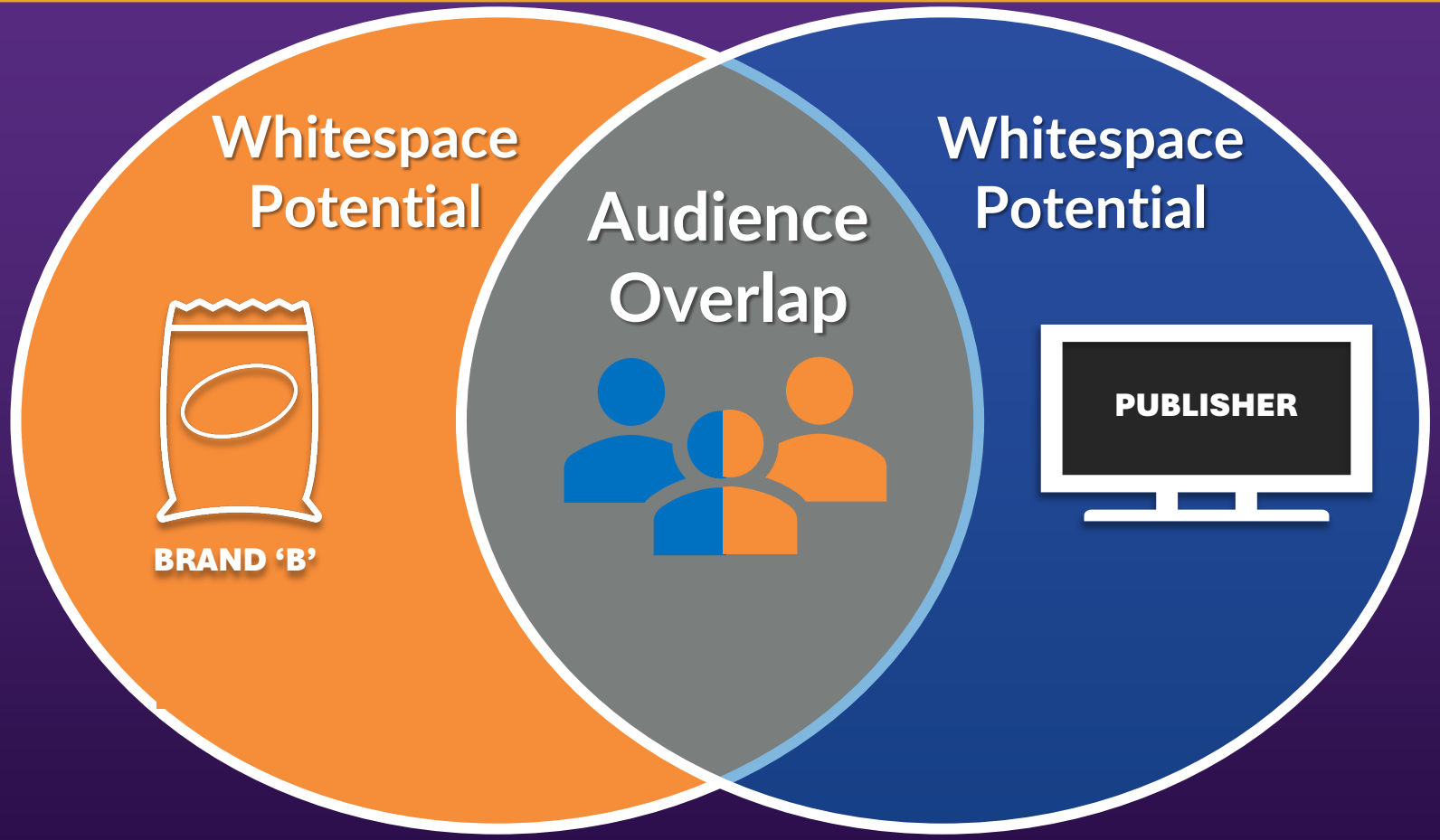
Brand & Publisher/Platform Collaborating



Cross-Platform Analysis

Transactional & Physical Lift

Segmentation Impact

Location & Geo Analysis

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/LiveRamp

- ✓ Breadth & depth of 3PD
- ✓ Analytics expertise
- ✓ Privacy, security & governance

- ✓ Proven global adtech
- ✓ Privacy-forward identity
- ✓ End-to-end solution & measurement (incl. in walled gardens)

Purpose built, permission based, privacy compliant, interoperable Canadian data collaboration solution to fit local & global needs.

Questions?

Rupen Seoni, Chief Client Officer

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