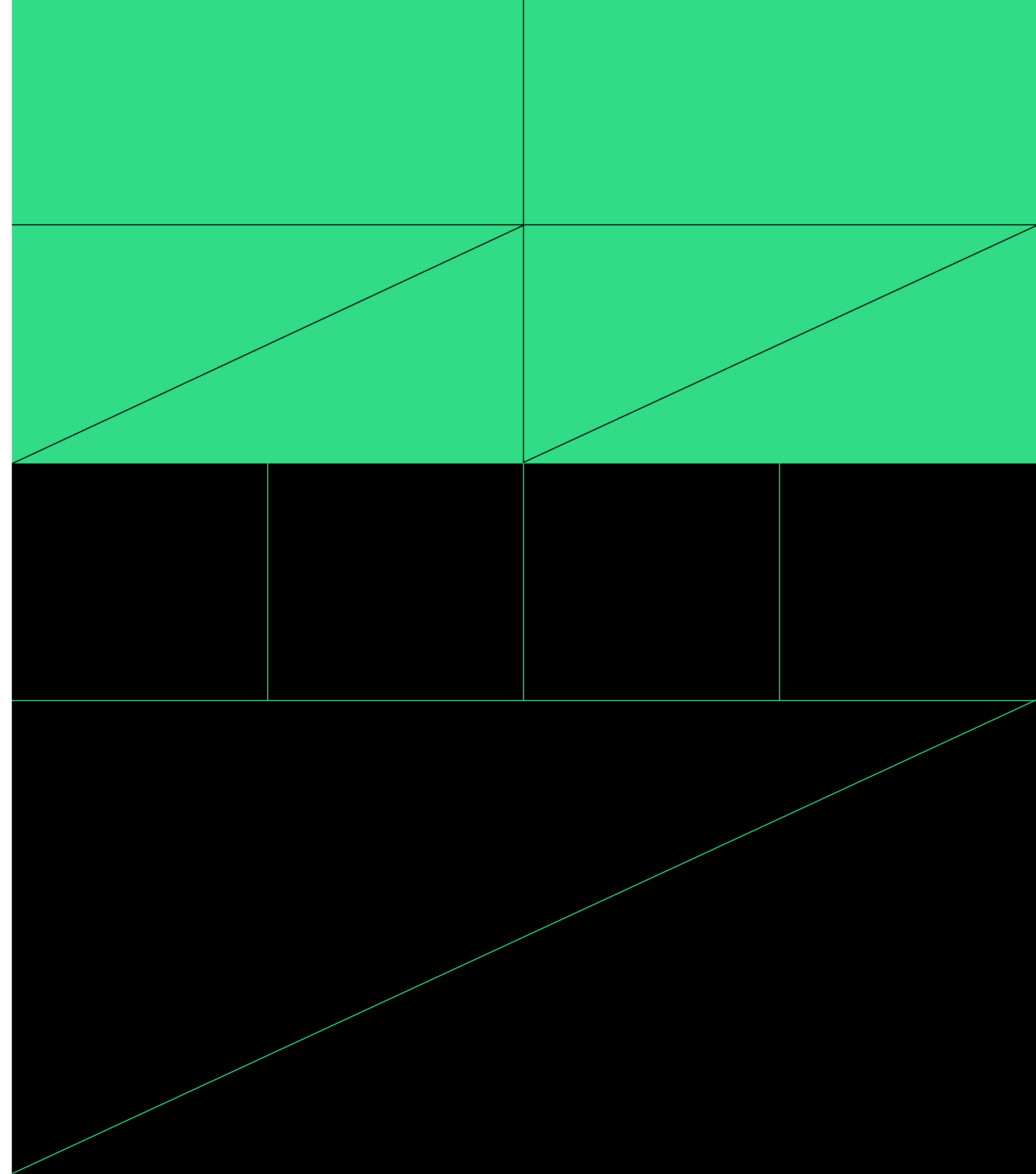


/LiveRamp

eBook

Data is ~~the new oil~~ energy

Powering the sustainable revolution
in data and collaboration



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SECTION 1

Introduction



A metaphor that's run out of gas

If you're anything like us, you're sick of hearing people say "data is the new oil" – and not just because it's a metaphor that's inevitably turned into a bit of a cliché after two decades.

Put it this way: oil isn't exactly a substance that carries positive connotations these days. It brings to mind the extraction-first mentality that some Big Energy and Big Tech companies seem to share, with an eye on profits and little regard for sustainability or the wellbeing of the world around them. Ultimately, it feels a little dirty.

The phrase "data is the new oil" was first used by British mathematician Clive Humby in 2006, and explored further by others:



Data is just like crude. It's valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc to create a valuable entity that drives profitable activity; so must data be broken down, analysed for it to have value.

Michael Palmer, in a 2006 blog post for ANA Marketing Maestros

Reframing the conversation: Data as energy

There's a lot that makes sense about the data-oil comparison. It captures the sense of potential, unrefined value that lies dormant in data, waiting to be activated by a number of specialist partners working together.

But, as we explained to Australian tech and advertising leaders at our Clean Room Summit, we prefer to reframe the data opportunity as something bigger and more fundamental. We think of data as energy.

It's the energy that powers many of the best digital brand experiences today, whether that's through [personalisation](#) and recommendations or the advertising that supports content.

We're leaving the fossil fuel era of data-driven marketing behind and entering an era of cleaner, more sustainable data and durable products. Because data itself was never the problem – what matters is how advertisers, publishers and everyone in between can work together to harness and distribute data, using it to [fuel better experiences](#) and more rewarding outcomes for everyone. That's what this guide is all about.

We'll explore the trends and challenges that are driving the need to reframe the data conversation. Then we'll look at how everyone in the marketing and advertising world can help to power a sustainable revolution in data and collaboration, and what we at LiveRamp are doing to play our part.

SECTION 2

Time to renew: What's driving the change?

From continued investment in first-party data to the growing threat of data fragmentation, there are a number of trends and challenges driving the need for a renewal of data and collaboration practices.



R E N E W

Regulatory pressure

New privacy laws necessitate a strong focus on data governance.

Elevated user demands

People want control and transparency over the use of their data.

New technologies

Like decentralisation, cloud-native and of course AI and ML.

Ethics in data

Building trust through transparency and ethical data practices.

Waning of traditional signals

Identifiers like cookies, IP addresses and others are at risk.

SECTION 3

The data clean room opportunity





One major consequence of all the change driven by the market factors we listed before is a renewed focus on first-party data. Amid all the uncertainty, and with some long-standing pillars of data-driven marketing beginning to look pretty unreliable, [first-party data](#) is something you can at least take control of.

As businesses across the industry – and across the globe – adopt [first-party data strategies](#), you start to see the landscape transform. Any business, of any type and any size, will become a data owner.

Now, while this trend sparks lots of exciting talk about decentralisation and data sovereignty, it can be a double-edged sword. Data fragmentation is a pressing challenge for most companies, and data gravity means it's preferable – or even necessary – to work wherever the data resides. All of this makes sharing data and collaborating on new opportunities difficult.

Enter data clean rooms.

Proving that decentralised data doesn't have to mean fragmented data, [data clean rooms](#) allow leaders to enhance and build on their first-party data, treating it as a sustainable foundation for growth.

What exactly is a data clean room?

The idea of a clean room might bring to mind overalls and safety goggles – and the term does originate in the labs of science and manufacturing operations. But the main benefits of [data clean rooms](#) is that they act as a safe, neutral space for parties like brands and publications to collaborate without either one having access to the other's customer data.

Privacy and encryption controls can ensure that users like data scientists can plan, [activate](#) and [measure](#) – without using the data inappropriately or having to move it. Data clean rooms have become an integral part of today's data collaboration networks.



Clean Rooms allow advertisers and media networks to evaluate advertising effectiveness on Pinterest without exchanging person-level data. This innovation provides our partners with valuable audience and media insights while helping maintain user privacy, creating a win-win for all parties.

Dave Goodfellow, Head of Measurement, APAC, Pinterest



Data clean rooms represent a new frontier of partnership with our publishers and retailers, driving incremental growth while ensuring our data practices are safe, secure, and compliant.

Megan Coutts-Quinn, Head of Consumer Experience,
Asahi Beverages

How are brands using clean rooms today?

- **Private segmentation and activation** – for co-marketing campaigns as an example
- **Advanced measurement and optimisation** – to drive even more value and ROAS
- **Data science and modelling** – to safely explore advanced analytics and predictions
- **Collaborative planning and insights** – expanding beyond marketing to functions like product development and finance

SECTION 4

Getting value from data: It takes a network



So far we've looked at how our approach to data is changing, and the ways in which data owners are sharing their data via technologies like clean rooms.

And that's all great – but what happens next? How are marketers and other data users going to harness the energy that data represents and transform it into real-life outcomes? All while ticking two pretty mandatory boxes: one, delivering great business results and, two, not making their lives hell in the process.

A huge part of this question of data activation is the ability to connect the right data with the right media. The marketers we work with are always being asked to do more with less, so the last thing they want to do is mix high-quality data with low-value inventory.

For a decade, we've been helping all kinds of players – from brands and agencies to publishers and Retail Media Networks – to solve strategic problems like this. And the way to improve outcomes for everybody involved is simple: bring them all together.



We recognise that data collaboration is a crucial enabler of data-driven marketing – empowering brands to harness first-party data, enhance personalisation, and navigate an evolving privacy-first landscape. Our partnership with LiveRamp plays a key role in future-proofing these efforts within Paramount's unified digital ecosystem.

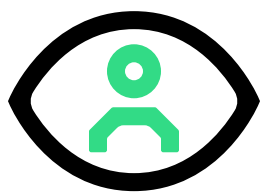
Phil Hammond, Head of Commercial Data,
Paramount

A new kind of collaboration network

We believe the success of digital marketing and advertising – and the experiences they create – all depend on our ability to collaborate safely and unlock powerful insights and opportunities.

And for that to work, we need a new kind of collaboration network. A network that does the hard work of connecting technologies, channels and most importantly the partners that want to work together and create something that's bigger than the sum of its parts.

That's what we've been building at LiveRamp, so that our customers and partners can start collaborating and proving value fast. We've focused on:



Identity

to give you a precise consumer view



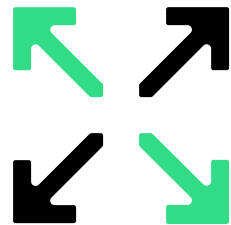
Interoperability

to connect to wherever data resides



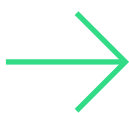
Data governance

to ensure compliance, control and impact



Network scale

to become the largest collaboration network, with 300+ partners



All of which means you can quickly get on board, find the perfect matches from our wide partner base, and start to plan, segment, connect, measure and optimise for better results than would be possible on your own.

SECTION 5

Where to start: 5 steps to success





Educate yourself and your business

Whether it's your CTO, CIO or CRM team, get your key stakeholders involved early and often and you'll cut down on the friction later.



Understand what you have today

You can't chart a path forward until you know where you stand right now, so take an audit of your current situation, capabilities and martech stack – or get your partner to help.



Define your priority use case(s)

When defining your initial collaboration use cases you'll want to prioritise those that can have a significant impact in a short time frame, and are aligned with business objectives. Maybe you need to unlock consumer insights, improve segmentation and activation, or implement closed-loop measurement.



Pick your partners

The businesses that collaborate through the LiveRamp network tend to start with endemic partners and map out non-endemic for the future. We can help you with your partner strategy (and there's a good chance your preferred partners are already part of our network).



Just get started!

The beauty of a growing collaboration network is the momentum it builds and the literal network effects that create exponential value for participants. So don't let perfection prohibit progress – if you've got a use case or an idea in mind, we can help you make it real. The most important thing is taking that first step.

Meet our data collaboration [platform](#)

SECTION 6

What LiveRamp is doing in Australia



We're committed to our work in Australia, where we're constantly building on our existing capabilities. The next phase that we've embarked on is scaling our data collaboration network.

The growth of that collaboration network is unlocking the exponential effects we mentioned in this guide, helping every brand, publisher, agency and partner to supercharge their strategic visions. It will only deepen the impact and efficiency of our clean room solutions, too.

We're also making it easier to collaborate once you're a part of our network. We've designed pre-built queries and other common applications allowing advertisers to generate insights faster, reducing time to value significantly.

Behind it all, we've got the world's best team and we will continue to invest.

No matter the size of your business or where you are on your journey – whether you're looking for a playbook, launching a media network, or simply looking for the right partner to collaborate with – we can help.



LET'S TALK

/LiveRamp

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

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