/LiveRamp

eBook

The AI-Ready Measurement Primer for Brands

Maximise ROAS across every media channel and AI destination

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Intro

The growing popularity of AI destinations has expanded the fragmented ecosystem and created more data than ever before. Consumers now move fluidly from CTV and streaming, retail media networks, social platforms, search and AI assistants, mobile apps, email and web, and physical stores. As new channels emerge, marketing measurement becomes even more complex.

AI-powered marketing is now a must-have for competitive brands. Marketers are testing AI capabilities across media optimisation, personalisation, and creative efforts at an unprecedented rate. But much of the customer journey still remains unclear – and unmeasurable.

In one study, 97% of executives admitted they struggle to accurately assess marketing impact. On top of fragmentation, marketers face:

- Rising pressures to execute faster and perform better with fewer resources
- Scattered platforms, slow campaigns, and complex UIs
- Data governance concerns related to new AI surfaces and agents
- Signal loss and disparate datasets that hinder a unified view of media performance

These barriers make it difficult to fuel AI tools with high-quality data, measure media effectively, and unlock actionable insights. To overcome today's challenges, marketers need a measurement strategy built on a unified data foundation to analyse and optimise campaigns for proven marketing impact.

Dive into this primer to guide your journey in modern marketing measurement. Explore essential components of a cross-media measurement strategy, discover how LiveRamp can enhance your strategy with impactful use cases, and learn best practices for scalable, AI-powered marketing that drives real results.

> I like to joke that with measurement, it's like trying to drive your car through the rearview mirror. You really want to figure out where to go in the future, not just look behind at what happened.

John Hoctor / CEO, Newton Research on Orchestrating Modern Measurement: How Agentic AI Accelerates Marketing Intelligence at RampUp

Essential components of a successful measurement strategy

Begin your journey towards a successful cross-media measurement strategy by focusing on these crucial elements: goals, data, channels, use cases, and technology. Let's consider each one.


goals


data


channels


use cases


technology

Goals and Key Performance Indicators (KPIs)

Your measurement strategy should establish a clear set of goals, which then translate into KPIs. These should be well-defined, measurable, linked to higher-level business objectives, and set within clear timelines. Your goals provide direction and purpose, guiding all measurement activities towards maximising the value of your data. Common goals in a measurement strategy include:

- **Brand awareness:** Measuring the reach and impact of campaigns on brand recognition and recall
- **Engagement:** Tracking interactions such as likes, shares, comments, and click-through rates to gauge audience engagement
- **Conversion:** Assessing how well campaigns drive desired actions, such as purchases, sign-ups, or downloads
- **Return on ad spend (ROAS):** Evaluating financial returns relative to marketing spend to ensure cost-effectiveness
- **Customer retention:** Monitoring metrics related to customer loyalty and repeat business



Data

Data is essential for any measurement strategy, but it can also be one of your biggest challenges. First, think about the data you already have — how can it help you achieve your goals? Then, identify the potential audience(s) and specifically what you want to gain, which will lead you to decide on which partner to work with.

This is where data collaboration comes in.

Data collaboration involves gathering and analysing data from various sources to unlock powerful insights. There are several ways brands can leverage data collaboration. For example, a publisher can collaborate with a brand by sharing a media performance report. A brand and a publisher can also collaborate in a hands-on analytics environment like a clean room. The insights from data collaboration can help you improve targeting, optimise campaigns, or create new products.

Key considerations around data include:

- **Data quality:** Ensure the accuracy, completeness, and reliability of data to make sound decisions at the speed of AI
- **Data sources and platform interoperability:** Identify and integrate data from multiple sources, including first-party data (e.g., customer databases), second-party data (e.g., partner data), and third-party data (e.g., external databases and market research), regardless of where these datasets are stored
- **Data privacy:** Align with data protection regulations and promote ethical data usage, with a focus on user consent and transparency [see note on regulatory framing below]
- **Data granularity:** Improve segmentation, power more precise targeting decisions, and enable the creation of highly personalised experiences with granular data that allows marketers to map individual customer preferences and behaviours
- **Identity:** Before analysing any data, an identity strategy (and partner) to organise your data around is critical. Without identity, marketers cannot connect the dots across datasets or even measure effectively

Channels

Understanding the channels through which marketing efforts are deployed is essential for accurate, comprehensive measurement. Key channels include:

- **Digital channels:** New AI destinations, social media platforms, CTV, retail media networks, walled gardens, email marketing, search engine marketing (SEM), and display advertising
- **Offline channels:** Traditional media such as TV, radio, print, and in-store promotions

Most often, marketers are looking for cross-channel integration, in which data from both online and offline channels are combined to gain a holistic view of the customer journey.

Use Cases

Defining specific use cases helps in applying measurement strategies to real-world scenarios. Let’s take a look at common use case categories and the questions they help answer:

Use Case Category	Media delivery	Media effectiveness	Customer intelligence
	Ensure that media is delivered efficiently across various channels and devices to maximise ad spend	Understand how effective your media investments are at driving conversions	Discover deeper, actionable insights into customer behaviour, lifecycle, and engagement
Example questions answered	• What is the reach or frequency of my media? • What is the incremental reach by channel? • What partners are driving the most reach and frequency?	• How is media driving conversions like sales? • Are some audiences more or less responsive to the media? • Are there partners presenting more or less opportunity?	• Which audience segments share similar characteristics or behaviours? • How can co-marketing efforts be optimised to benefit all involved parties? • How can I improve interactions at each stage of the customer journey?

Use Case Category	AI-powered personalisation Measure how effectively AI-driven experiences improve engagement and business outcomes	Predictive audience intelligence Use AI and machine learning to identify patterns, forecast behaviour, and optimise targeting	Cross-channel journey measurement Connect fragmented signals across platforms, devices, and AI-driven touchpoints	AI optimisation and automation performance Evaluate whether AI systems are improving campaign efficiency and outcomes
Example questions answered	• Which personalised experiences drive the strongest engagement or conversion rates? • How are AI-generated recommendations influencing customer decisions? • Which audience segments respond best to dynamic messaging or creative?	• Which customers are most likely to convert, churn, or increase spend? • What signals indicate high purchase intent? • Which audience models are driving the strongest performance?	• How are customers interacting across CTV, retail media, social, AI assistants, and commerce platforms? • Which channels influence outcomes most effectively? • Where are measurement blind spots limiting visibility?	• Are AI agents and optimisation tools improving ROAS or conversion rates? • Which automated decisions are driving measurable business impact? • How quickly can campaigns adapt to performance signals in real time?

Technology

What tools will you leverage to accomplish your measurement agenda? Essential technology components include:

- **Identity solution:** An identity solution like LiveRamp's RampID consolidates customer data from various sources into a unified, secure identifier. A robust identity strategy enables a connected view of the customer that is critical to understanding your audience. Establish your identity solution first as it lays the groundwork for measurement success.
- **Analysis tools:** Marketers typically apply a variety of off-the-shelf analytics tools to measure their campaigns for key metrics such as reach, frequency, lift, and attribution. These can be provided by a publisher, an agency, or a measurement vendor. Look for a partner who can offer a comprehensive range of analysis tools. If you prefer to "own your own" measurement in order to standardise and customise, you might look to engage the cloud platforms and a data clean room vendor to construct your analytics environment.
- **Cloud platforms:** You likely already store a significant amount of your data on one or more of the major cloud platforms, and most of your data partners will do the same. To enable streamlined data collaboration – and ensure your datasets are scalable, secure, and meet data governance requirements – you'll want to organise your data in the cloud.
- **Data clean rooms:** Brands are leveraging clean rooms to gain new insights from data that was previously not accessible. Clean rooms are a safe and neutral space for data collaboration and partnerships to exist without having access to each other's customer data. Trustworthy collaboration with clean rooms enables marketing activities, such as audience building, customer insights, determining reach and frequency, campaign analysis, and customer journey analysis. Look for a partner that offers fully interoperable clean rooms to securely access data from your key partners – and new premium datasets in CTV, social, retail media networks, and more.

- **Agentic AI orchestration:** Agentic orchestration can help brands coordinate AI agents and marketing workflows across identity, segmentation, activation, and measurement systems. By enabling governed access to connected data and collaboration tools, these capabilities help marketers automate decision-making, accelerate optimisation, and improve operational efficiency. Agentic orchestration can also support secure data collaboration, real-time insights, and more adaptive measurement and analytics capabilities.

Unlock comprehensive measurement with LiveRamp

LiveRamp offers a wide range of measurement solutions to support you at every stage of your journey, making it easy to measure effectively no matter your company's size or level of technical sophistication. We empower your teams with AI-powered data collaboration and measurement solutions tailored to your organisation's unique needs. This approach equips you for success by helping optimise strategies, improve decision-making, and achieve meaningful outcomes. Let's look at how LiveRamp powers your business in four key ways

1

Measure your campaigns across all channels, including exclusive access to data from Amazon, Google, Meta, Yelp, and Pinterest. Securely share data and analyse performance with new partners across media networks and all major multichannel video programming distributors (MVPDs) CTV platforms, and programmers in the LiveRamp Clean Room.

HERSHEY'S

Hershey's, a well-known and long-established CPG brand, decided to shift its strategy from focusing on individual brands to emphasising its entire product portfolio. To do so, it needed access to third-party data that would enable the kind of advanced measurement it simply could not perform with existing first-party data. Hershey's chose the LiveRamp Clean Room to streamline existing connections and enhance data access within a large partner ecosystem that included walled gardens and large retail media networks. Hershey's first pursued simpler measurement initiatives inside the clean room before gradually moving to advanced measurement use cases, such as measuring household-level audience reach and performance. Ultimately, the results of its clean room-powered measurement enabled Hershey's to refine segmentation strategies and boost campaigns.

2

Seamlessly tie exposures to outcomes for a deeper look at media accountability, from reach and frequency to attribution. Precisely measure impact, from site visits through purchase, and understand how media network investments drive transactions.

third love

60%
lift in search conversions

71%
increase in site visit rates via search

66%
rise in Fit Finder completion rates

ThirdLove, a rapidly growing, direct-to-consumer women's lifestyle brand, partnered with LiveRamp to measure the impact of their television advertising while considering an expansion of their investment. By leveraging LiveRamp's cross-screen measurement and analytics, ThirdLove was able to accurately assess the incremental value of its holiday TV campaign onsite traffic and sales. The results were significant, including a 60% lift in search conversions, 71% increase in site visit rates via search, and 66% rise in Fit Finder completion rates. By working with LiveRamp, ThirdLove confirmed the incremental value of its TV advertising, provided valuable insights for future media strategies, and justified further investment in television as a powerful channel for driving brand awareness and growth.

3

Transform media insights into actionable strategies that maximise business impact. Perform in-flight campaign optimisations, such as testing different creative across premium channels including Meta, Snap, Google, and Spotify.



10%

decrease in cost per acquisition

The French Army, a branch of the French Armed Forces, leveraged the Snap conversion API supported by LiveRamp to boost media measurement and performance. The French Army connected its conversion data to Snap's exposure data via a privacy-conscious, secure API running through LiveRamp. With measurement reporting and campaign optimisation enabled by Snap and LiveRamp, The French Army saw its cost per acquisition fall by 10%. Going forward, the improved visibility on ad performance empowers the French Army to make data-driven decisions that maximise business impact.

4

Enable AI agents and marketing teams to act on measurement insights in real time across identity, activation, and analytics workflows. By connecting trusted customer signals, measurement systems, and collaboration environments, brands can automate audience refinement, campaign optimisation, and cross-channel decision-making securely. This helps marketers respond faster to changing customer behaviours, improve media efficiency, and scale measurement-driven optimisation across increasingly fragmented digital environments.



30%

improvement in its cost per acquisition over three years

Citi, a global financial institution, needed a secure way to connect its robust first-party data and custom attribution models with external media platforms. Citi leveraged the LiveRamp Clean Room to streamline these connections and establish a common identity framework across all of its targeting and measurement efforts. With a clear view of performance, Citi was able to inform its long-term business strategy, refine its media optimisations, and drive a remarkable 30% improvement in its cost per acquisition over three years.

To maximise the value of this unified data moving forward, Citi partnered with LiveRamp's partner, Chalice.ai, to "unbundle" media optimisation from the opaque algorithms of walled garden platforms. By operating Chalice's custom AI models within a trusted clean room environment, Citi is able to securely score its entire addressable market based on its own unique business logic – such as identifying highly profitable prospects versus those with a negative conversion value.

/L

Just being able to close the loop and then build out this framework where all of these little agents can meet and execute a media buy in a future-forward, durable way is extremely exciting.

Dezerèe Christman / Director of Media Transformation & Ad Tech, Citi

LiveRamp measurement use cases

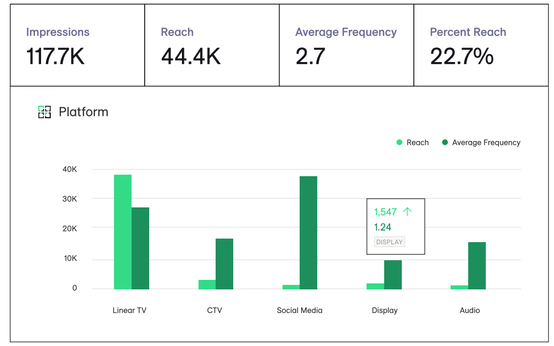
As AI transforms how consumers discover, engage, and purchase across channels, marketers need measurement strategies that extend beyond traditional media environments. Today's measurement systems must connect signals across AI destinations, CTV, retail media networks, social platforms, and emerging digital touchpoints while enabling faster, more intelligent optimisation. LiveRamp helps brands unify customer signals, improve cross-channel visibility, and power AI-driven measurement and orchestration strategies that turn insights into action.

Let's explore seven LiveRamp measurement use cases to get started.

MEDIA DELIVERY

Reach and Frequency Analysis

Understand and validate media investments by analysing true reach and frequency

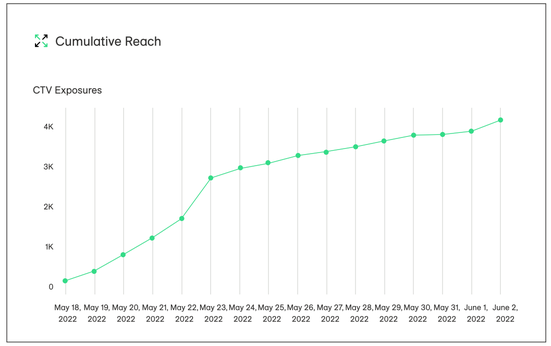


Objectives	Identify which networks, AI destinations, social media partners, and other CTV and digital partners are contributing to reach and frequency	Analyse the overlap in audience reach and frequency across different media channels to identify redundancies and opportunities for optimisation	Identify which combinations of media channels work together to boost reach and frequency, improving overall campaign effectiveness	Measure reach and engagement across emerging AI-powered destinations	
Example Questions Answered	What is the total reach across my media investment channels?	What is the average frequency of my social media investment?	How much overlap is there in audience reach between my TV and digital campaigns?	Which media combinations offer the highest frequency to my most valuable audiences?	How are AI destinations contributing to incremental reach and engagement?
Recommended Actions	Optimise your buys toward the platforms, properties, and creatives that are reaching your target audience most effectively		Identify and implement synergistic media combinations to amplify reach and frequency more efficiently		

MEDIA DELIVERY

Frequency Management

Manage frequency to avoid audience fatigue and maintain campaign effectiveness

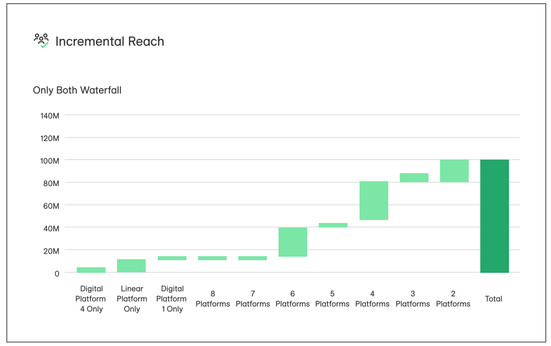


Objectives	Pinpoint where your target audience reach plateaus in order to understand your optimal campaign duration	Optimise target audience performance by adjusting buys to match the optimal frequency for your priority KPIs	Use AI-driven insights to optimise frequency and improve visibility across fragmented channels and customer journeys
Example Questions Answered	How do I maintain optimal frequency without causing audience fatigue?	How does changing the frequency impact audience engagement and conversion rates?	
Recommended Actions	Adjust creative and ad buy frequency based on user engagement	Review campaign performance weekly and adjust reach and frequency parameters to maintain campaign effectiveness	Leverage AI-powered optimisation tools to dynamically adjust frequency and creative exposure in real time

MEDIA DELIVERY

Incremental Reach

Analyse which combination of channels maximise reach without overlap

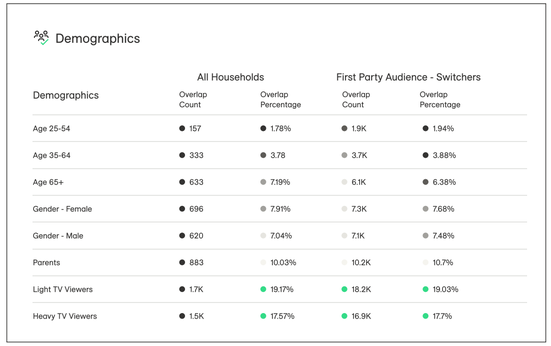


Objectives	Determine the most effective combination of channels and tactics to achieve reach without significant overlap	Extend the reach of media campaigns beyond the core audience to capture incremental audiences likely to engage and convert	Identify emerging AI-driven channels and touchpoints that help reach high-value audiences across fragmented customer journeys	
Example Questions Answered	Which combination of media channels or tactics are driving the most reach?	Which media channels or tactics are not effective in reaching unique audiences?	Which new audience segments were reached as a result of expanding media channels?	Which AI-enabled channels are driving incremental audience discovery?
Recommended Actions	Optimise your plan toward those tactics that are extending reach against key audiences, minimising duplication		Adjust messaging and creative strategies to resonate with incremental audience segments to maximise engagement and conversion	

MEDIA EFFECTIVENESS

Outcomes-Based Measurement (ROAS)

Establish a feedback loop that links marketing efforts to business outcomes to capture ROI



Demographics

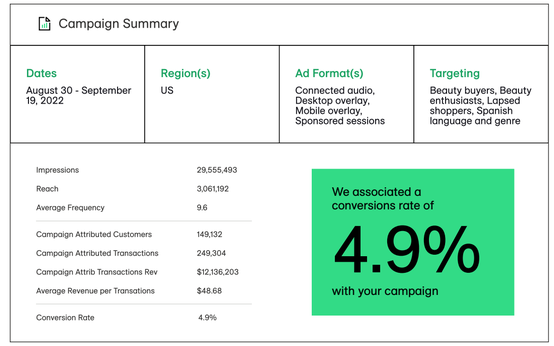
Demographics	All Households		First Party Audience - Switchers	
	Overlap Count	Overlap Percentage	Overlap Count	Overlap Percentage
Age 25-54	157	1.78%	1.9K	1.94%
Age 35-64	333	3.78	3.7K	3.88%
Age 65+	633	7.19%	6.1K	6.38%
Gender - Female	696	7.91%	7.3K	7.68%
Gender - Male	620	7.04%	7.1K	7.48%
Parents	883	10.03%	10.2K	10.7%
Light TV Viewers	1.7K	19.17%	18.2K	19.03%
Heavy TV Viewers	1.5K	17.57%	16.9K	17.7%

Objectives	Combine online exposure audience and offline point-of-sale data to connect the dots between ad exposure and purchase behaviour at the individual or household level.	Understand how exposure and engagement metrics correlate to conversion and revenue across traditional and AI-powered media environments.	Leverage cross-media measurement to identify performance trends, optimise investments, and accelerate decision-making across channels.
Example Questions Answered	How is media overall driving conversions like offline revenue? Or other key goals like website visitation, app downloads?	Are some audiences more or less responsive to the media?	How are AI-powered optimisation and activation strategies influencing conversions and revenue?
Recommended Actions	Allocate budget more effectively across proven high-performance channels or media tactics	Optimise and activate campaigns based on ad effectiveness and sales impact	Use AI-driven measurement insights to automate campaign optimisations and improve media efficiency across channels

MEDIA EFFECTIVENESS

Lift

Isolate marketing impact from other variables to understand the true added value of specific tactics

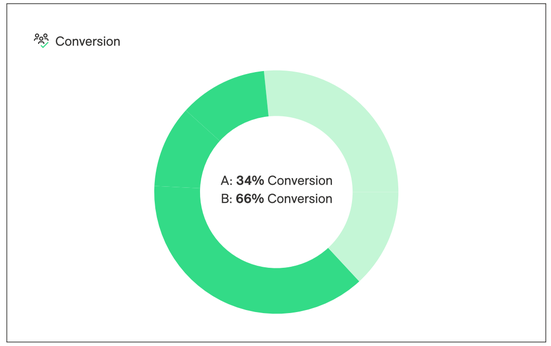


Objectives	Identify the true incremental impact of media exposure on conversions, separating it from organic traffic and other influences	Compare the conversion rate between your target audience and other audience types.	Measure incremental impact across increasingly fragmented and partially observable customer journeys
Example Questions Answered	How much did my latest campaign increase sales or awareness?	How does the lift vary across different demographics or regions?	How do AI destinations influence lift and conversion behaviour?
Recommended Actions	Optimise and activate campaigns by emphasizing tactics and creative elements that drive the most significant lift, while discontinuing or adjusting less effective approaches	Redirect budget towards high-performing channels and campaigns to maximise the return on investment and overall campaign effectiveness	Adjust targeting strategies to focus on the audience segments that show the highest lift, ensuring that future campaigns reach the most responsive and valuable consumers

CUSTOMER INTELLIGENCE

Audience Overlaps

Identify overlapping segments within different audiences to improve campaign effectiveness

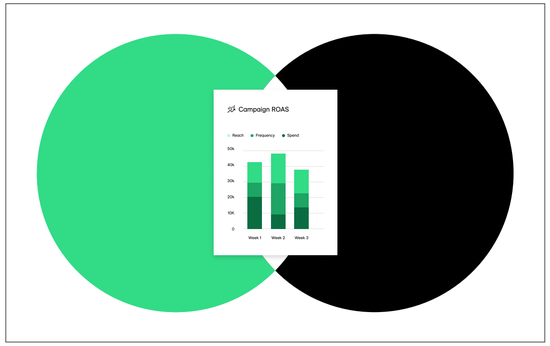


Objectives	Perform audience demographic profiling to better inform media plan and investment decisions	Discover audience viewership behaviours to better inform media plan and investment decisions	Identify and understand overlapping segments within different audience groups to streamline targeting and enhance the efficiency of marketing campaigns	Use AI-powered audience intelligence to uncover emerging behavioural patterns and high-value audience relationships
Example Questions Answered	Which audience segments share similar characteristics or behaviours?	How can overlapping segments be leveraged to maximise campaign reach and relevance?	Which AI-enabled audience insights can improve targeting precision and campaign relevance?	
Recommended Actions	Leverage the same data for targeting and measurement by ingesting third- and first-party audiences	Optimise messaging and ad spend by targeting shared characteristics in overlapping audiences	Develop targeted campaigns that speak to these overlaps to enhance relevance and engagement	

CUSTOMER INTELLIGENCE

Co-Marketing Analysis

Identify overlapping segments within different audiences to improve campaign effectiveness



Objectives	Collaborate with partners to extend reach and leverage shared audience insights, maximising the impact of joint marketing efforts	Coordinate campaigns to enhance synergies between partnering brands	Support AI-ready collaboration strategies with interoperable clean room environments
Example Questions Answered	What are the strengths and audience insights of each partner, and how can they be integrated in my future marketing strategies?	How can co-marketing efforts be optimised to benefit all involved parties?	
Recommended Actions	Share audience insights to develop unified campaigns that appeal to combined customer bases	Refine co-marketing strategy and fine-tune customer segmentation to maximise reach and impact	Activate compelling campaigns across channels that motivate your identified audiences to action

Best practices to advance your AI-ready measurement strategy

To help organise your measurement journey and establish guideposts along your way, let's consider 10 high-level measurement best practices. Use these to ensure your measurement workflow runs smoothly and produces actionable results.

1. **Understand your capabilities:** Before starting, it's critical to understand what your measurement solutions, AI-powered tools, and collaboration partners offer in terms of analytics, interoperability, automation, and privacy controls. Evaluate how well your technology stack can support cross-channel measurement, AI-driven optimisation, and emerging digital environments such as AI assistants, conversational commerce, retail media networks, and CTV.

2. **Identify all measured data sources:** Identify and categorise the channels, signals, and touchpoints included in your measurement strategy, including exposure data, conversion data, first-, second-, and third-party audiences, and AI-powered destinations. As customer journeys become more fragmented, comprehensive signal visibility becomes increasingly important for accurate measurement and AI-powered marketing performance.

3 **Establish an identity strategy:** Identity is foundational to effective measurement, personalisation, and AI-driven decision-making. Work with your measurement and data collaboration partners to establish a durable identity framework that connects customer interactions across channels, devices, and platforms while supporting data governance requirements.

4 **Set clear business and AI goals:** Define what success looks like for your measurement strategy over the next six months, year, and beyond. Establish clear business objectives, measurement priorities, and AI-related goals tied to outcomes such as media efficiency, personalisation performance, incrementality, customer intelligence, and operational speed. This focus helps teams prioritise the right analyses, workflows, and optimisation strategies.

5 **Be intentional with your data:** AI systems are only as effective as the data powering them. Focus on connecting and activating the data necessary to support your measurement objectives. Avoid introducing fragmented, duplicative, or low-quality data sources that can reduce measurement accuracy, increase operational complexity, and weaken AI-driven insights.

6 **Measure for action:** Design measurement strategies that directly support optimisation and decision-making. Align your measurement views, taxonomies, and reporting structures with the business actions your teams can move toward. AI-powered measurement should help marketers move from insight to activation faster across media planning, audience targeting, creative optimisation, and budget allocation.

7 **Prioritise trustworthy measurement:** As AI-driven optimisation becomes more common, marketers need confidence in how measurement insights are generated and applied. Avoid overcomplicating measurement frameworks with unstable or statistically insignificant cuts of data. Prioritise transparent, secure methodologies and ensure AI-powered recommendations align with real business outcomes.

8 **Increase your audience understanding with trusted data collaboration:** Leverage trusted data collaboration environments to securely enrich audience understanding with demographic, behavioural, transactional, and media consumption insights. Connected, interoperable data clean rooms also help improve customer intelligence, campaign relevance, cross-channel measurement, and optimisation.

9 **Optimise continuously with AI-powered insights:** Use AI-driven analytics, cross-media intelligence, and real-time performance insights to continuously refine campaigns, audiences, creative strategies, and media investments. As customer behaviour changes rapidly across channels and platforms, consistent optimisation helps marketers improve efficiency, responsiveness, and measurable business impact.

10 **Continuously evolve your strategy:** Consumer expectations, AI capabilities, privacy regulations, and media ecosystems will continue to evolve over time. Build flexibility into your measurement strategy by regularly evaluating performance, reviewing emerging technologies, and adapting workflows to support new channels, AI-powered environments, and changing customer behaviours. Organisations that treat measurement as an ongoing capability – rather than a one-time implementation – will be best positioned to succeed in the AI era.

> We're trying to understand what your brand wants to do, and we're leveraging our capabilities to try to get there. That's the thing with AI. If you're leaning in somewhere, you better know why you're making a bet. You better know why and what you think it's going to deliver. At the end of the day, the question for anyone, on the brand marketing team or not, is 'how do we quantify?'

Nick Winfrey / VP, Data Science, Data & Measurement Strategy, The Walt Disney Company on The Journey Toward Sustained Brand Impact at RampUp.

Get Started

In today's AI-powered marketing landscape, measurement is no longer just a reporting function – it's a strategic advantage. As customer journeys become more fragmented across AI assistants, CTV, retail media networks, social platforms, and emerging digital environments, brands need connected measurement strategies that deliver visibility, agility, and actionable intelligence across every channel. With the right foundation of connected data, interoperable identity, and secure collaboration, marketers can better understand customer behaviour, improve media efficiency, validate business impact, and power faster, AI-driven decision-making.

LiveRamp, the trusted network for AI-powered marketing, helps brands navigate this transformation with a comprehensive suite of data collaboration, identity, clean room, and measurement solutions designed for the AI era. Whether you're building foundational measurement capabilities, improving cross-media visibility, or enabling AI-powered orchestration and optimisation, LiveRamp provides the technology, expertise, and network to help you turn fragmented signals into insights that drive smarter decisions and long-term business growth.

Ready to get started? Take a quick interactive product tour to learn more about our comprehensive measurement capabilities.

/LiveRamp

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

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