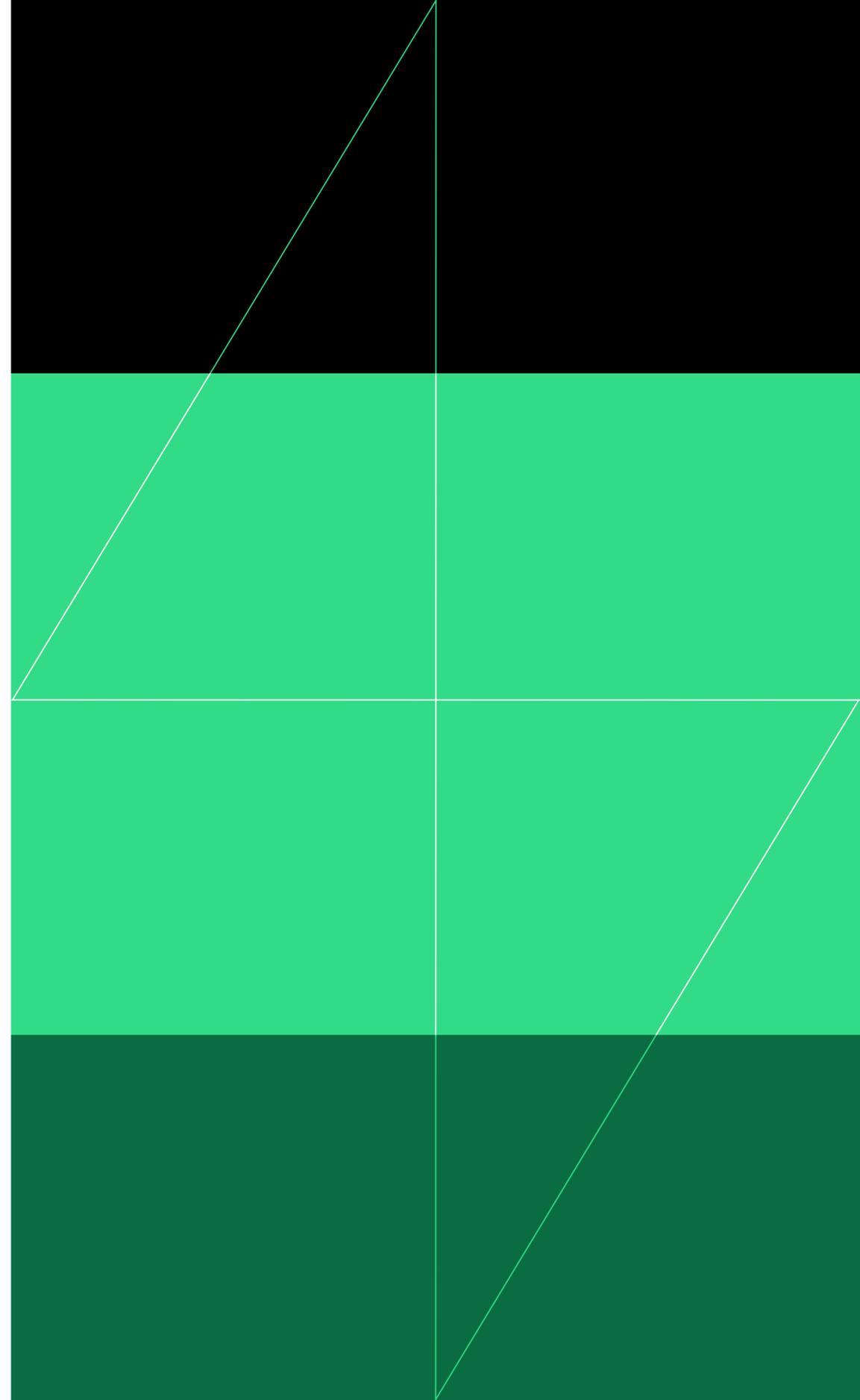


/LiveRamp

eBook

Clean Room Explainer

Strengthen marketing performance, insights, and impact



Contents

3 The clean room era is here →

5 What is a clean room and why does it matter? →

15 Top 5 clean room use cases →

21 How clean rooms work →

23 Your roadmap to clean room success →

29 Ready to get started? →

The clean room era is here

Marketers today face pressure to justify every expenditure, demonstrate clear ROI, and transform marketing from a cost center to a revenue driver. However, fragmentation in the data ecosystem and increasing consumer privacy regulations have made media measurement a growing challenge, resulting in a piecemeal understanding of customer journeys and campaign performance:

- Data volume and diversity have exploded, with the average marketing team using dozens of measurement and reporting tools
- Data is often scattered across multiple platforms and partners comprising numerous reporting standards
- Increasing focus on consumer privacy isn't just a regulatory hurdle, it's made data management more complex

[Data collaboration](#) via clean rooms has emerged as the key to solving these challenges and helping marketers make better data-driven decisions. Because clean rooms offer an environment for responsible use of customer data, brands can access datasets from partners to gain deeper insights and enhanced measurement capabilities. For example, media companies and retailers like [Roku and Kroger](#) can team up to target the right audiences and improve how they measure success.

In the following sections, we'll explore common clean room use cases, how they work, the problems they solve, and the new opportunities they can unlock for your business. Let's dig in.

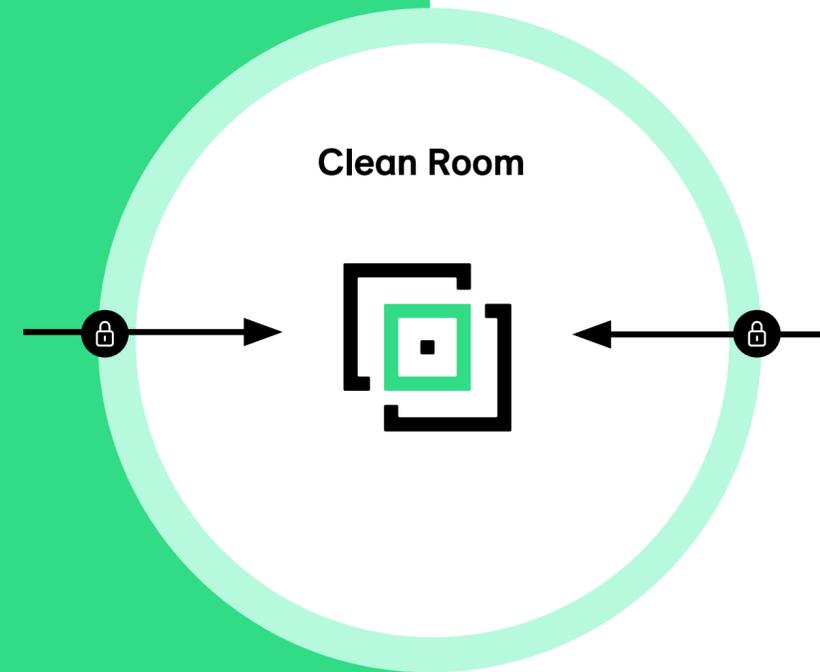
Roku

“

A clean room comes in very handy to help us actually broaden the ways we use data... to do all of the nice things that we want to do with our advertisers, agencies, and publisher partners.”

Youssef Ben-Youssef, Head of Ad Platform, Roku

What is a clean room and why does it matter?



A clean room is a secure environment that enables multiple parties to collaborate with data responsibly to unlock customer insights. Clean rooms provide the privacy and governance controls agreed upon by collaboration partners in order to enforce trust boundaries, ensure auditability, and prevent misuse of data.

Who uses a clean room?

Data Consumers, typically brands, use clean rooms to access data that helps them gain new insights into media effectiveness and better understand customer journeys. Some examples include:



Consumer Packaged Goods (CPG) companies gain a deeper understanding of online and in-store consumer shopping behaviors to tailor their marketing strategies. For example, [Hershey's](#), with its storied portfolio of brands, leverages a clean room to optimize campaigns, increase investment efficiency, and boost return on advertising spend (ROAS).



Retailers look to refine their product mix and marketing tactics based on rich consumer and campaign insights. Global shoe and apparel maker [ASICS](#) adopted a clean room to create a flexible, tailored incrementality solution that helped optimize advertising impact across geographies. [Kroger](#) uses clean rooms to create more detailed consumer profiles and personalized messaging by leveraging its brands' first-party data and retail partners data.



Restaurant Chains want to connect guests across digital and dining experiences, reach hungry customers wherever they are with targeted restaurant ads, and maximize media performance from TVs to tabletops with cross-screen measurement. For example, [McDonald's](#) monitors its TV impressions to avoid wear-out and lean into better-performing creatives.

HERSHEY'S

“

Clean rooms are exciting, and they're offering brands opportunities to learn at a deeper level of analytics.”

Vinny Rinaldi, Head of Media & Analytics, The Hershey Company

Data Owners control valuable first-party datasets and look to unlock their potential for revenue. But, they also seek to maintain industry and/or company privacy postures when it comes to data sharing. By using a clean room, they can share data responsibly with trusted partners via privacy controls that define how data is accessed and used. Some examples include:



Walled Gardens like Google, Meta, and Amazon, which hold extensive consumer data, use clean rooms to securely collaborate with thousands of partners.



Social Platforms, TV, and CTV Providers seek to securely match their valuable user data with advertiser data. [Pinterest](#) leverages clean room technology to enable innovative data collaboration capabilities in a secure collaboration environment. Meanwhile, [LinkedIn](#) relies on clean rooms to enable secure data collaboration on their most sensitive data with a large group of advertising partners. And [Roku](#)'s clean room enables advertisers to understand potential campaign reach, audience delivery, and ad impact on product sales.



Other Premium Publishers possess detailed exposure or consumer attribute information. A large publisher like [Microsoft Advertising](#) relies on clean rooms to demonstrate the value of granular insights with current and potential partners.



“

Data collaboration technology like clean rooms has been a key way that we've seen a lot of our advertisers get more and more value from our platform and something we'll continue to invest in because we think it's a fundamental piece of marketing.”

Logan Kingman, Director of Business Development & Strategic Partnerships, LinkedIn



Some entities, such as **Commerce Media Networks**, can act as both data owners and consumers. These companies not only possess valuable first-party data but also seek to enrich their customer understanding by collaborating with data partners. [CVS Pharmacy](#) uses a clean room solution to deliver results and transparency for advertisers while providing a platform to support growth. Meanwhile, [TripAdvisor](#) relies on clean room technology to power a media network that enables partners to find and target valuable audiences.



Clean rooms are a great way to create an environment that is trusted and safe and ultimately can provide the right personalization and consumer outcomes while also driving business and market outcomes.”

[Christine Maguire, GM/VP, Global Media Business, TripAdvisor](#)

What are the types of clean room data?



First-party data is customer information captured through your company's owned channels. This includes CRM data, website interactions, purchase history, and other direct touchpoints with customers. As strict privacy regulations and outdated tracking methods lead to significant signal loss and unreliable data access, being able to connect to first-party data becomes ever-more valuable in the quest for accurate measurement.



Second-party data is another company's first-party data, shared through data collaboration. For example, a retailer might use a clean room to securely share purchase data with a CPG brand. Second-party data allows companies to expand their understanding beyond their own customer interactions, providing a broader perspective on consumer behavior.



Third-party data is collected and aggregated from various sources by a third-party data seller. This may include market research data, public records, or aggregated demographic data. While it can be less specific to an organization's own customers, third-party data can provide valuable context and help identify broader market trends.

What's an identity strategy, and what's the connection to clean rooms?

Imagine the power of connecting all your marketing touchpoints to see a unified view of your customers. By recognizing that each interaction represents the same person – and gaining insights into their household dynamics – you can significantly enhance the accuracy of your audience and media analytics. Establishing a strong identity strategy is the critical first step in making this a reality. For example, let's say you want to measure a campaign across multiple sources. One source has customer names and addresses, one has emails, and a third has cookie IDs. How are you going to make them all connect?

[Identity resolution](#) plays a central role in this process, allowing you to connect data from multiple touchpoints – whether online or offline, across channels and devices, and resolve identities. Using data collaboration and clean rooms, you can unify disparate data sources and gain a comprehensive understanding of consumer behavior.

By working with trusted clean room vendors and measurement solution providers, businesses can implement identity strategies that ensure consistency and accuracy across various platforms. Several categories of data are involved:



Demographic data: Basic information like age, gender, and location, provides a foundational understanding of who customers are.



Behavioral data: Purchase patterns, browsing history, and interactions with your brand offer valuable insights into what customers do.



Transactional data: Sales, subscription information, and other financial data which helps in understanding the direct business impact of customer interactions.



“

As consumer profiles change, it stresses the importance to bring in new and novel signals in different ways. Leaning into clean room technology is that collaboration layer that allows us to extract meaningful insights”

Zach Lain, Director of Global Data Partnerships, PepsiCo

How do clean rooms power data collaboration?

A modern clean room can [solve four major hurdles](#) that today's digital marketers encounter when trying to improve planning, optimization, and measurement via responsible data collaboration:

- 1 Build on identity. By leveraging an identity solution, modern clean rooms ensure critical data can be joined for effective analysis.
- 2 Connect to any platform. Marketers and their partners do not have to figure out which cloud platforms will be used for specific tasks, and where to move data. The most advanced clean rooms are fully interoperable and connect to data, machine learning models, and code at their sources, eliminating lift and shift.
- 3 Enable data privacy and security. Modern clean rooms allow marketers to apply privacy and security measures that uphold their data-sharing policies,
- 4 Simplify insights. The most advanced clean rooms are business-friendly, enabling marketers to quickly glean the insights they need without technical skills.

By providing access to an unmatched volume and variety of data and an environment for identity resolution and data analysis, a clean room enhances the speed and accuracy of your audience measurement and targeting even as it expands your data partnership opportunities.

Top 5 clean room use cases

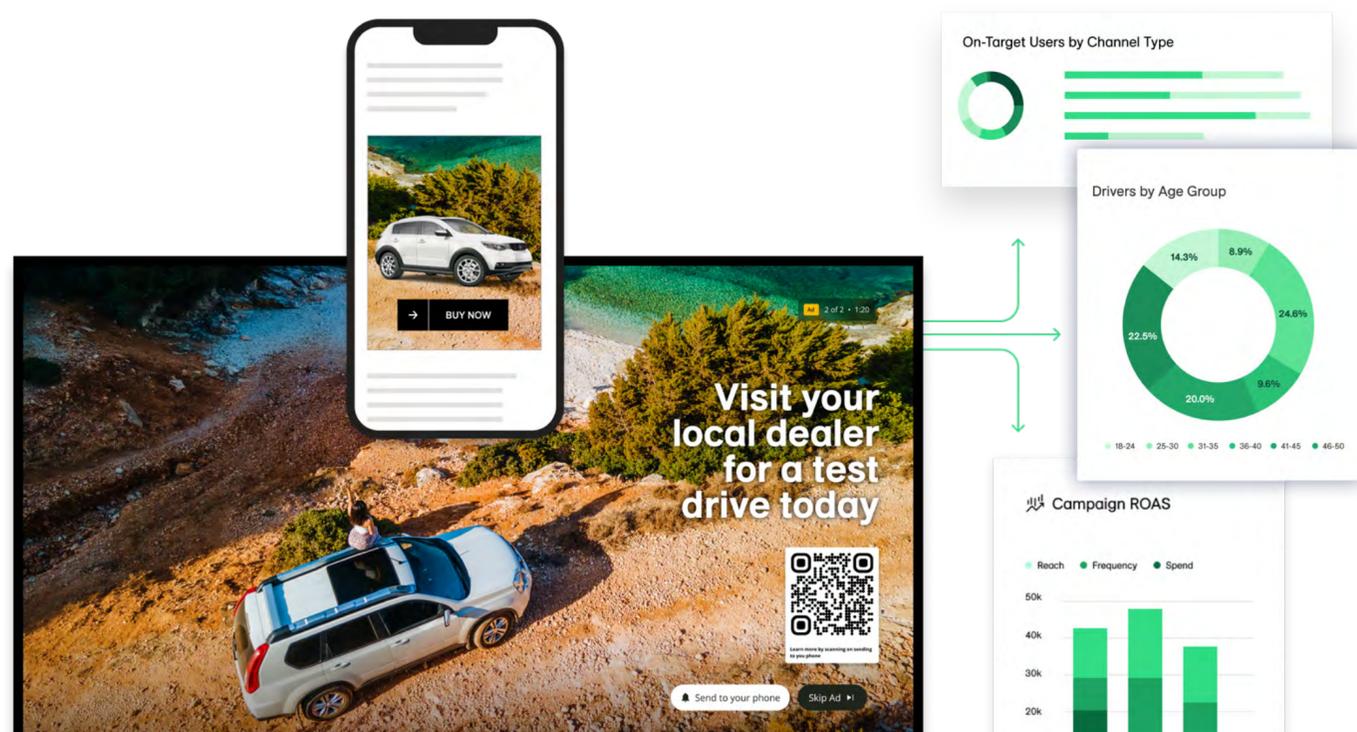
The power of a clean room derives from supporting diverse use cases that help you meet your marketing goals – regardless of your company size, data maturity, or industry. Let's take a look at five key clean room use cases, with real-world examples to illustrate their impact.



1 Campaign measurement and attribution

In the complex landscape of multi-channel marketing, accurate measurement and attribution are crucial. Clean rooms allow brands to combine data from various sources – such as campaign performance and conversion data – while adhering to implemented controls. This results in a more holistic view of the customer journey, helping brands understand which touchpoints are most effective in driving conversions and how different channels interact. By providing a secure environment for this analysis, clean rooms overcome the traditional barriers to attribution.

- An auto company faced challenges in effectively measuring campaign performance and reducing ad waste. Using a clean room, they integrated dealership visit data, online browsing behavior, and media exposure from key advertising platforms. This enabled them to identify overlapping audience segments and optimize ad targeting. By reallocating spend from overexposed audiences to underexposed but high-potential segments, they improved ROI by 10% and ensured more efficient media utilization.
- A global bank struggled with fragmented attribution across digital and offline channels. By integrating transaction and campaign data within a clean room, they securely connected datasets and configured privacy controls to maintain their company's strict privacy guardrails. This collaboration revealed that their CTV campaign was driving 30% higher conversion rates than anticipated, prompting a 20% increase in budget allocation to this high-performing channel.

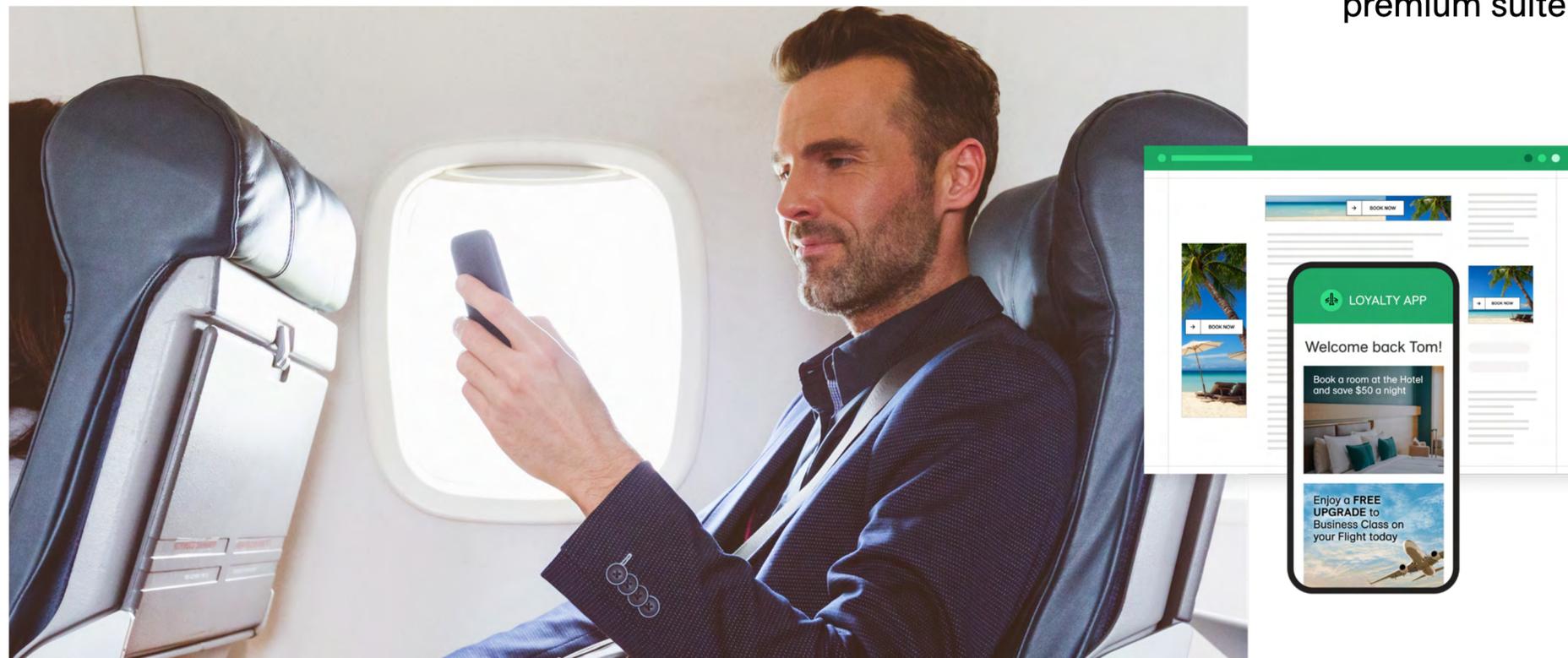


2

Audience insights

Clean rooms provide marketers with a deeper understanding of their audiences by safely combining first-party data with second- or third-party data. This enriched view enables more sophisticated audience planning and segmentation, leading to more targeted and effective campaigns. The ability to analyze campaign performance against these refined segments provides a feedback loop for continuous improvement, allowing marketers to fine-tune their strategies based on real-world performance data.

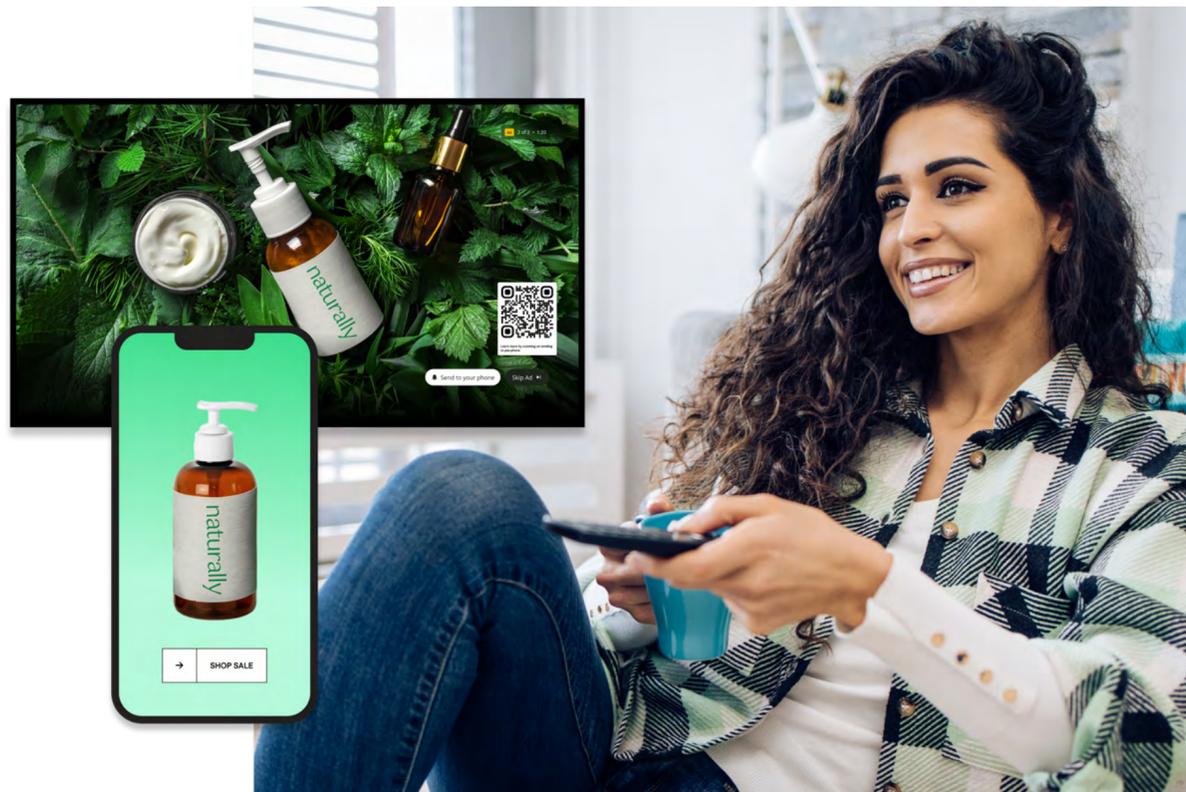
- A beverage company combined their audience data with retail media network sales data in a clean room. This revealed a high audience overlap between soda and snack purchasers, which led to a successful joint promotion that increased basket size by 18%.
- A hotel chain leveraged clean rooms to connect loyalty data with travel media network purchase data, revealing an underserved segment of luxury travelers. By targeting this audience group, the hotel saw a 25% increase in premium suite bookings.



3

Monetization of first-party data

For companies with valuable first-party data, clean rooms provide a secure way to monetize their data assets while applying their own privacy restrictions and usage terms to their data collaborations. Publishers, for instance, can allow advertisers to query their audience data within the clean room environment, deriving insights without exposing individual-level data. This opens up new revenue streams while maintaining control over sensitive data assets.



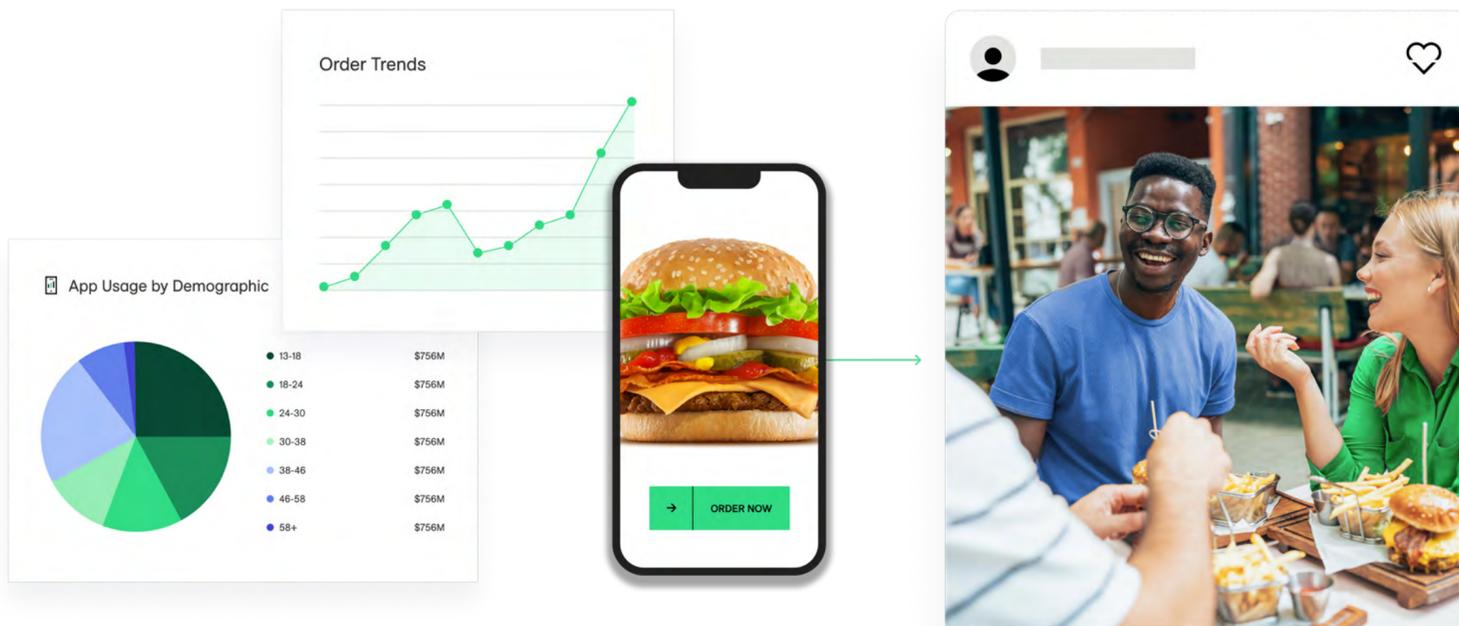
- A leading retail media network enabled advertisers to query in-store shopper data securely. In turn, their partnering cosmetics brand identified a high-value segment of repeat customers, resulting in a 12% uplift in campaign ROI for targeted activations.
- A social media platform sought to meet growing demand from brand marketers for audience insights while maintaining control and visibility over their data. By leveraging clean rooms, the platform provided advertisers with access to aggregated and anonymized viewer engagement and ad performance data. The clean room approach ensured the platform retained control of its data assets while empowering advertisers to design more targeted campaigns, driving a 15% increase in advertising revenue and strengthening strategic relationships.

4

Advanced customer personalization

Clean rooms also open up new possibilities for personalizing customer experiences. By securely combining data from different sources, marketers can create more detailed customer profiles, bringing together behavioral, transactional, and contextual data. This rich, multi-dimensional view of the customer supports highly tailored experiences across touchpoints, from personalized product recommendations to customized content delivery.

- A global airline sought to enhance its loyalty program by better understanding customer preferences and behaviors. By connecting browsing data, such as flight searches, with transactional data from past bookings in a clean room, they uncovered key patterns in premium travel preferences. These insights enabled the airline to deliver highly personalized upgrade offers to loyalty members, driving a 20% increase in premium ticket sales.
- A quick-service restaurant sought to increase engagement with promotional offers for new menu items. By connecting mobile app usage data, such as past orders and offer redemptions, with in-store purchase data in a clean room, they identified customer segments most likely to try specific menu items. Using these insights, they tailored offer placements and messaging, resulting in a 30% higher redemption rate on digital promotions.



5

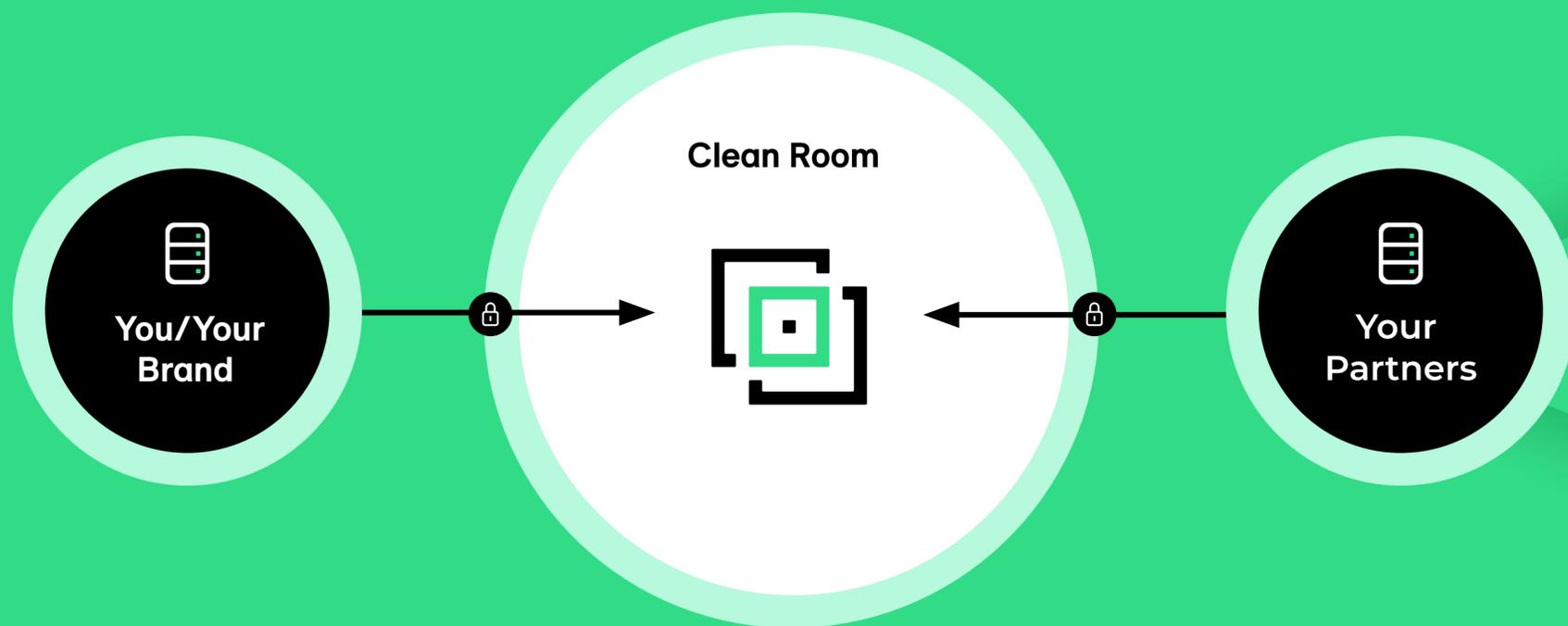
Data-driven optimizations

The insights derived from clean room analyses can drive optimizations across various aspects of marketing and business operations. From audience activations to media mix modeling to inventory management, clean rooms provide a secure environment for running complex analyses on combined datasets. This allows companies to make more informed decisions, optimize resource allocation, and improve overall efficiency.

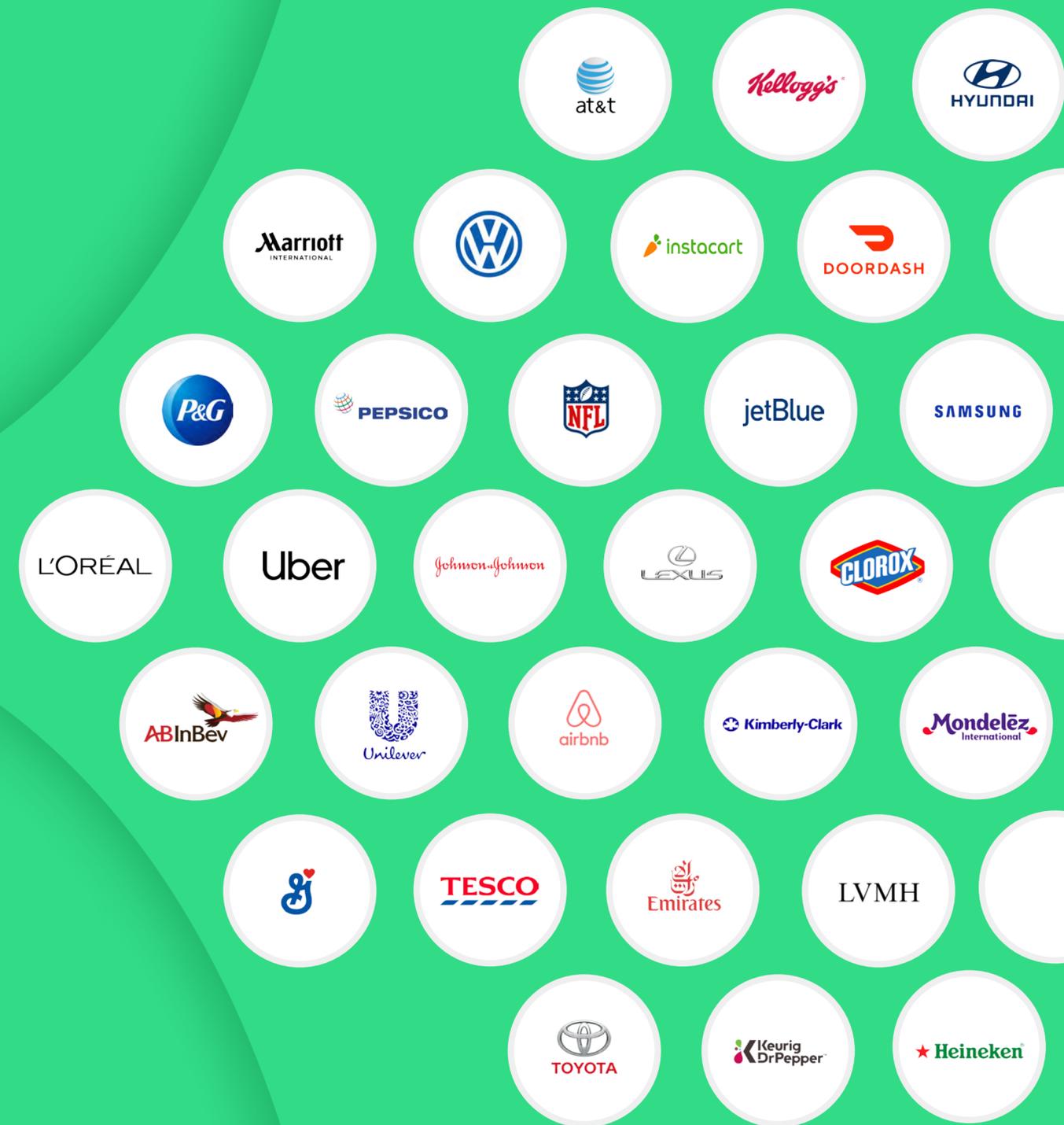
- A snack brand used clean room insights to optimize ad frequency. They reduced over-delivery by 25%, reallocating budget for a 15% higher ROI on underexposed segments.
- An entertainment company aimed to optimize their promotional efforts for a new streaming series. By analyzing regional campaign performance in a clean room, they discovered higher engagement with suburban audiences compared to urban centers. Leveraging these insights, they shifted their media spend to prioritize suburban-focused channels and platforms, resulting in a 10% increase in viewership for the series premiere.



How clean rooms work



Secure environments that enable the connection of decentralized data from multiple platforms and parties to unlock customer insights.



Clean room construction and connections

	Datasets	Data connections and sources	Use cases	Roles and permissions	
	<p>Within the clean room environment, datasets (customer information, transaction data, advertising impressions, or any other relevant data points) from different parties can be securely combined and analyzed in aggregate, without exposing individual-level data.</p>	<p>At the heart of a clean room are connections to data sources, typically cloud storage platforms. These secure pipelines enable access to data from multiple parties without moving or copying data. This approach minimizes data transfer risks and ensures that each party maintains control over their data assets.</p>	<p>Clean rooms support a variety of use cases, from simple audience overlap analysis to complex multi-touch attribution models. Each use case carefully specifies precisely what data will be used, how it will be analyzed, and what outputs will be generated.</p>	<p>A robust system of roles and permissions defines who can access data, which analyses participants can run, and what results they can see. Granular controls enable companies to collaborate responsibly with customer data.</p>	

Your roadmap to clean room success

How to choose your clean room vendor

The success of your clean room initiative depends heavily on asking and answering a set of key questions that should guide your selection process:

- 1 Does my clean room vendor understand my industry, challenges, and goals?** It's going to be much easier to progress with a vendor who understands your needs.
- 2 Can my vendor help me answer specific business questions?** You want a partner with a deep understanding of your specific objectives.
- 3 Is the clean room interoperable with my tech stack and my partners' tech stacks?** Being able to freely and securely connect with existing and new data partners is critical.
- 4 Does the clean room help me advance my identity strategy?** If your clean room vendor already has an identity solution or partner, you'll be able to move faster.
- 5 Does the clean room support all of my use cases?** You don't want to be held back by limited functionality in your clean room.
- 6 Can my clean room support the quantity and quality of data I need for matching?** Access to the data you need to drive your business should be your overriding priority.
- 7 What data privacy and security controls are available?** Look for granular data privacy controls that enable collaboration that aligns with your privacy policies.

Getting started with clean rooms for brands

The journey for brands begins with a clear understanding of what you want to achieve through data collaboration and who among your potential partners and vendors can get you where you want to go.

- 1 Identify critical insights and data that would most benefit your business. In terms of insights, this might include a better understanding of customer behavior, improved attribution modeling, or more accurate measurement of campaign effectiveness. Organize your existing data assets and confirm proper data governance prior to data collaboration.
- 2 Determine your potential data collaboration partners, both internally and externally, and agree to the scope and terms of the collaboration. Internal partnerships may involve breaking down silos between departments or business units, while external partnerships may include retailers, publishers, or other brands. Consider which partnerships would provide the most valuable insights for your specific needs.
- 3 Select a clean room solution that best fits your requirements. This involves evaluating different vendors based on their capabilities, ease of use, privacy controls, and ability to support your use cases. Consider factors such as scalability, interoperability with your existing tech stack, and the vendor's track record in your industry.
- 4 Start small and expand as you become comfortable with clean room collaboration. Pick key partners and a limited set of use cases, and leverage those learnings to expand (and to secure the resources for expansion).

Accelerate clean room collaboration with LiveRamp’s Quick Start Insights for Media Intelligence

Easily access media performance metrics - including audience overlaps, optimal frequency, and last-touch attribution – across a network of premium publishers, while cutting down the time and effort required to collaborate with partners. LiveRamp’s Quick Start Insights for Media Intelligence help you:

- **Accelerate collaboration:** Gain actionable insights faster with a clean room solution that combines one standard legal agreement* and ready-to-go dashboards. One major CPG brand improved campaign optimization four times faster using LiveRamp’s ready-to-go insights.
- **Standardize measurement:** Access more partner data and make campaign decisions with confidence using consistent, reliable reporting across multiple partners.
- **Optimize overall marketing performance:** Maximize campaign reach with targeted engagement, improve advertising impact with precise frequency analysis, and optimize marketing spend with last-touch attribution.

The growing network of publishers participating in LiveRamp’s ready-to-go Media Intelligence offering include:

*Some publishers require their own terms and signature.

Getting started with clean rooms for data owners

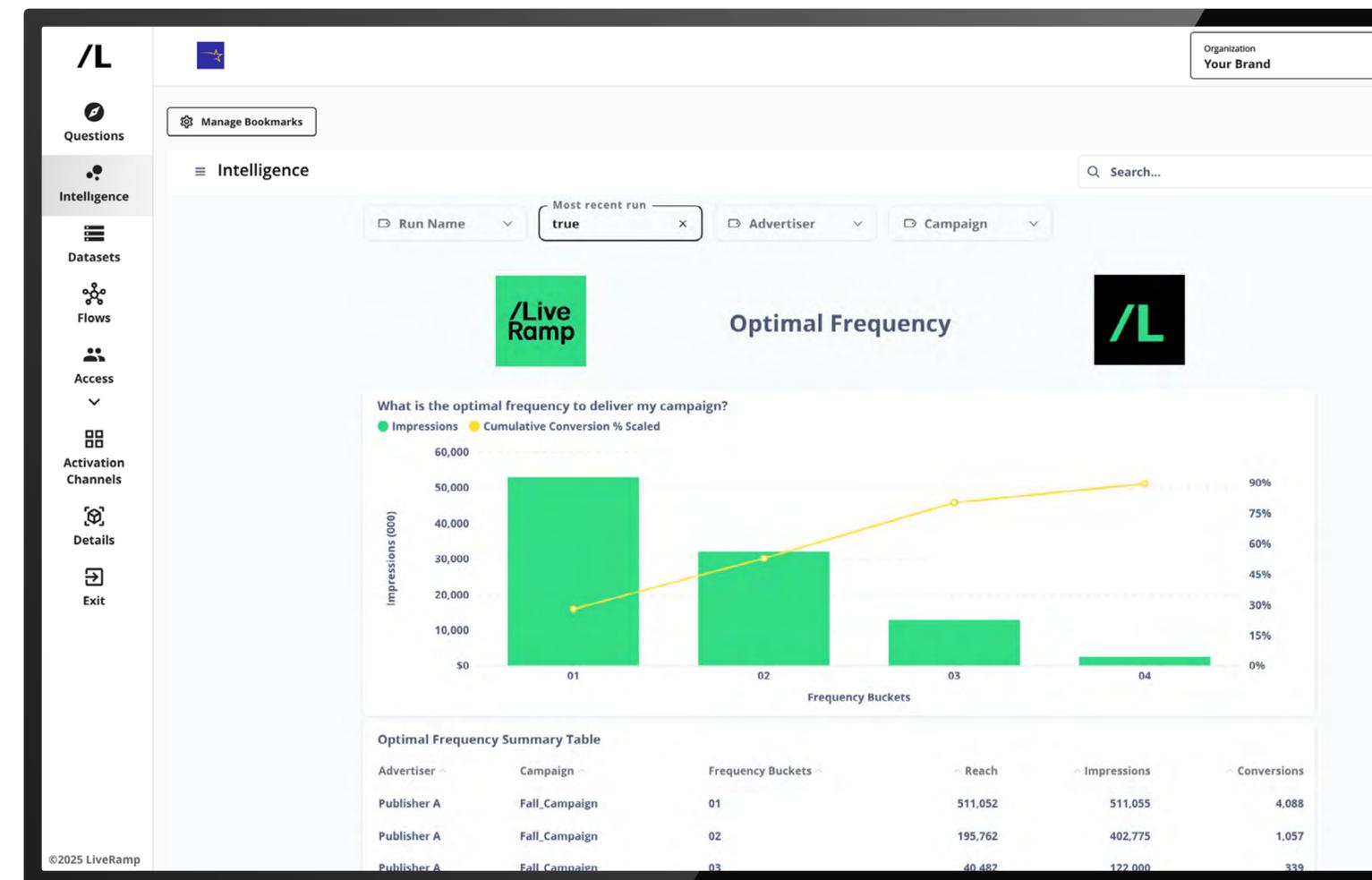
Data owners should begin with an audit of the data they have, its readiness to share, and the universe of potential partners that would be interested in that data.

- 1** Organize your first-party data. Audit existing data assets, ensure proper data governance, and prepare data for collaboration. Often, data partners will agree in advance to align their data to a preferred data schema. Clean, well-organized data will make it easier to derive value from clean room partnerships.
- 2** Determine potential data collaboration partners and advertisers. Look for partners who can help you monetize your data assets while maintaining control over your data. Consider both direct advertisers and intermediaries who might benefit from access to your audience insights.
- 3** Match data to partners and/or advertisers, carefully considering both technical and business factors. Ensure your data can be effectively matched with partner data while maintaining implemented controls. This may involve working with identity resolution providers or developing custom matching solutions.
- 4** Set permissions to ensure control of data. Create detailed access controls, establish clear usage guidelines, and implement monitoring systems to ensure compliance. Remember that maintaining control of your data is crucial for long-term success in data collaboration initiatives.

Launch clean room collaboration faster with LiveRamp's Quick Start Insights for Media Intelligence

Optimize advertiser engagement with ready-to-go media intelligence available in LiveRamp's Quick Start Insights. By building your clean room solution with LiveRamp, you can leverage standardized insights and offer your advertising partners simplified terms and conditions to fast-track partnerships. LiveRamp's Quick Start Insights for Media Intelligence help you:

- **Accelerate collaboration:** Simplify partner onboarding and enable quicker monetization of data assets with standardized, pre-approved insights. Deploy templated analytics for audience overlaps, optimal frequency by campaign, and last-touch attribution.
- **Streamline clean room deployment:** Reduce your reliance on extensive data science resources, fostering faster and more effective collaboration.
- **Scale with full flexibility:** Start your partnerships with out-of-the box queries and customize insights offered in your clean room based on your business needs.



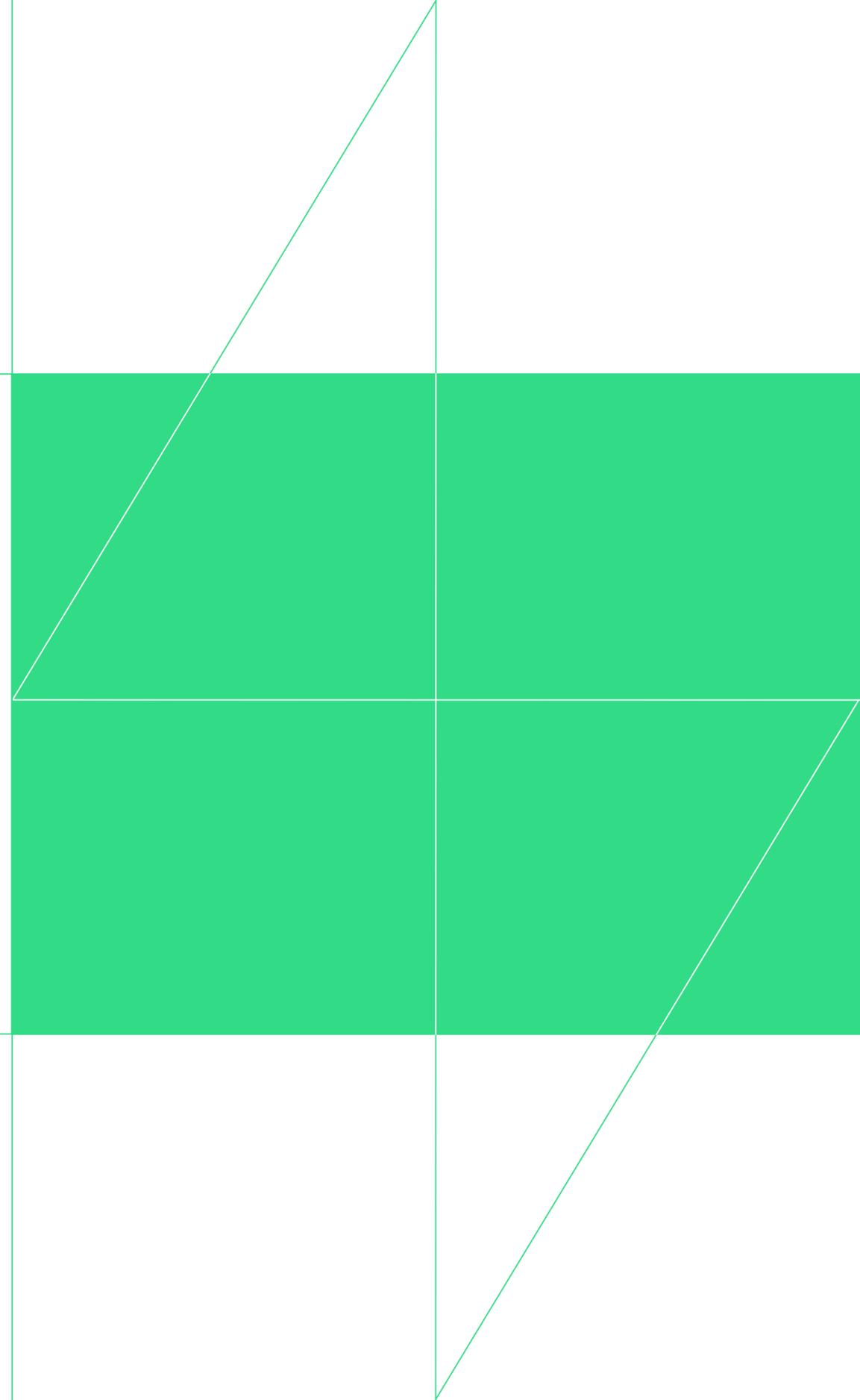
Getting started with clean rooms for commerce media networks

Companies deploying media networks should begin by setting clear goals and priorities for developing a media business.

- 1 Define what success looks like. Establish revenue targets and determine how a clean room will support your broader media strategy.
- 2 Ensure your first-party data is properly organized and protected. Audit your current data assets, implement proper data governance procedures, and establish clear protocols for data usage and sharing.
- 3 Organize your current assets and capabilities. Take stock of your IT, identify any gaps that need to be filled, and ensure you have the right team in place to manage your data collaboration initiatives.
- 4 Source partners or advertisers that will be a good fit for your network. Look for partners whose goals align with yours and who can bring complementary data assets to the collaboration. Consider factors such as brand alignment, data quality, and potential for long-term partnership.

Ready to get started?

As we've explored throughout this guide, the modern clean room represents more than just a new technology – it signals a fundamental shift in how companies approach data collaboration in a responsible way. The LiveRamp Clean Room is the ultimate destination to collaborate with all your partners and turn insights into action for unparalleled results. Whether you're a brand looking to deepen insights, a data owner seeking to derive additional value from your data, or a company growing a media network, LiveRamp's broad reach and deep experience can help you attain your objectives.



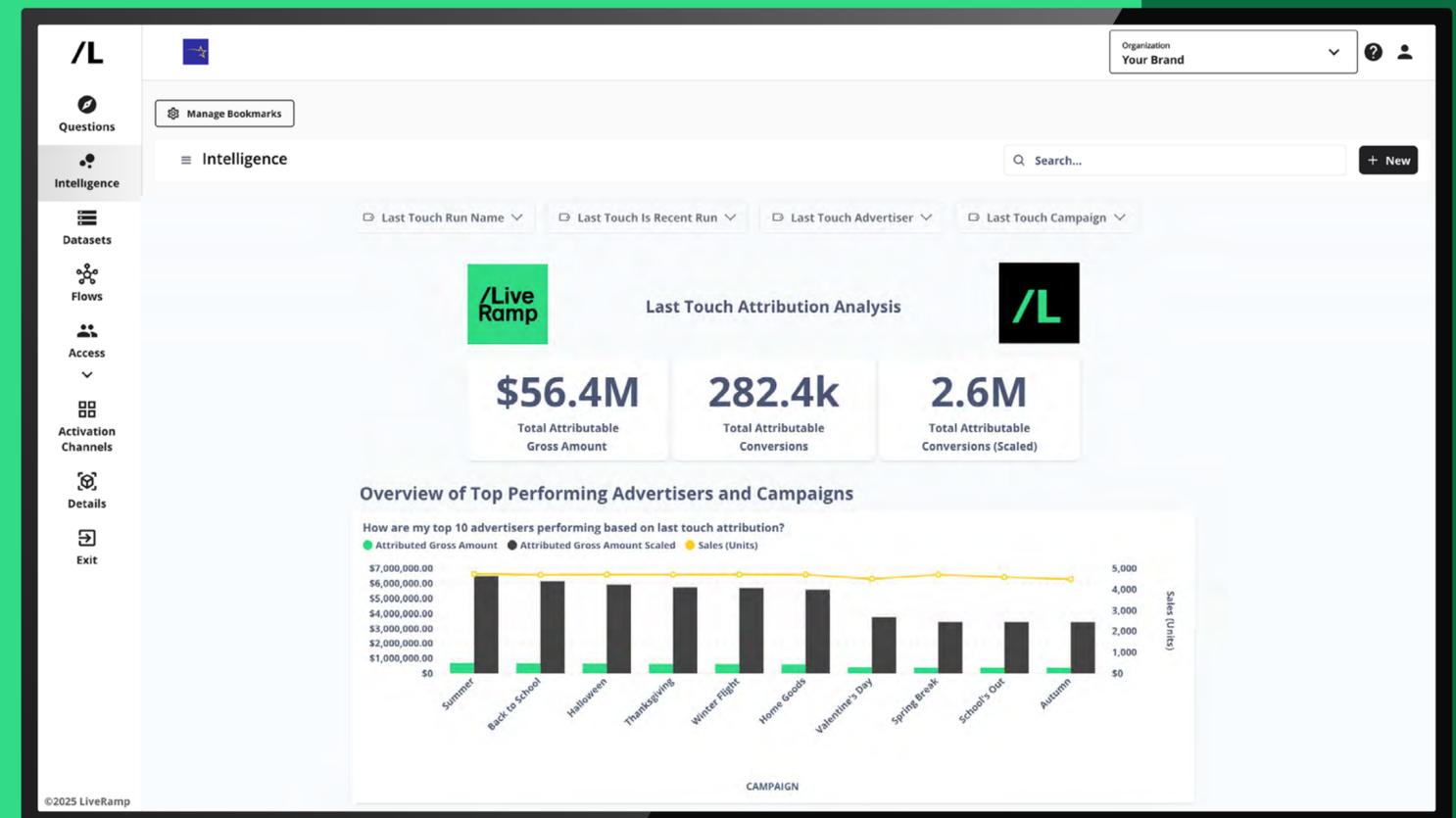
It's time to elevate your data strategy.

Talk to us about the power of the LiveRamp Clean Room to deliver a holistic view of the customer journey, elevate measurement across all channels, and optimize media investments. Or try it for yourself with our [interactive demo](#).

[Reach out](#) to learn how you can fast-track measurement across premium publishers with LiveRamp's Quick Start Insights for Media Intelligence.

INTERACTIVE DEMO

CONNECT WITH OUR TEAM



/LiveRamp

/LiveRamp

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

©2025 LiveRamp. All rights reserved.