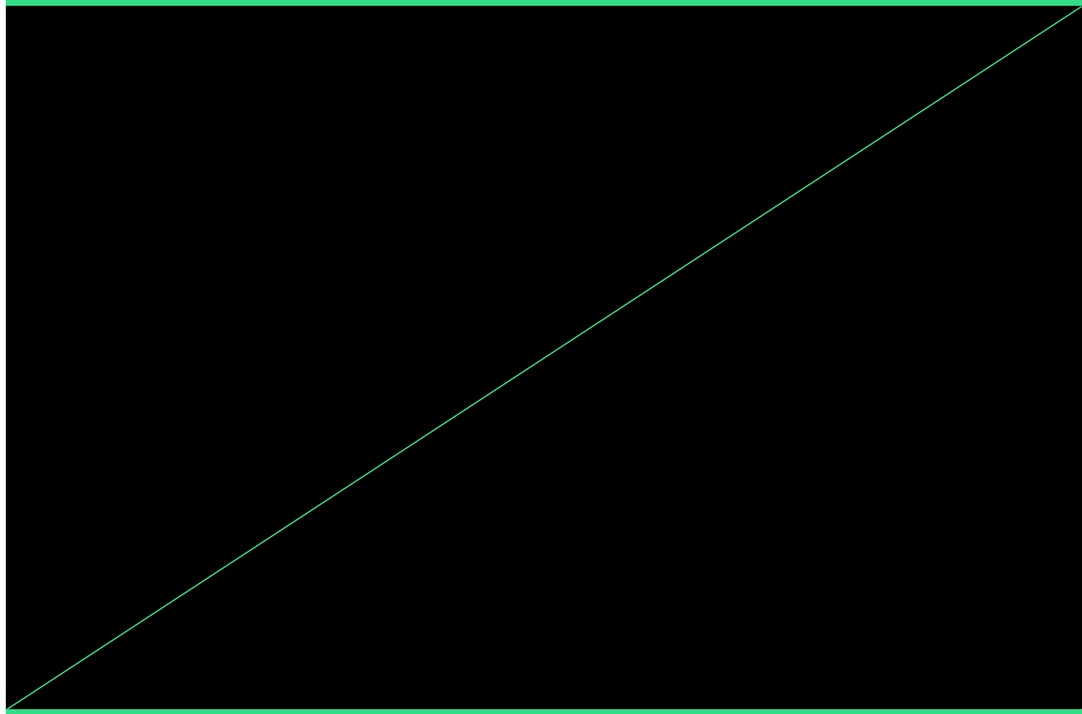
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eBook

The AI-Powered Personalisation Playbook

Reach, resonate, and drive revenue across the modern consumer journey



/LiveRamp

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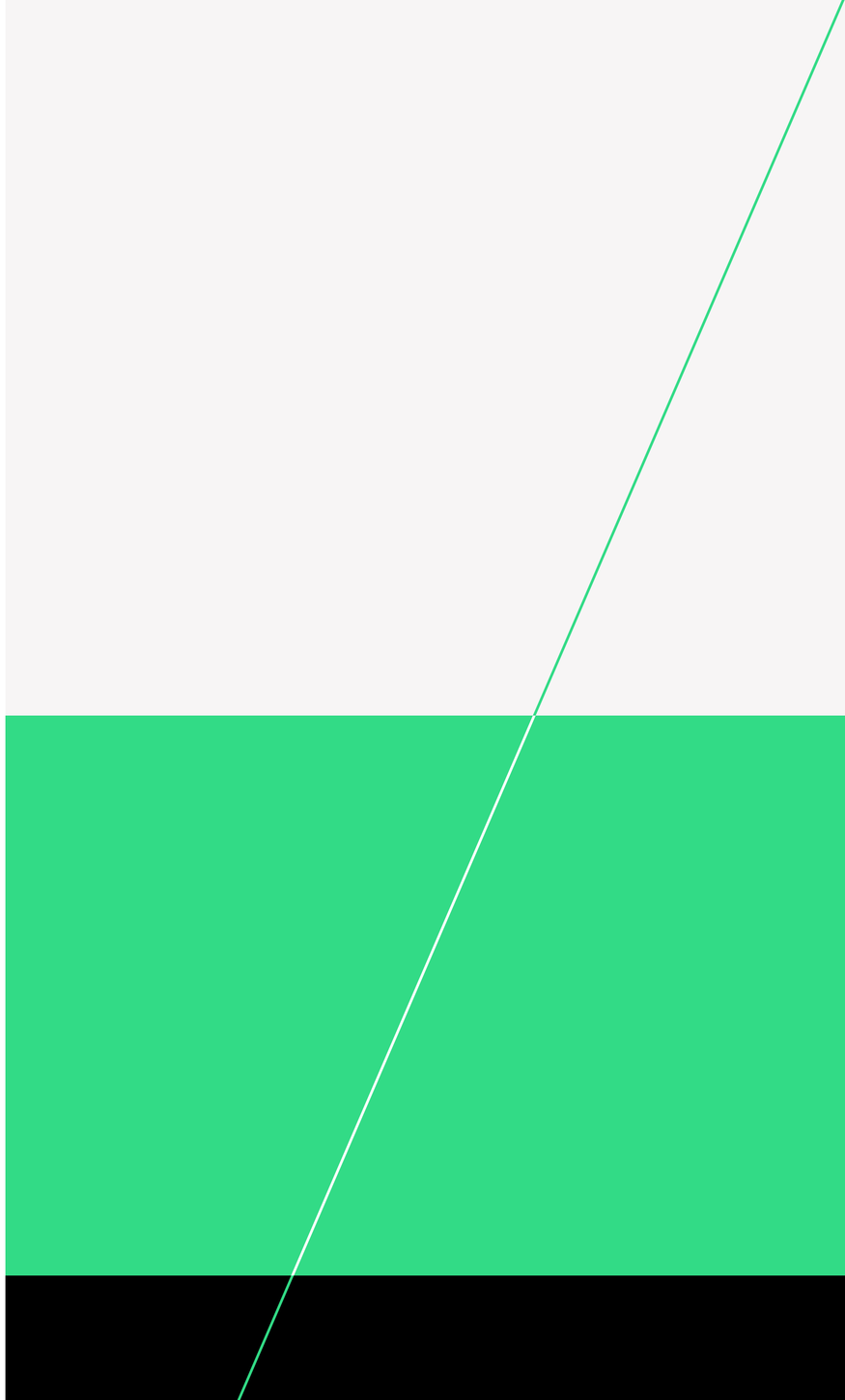
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Every marketer knows personalisation matters.

For years, personalised marketing has been a key competitive advantage, and that's never been more true than in the age of AI. Customer experiences span more channels than ever before, and thanks to the power of AI, personalisation is now scalable, measurable, and happening in real time. This is the perfect setup to make hyper-personalisation possible.

Marketers finally have the connected data, interoperable platforms, and AI-powered tools needed to deliver one-to-one experiences at scale. The advertising ecosystem is moving beyond broad segments and surface-level tactics like first-name personalisation. With richer signals and faster decisioning, marketers can do better for their customers – and their brands. In fact, AI that once felt like space-age tech is quickly becoming the foundation for marketing success and revenue growth. Companies adopting agentic AI are likely to see 10-30% revenue growth from hyper-personalised marketing, according to McKinsey's research[1].

More than ever, brands need strategies that reach the right customers with the right messages across channels, platforms, and AI-powered touchpoints – and that can adapt quickly as technology evolves. But many organisations still struggle with fragmented data, disconnected platforms, and

Companies adopting agentic AI are likely to see

10-30%[1]

revenue growth from hyper-personalised marketing

increasingly complex marketing ecosystems. At the same time, commercial leaders demand more from marketing teams. More than half say they want to see generative AI used for real-time lead identification, marketing optimisation, and personalised outreach through chatbots and assistants[2].

The simple truth is, marketing is becoming more complex; but the opportunity to simplify execution, scale personalisation, and drive measurable growth has never been greater. Overcoming the AI learning curve for better customer personalisation doesn't start with more tools. It begins with connected, trusted data.

In this AI personalisation playbook, you'll gain insight into:

- What's blocking your personalisation potential
- The 6 building blocks to simplify, scale, and win with AI-powered personalisation
- 13 proven strategies for personalisation success
- How brands like Lyft, Nestlé, and DoorDash personalise the moments that matter most

> AI transformation, particularly as we think about it through a marketing lens, is coming so incredibly quickly. AI products are only as good as the data that is training them. It's the key ingredient.

Simon Whitcombe / VP, Global Business Group, North America at Meta

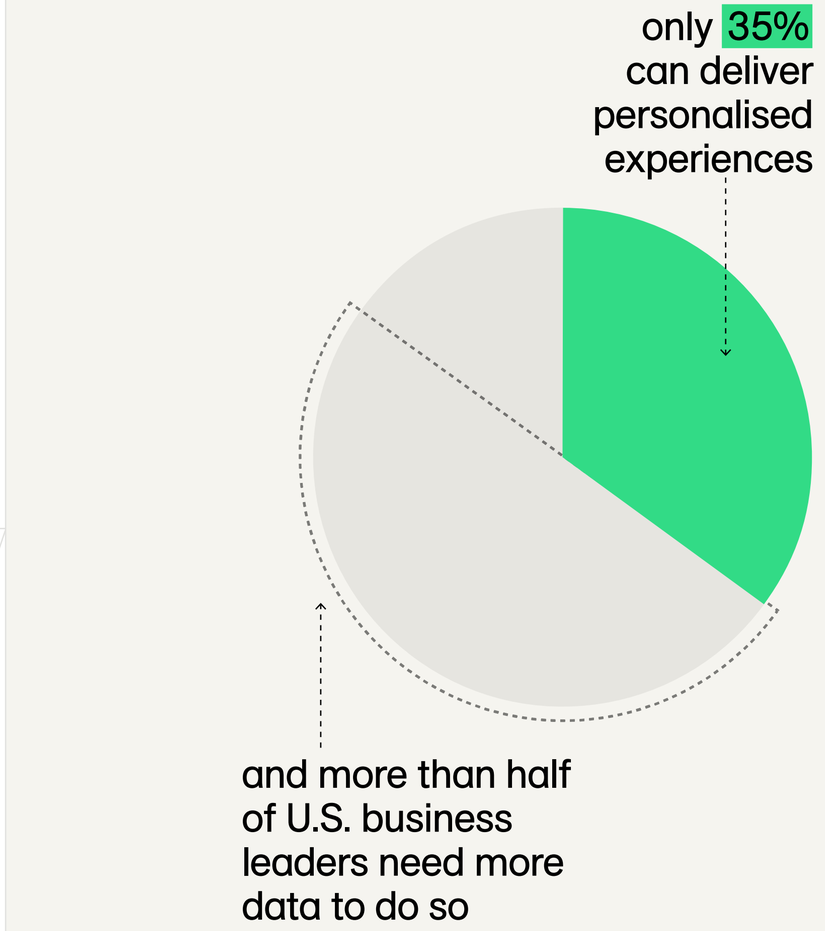
→ SEE META'S FIRESIDE CHAT

What's blocking your personalisation potential?

The risks of not building a scalable personalisation strategy are high. More than 75% of consumers said they get frustrated when an ad or brand interaction isn't personalised,[3] and worse, almost 70% of consumers unsubscribe, disengage, or simply don't return to brands that create an inaccurate or invasive experience.[4]

Marketers know personalisation and AI are critical to growth, but many organisations still lack the connected data, streamlined workflows, and interoperable technology needed to make AI-powered marketing work at scale. In one Forrester survey, only 35% of US business leaders said they're able to deliver personalised experiences, while more than half said they need more data to do so.[5]

Here are a few reasons why marketers struggle to make personalisation possible.



Data fragmentation

Four in ten advertisers say data fragmentation is their number one measurement and optimisation challenge.[6] But what exactly does this mean? Put simply, data fragmentation happens when customer information, like behaviours, preferences, interactions, and identifiers, is spread across channels, platforms, and brands. Fragmentation is a natural result of the booming number of new AI platforms, apps, channels, and devices in the disconnected consumer journey. As new channels like gaming, niche social apps and publishers, and AI-driven tools emerge and popular channels like CTV grow, fragmentation persists and expands. For example, almost 90% of US households have at least one CTV device and adults stream 208 minutes of TV a day on average.[7] Millennials and Gen Z are quick to adopt wearables and gaming consoles, too, often interacting with five or more devices per day.[8]

While AI agents and new digital channels and devices create an unprecedented opportunity for targeted marketing reach, it requires greater data access, accuracy, and connection everywhere consumers spend time. Without a way to securely and consistently stitch together customer data, marketers can get lost between touchpoints in the buying and browsing journey.

For example, a customer's daily routine might include consulting AI agents about work assignments while seeking entertainment on their favorite news sites, apps, streaming services, and games – and they could be doing all this on different phones, tablets, gaming devices, smart TV devices, and computers (personal/work) along their journey. As people switch from one channel or device to the next they may even use different names, emails, and phone numbers to authenticate (log in) across them. Marketers trying to connect these experiences struggle to keep up as customers bounce across devices, channels, and changing authentication methods. Even with investments in first-party data strategies and CDPs, brands need one consistent, secure way to stitch these touchpoints together.

→ Ask yourself

1. Can I easily link customer data from different devices and channels today?

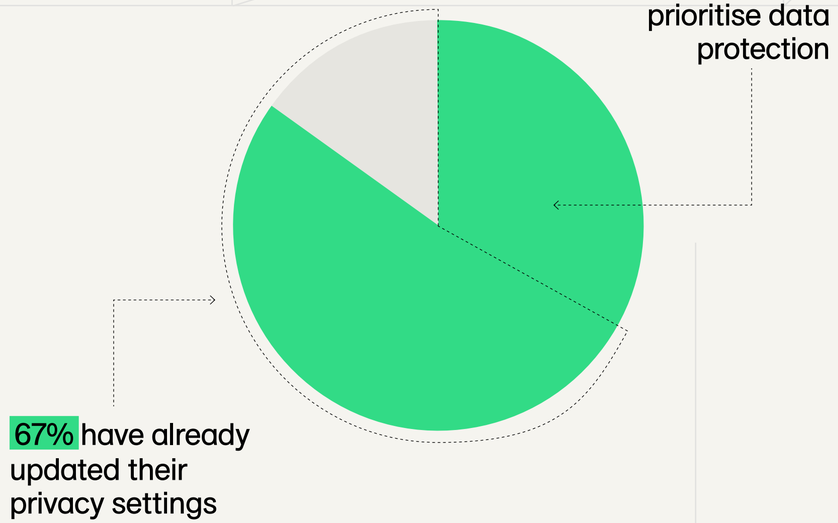
2. Do I have a single view of my customer across all channels and platforms?

3. Is my organisation's data connected and accurate for AI-powered marketing?

Consumer privacy changes

Another important change in the AI era of advertising is better protection for consumer data. Lawmakers and privacy regulators are as concerned about this as customers. Over 85% of the global population is now protected by privacy laws, with more to come.[9] In the US, regulations on data collection and usage are tightening, and there's a new focus on AI regulations, specifically related to the misuse of personal data and discriminatory outcomes.[10]

Consumers are also becoming more educated on their data privacy rights and protections. Almost 85% of shoppers prioritise data protection and 67% have already updated their privacy settings.[11] Brands know data privacy is critical – at least half of US business leaders surveyed by Forrester are actively partnering with technology companies that can meet security requirements and global privacy regulations. To build lasting brand trust and loyalty, advertisers must meet growing data governance demands while responsibly serving AI-powered experiences with each customer in mind.



→ Ask yourself

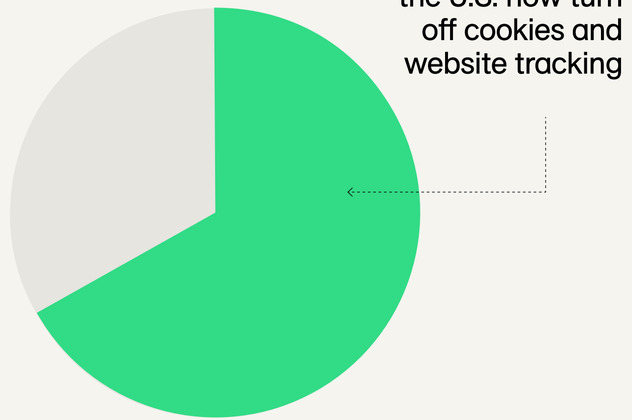
1. Are my personalisation efforts aligned with best data governance practices?

2. Do I clearly communicate to customers how their data is protected and used?

3. Are my AI tools supporting secure data practices?

Shifts in addressability

One of the most significant shifts in addressability has been the slow move away from third-party identifiers, such as cookies, which marketers have historically relied on to connect customer journeys. Marketers are racing to adjust to cookieless channels like CTV as well as customers' vigilance to protect their privacy – 65% of adults in the US now turn off cookies and website tracking.[12] As traditional methods of gathering customer insights disappear and evolve, marketers need new ways to reach real people, personalise responsibly, and measure performance across emerging channels.



→ Ask yourself

1. What data sources am I using to replace third-party identifiers?

2. Am I regularly validating the accuracy and recency of my customer data?

3. How much first-, second-, and third-party data fuel my AI marketing tools?

Economic uncertainty

In today's economy, campaign dollars must show return on investment (ROI) and growth. But there are also more options for advertising budgets than ever before. While marketers carefully consider the suite of AI use cases, channels, platforms, and partnerships to boost with paid resources, budgets are shrinking in response to economic challenges. On average, marketing budgets have fallen to 7.7% of overall company revenue, down from 9.1% in 2023.[13] As a result, the advertising industry has been launched into an outcomes era where every marketer, publisher, and partner is measured by their ability to drive growth. Moving forward, marketers who can simplify execution, improve and measure performance, and use data in trusted ways will win – and winning in advertising today means:

- Adopting AI into marketing workflows, from content creation to activation, to power hyper-personalised customer moments
- Partnering with the media partners and destinations where your customers engage and spend time
- Testing new partners to reach new audiences with personalised experiences
- Leveraging agentic orchestration to access clean, enriched data, create high-value segments that match to every touchpoint, and activate across partners to maximise reach
- Integrating smart, AI-powered activation strategies that drive measurable campaign performance, reduce marketing waste, and power business growth

→ Ask yourself

1. Can I clearly tie campaign results to business growth in real time?

2. If my budget changes tomorrow, do I know which tactics and channels I'd adjust first?

3. How am I allocating resources to implement fast, efficient, trustworthy AI marketing workflows?

The 6 Building Blocks of Smarter Personalisation

Implementing AI-ready personalisation takes some legwork. But with the right preparation, the payoff is huge. Here's what it takes.



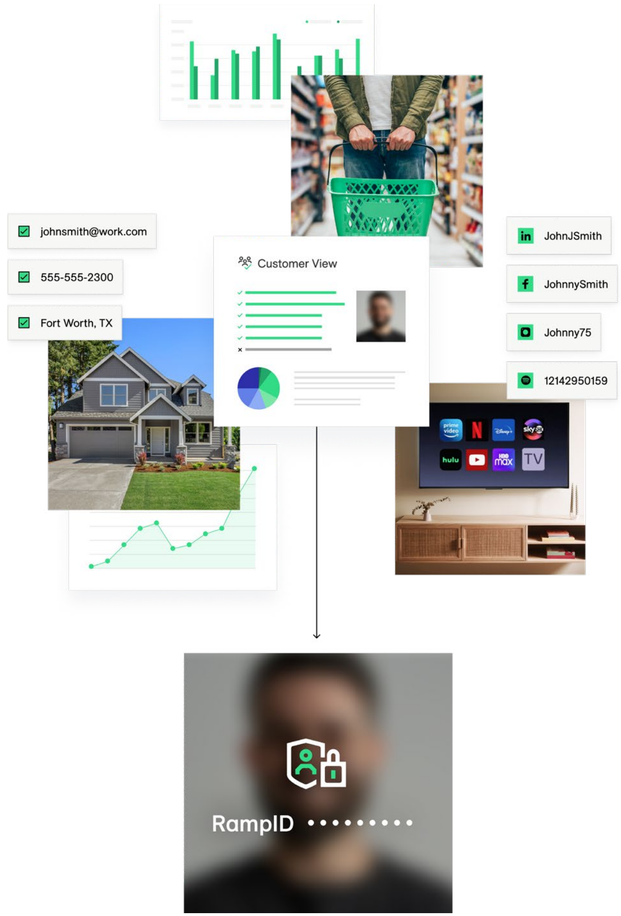
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A strong identity foundation

Delivering personalised experiences starts with getting identity right – and that begins by resolving every customer touchpoint. This process, known as identity resolution, ensures that each interaction is accurately matched to the right person. Unifying and deduplicating fragmented data across devices, emails, and IDs ensures that your customer profiles are accurate, consistent, and up-to-date at both the individual and household level.

To protect customer trust, your identity resolution solution must replace PII such as names, emails, or phone numbers with a durable, interoperable, and secure identifier, such as LiveRamp's RampID. This allows you to activate data across partners and platforms without exposing sensitive customer information.

With a strong identity foundation in place, you can unlock the ability to scale segmentation, targeting, and activation with confidence. Accurate identity ensures you can maximise match rates and provide more meaningful customer experiences while preserving trust at every step.



→ Ask yourself

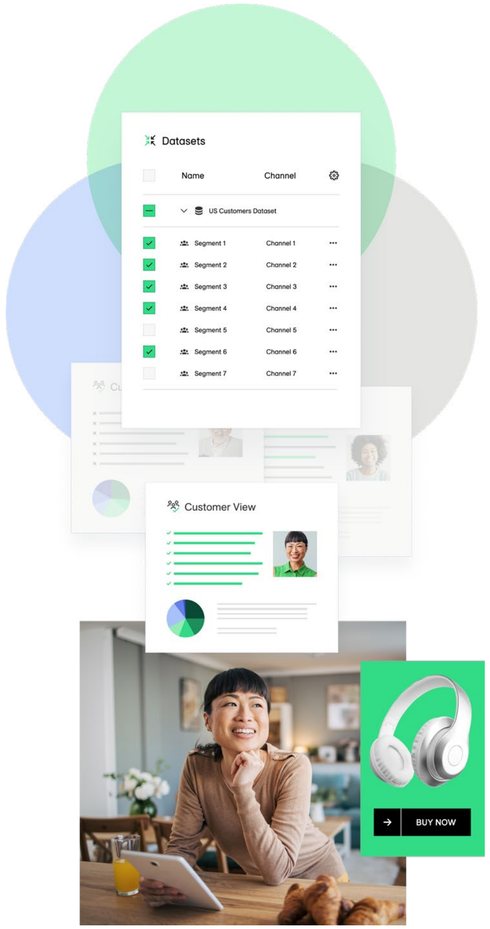
1. Is my customer data unified and deduplicated into accurate profiles at a household and individual level?

2. Do I have unified data powering my team's AI operations?

Advanced audience segmentation

You don’t need segmentation to activate your data, but you do need it to personalise campaigns effectively. Resolving your customer data creates the foundation for building high-value audience segments, helping you deliver relevant AI-powered experiences that resonate. For example, you can identify households with school-age children and target them across channels and AI-driven touchpoints with tailored back-to-school campaigns.

To segment more granular audiences, you need a way to connect your organisation’s first-party data with second-, and third-party data sources in one place. Connecting data from your organisation with external partners in a single, trustworthy platform not only helps you enrich customer profiles with additional attributes, like demographic or behavioural insights, but also enables advanced audience segmentation, collaboration, and analysis for optimisation. Advanced segmentation is the perfect use case for AI capabilities that support lookalike modelling, so you know you’re reaching the right audiences with the right message – unlocking precise targeting and personalisation for more predictable campaign outcomes.



→ Ask yourself

Am I creating the highest-quality, most accurate audience segments for the best chance to personalise AI-powered campaigns and drive conversions?

Interoperability across the ecosystem

Solving fragmentation and accessing new customer insights across traditional and AI destinations calls for a connected data approach. To link customer information across teams, platforms, and partners accurately, responsibly, and at scale, advertisers need trusted identity resolution. Solutions like LiveRamp's RampID link and translate any combination of identifiers – from authenticated audiences to third-party signals – while helping to respect each customer and partners' privacy rules and preferences. When this connection happens, the entire advertising ecosystem works together: brands gain a clearer view of their customers, deliver a consistent customer experience on every device and channel, and collaborate more easily with partners.

With an embedded identifier, marketers can also resolve, translate, and deconflict identifiers directly in internal and external cloud environments. RampID enables responsible identity resolution and connection across more than 200 clouds, adtech platforms, GenAI tools and platforms, and customer data platforms.

	Hashed Emails (HEMs)	RampID
Identifier Type	Email addresses, which are a type of shared PII	A persistent, interoperable identifier that adapts as user info changes without moving or revealing PII
Data Freshness	Static — can become outdated quickly, reducing match rates and customer reach	Stays current and reliable for each customer, increasing match rates and reach
Scalability	Limited scale — each platform requires the exact same customer email for a HEMs match, limiting performance	Unlocks broad reach across walled gardens, CTV, AI, and programmatic platforms
Interoperability	Not interoperable — requires rehashing and remapping per device or platform	Fully interoperable across channels and devices without manual adjustments
Activation Efficiency	1-to-1 data sharing across platforms increases IT/ development load, slows activation, and requires PII sharing	1-to-many activation with a persistent identifier streamlines activation and reduces PII exposure
Business Outcomes	Lower match rates reduce the impact of personalisation	Higher match rates, stronger partner alignment, and better personalisation

But not all identifiers can deliver true interoperability. Unlike hashed emails (HEMs), RampID is embedded across every major platform, including Meta, Google, and Pinterest, and connects with authenticated audiences from more than 21,000 publishers. As a result, the prevalence of RampID solves for signal loss, powers persistent, deterministic addressability, and helps brands reach consumers on 92% of the digital channels where they spend time.

Probabilistic IDs expand addressable reach by inferring identity connections from behavioural signals, such as shared IP addresses or device proximity on a Wi-Fi network. However, higher reach comes at the cost of lower accuracy. This trade-off matters when those identifiers feed AI models, power attribution, or drive measurement. A match rate may look strong on a dashboard, but it may be reaching the wrong households, wasting spend and undermining the personalised experiences customers expect from brands.

The value of a deterministic identity foundation, like RampID, shows up across the full marketing lifecycle, from how you reach audiences to how you measure what's working.

→ Ask yourself

Am I reaching customers on all of their favourite publishers, platforms, and AI destinations?

4

A powerful network of partners

Even the most advanced marketers with the cleanest data can't deliver true personalisation alone. Scaling addressable audiences requires data collaboration – the secure connection of information across both your organisation and trusted partners to uncover insights and opportunities that no single dataset can provide. The key to effective data collaboration? A powerful network of brand and media partners.

Because you can't know everything about your customers in isolation, partnering is essential. By tapping into a strong network, you maximise your addressable reach along the entire consumer journey. This enables you to deliver precise, real-time personalisation, optimise campaign performance, and prove accurate ROI to key stakeholders.

This is exactly what the trusted network for AI-powered marketing makes possible. With LiveRamp, marketers can responsibly connect, segment, activate, and enhance customer data wherever it lives, in your own environment or across clouds.

→ Ask yourself

1. Do I have the right partners in place to scale reach and personalisation for my target audience across new and expanding AI channels?

2. Am I working with AI tools that can securely connect my partners, platforms, and customer data to deliver accurate real-time insights?

5

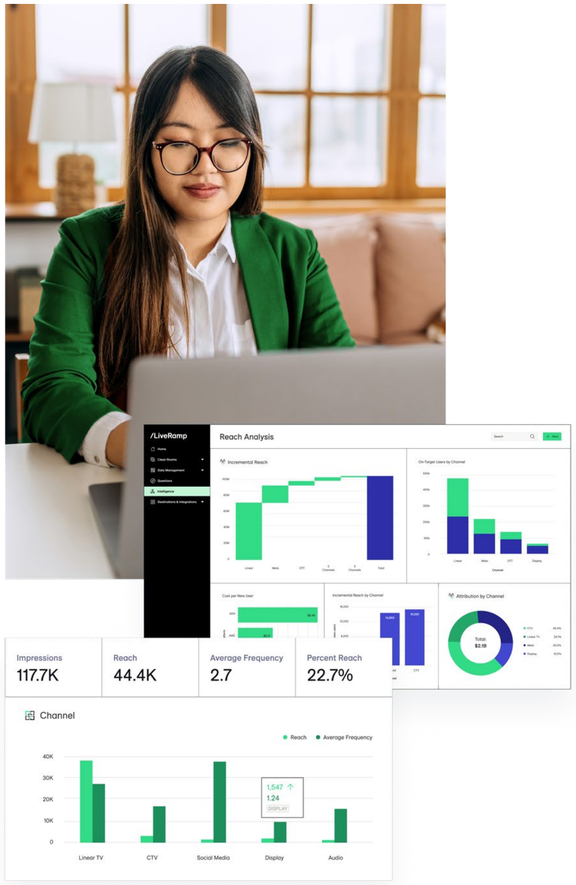
Optimisation and measurement

Once you have data-driven personalisation in motion, you'll need to gauge performance – first by individual platform and then across your media spread.

Start by implementing conversion APIs (CAPIs) with each destination you activate your data on. The CAPIs will send transaction and event signals back, enabling in-flight campaign optimisation. This feedback helps marketers deliver smarter, more cost-efficient campaigns by revealing which tactics are driving success. For example, you can answer questions like: Did more conversions come from the personalised promo banner on your website or from your Meta ad creative? How does improving ad relevance impact cost per acquisition?

Once you're able to optimise by platform, use cross-media measurement to see a holistic view of performance across all channels. Using a consistent identity framework like RampID makes it possible to measure customer data from different platforms in one unified view. This stronger measurement foundation doesn't just improve short-term performance; it fuels relevant AI-powered experiences over time.

With clear signals on customer preferences and behaviour, marketers can refine segments and activate smarter to deliver personalised experiences everywhere – strengthening campaigns today and customer loyalty in the long term.



→ Ask yourself

Do I have the tools to measure what's working on every AI destination and optimise campaigns in real time?

Whirlpool®

At Whirlpool, we see data collaboration as a way to help us create better consumer experiences. We've scratched the surface in activations, and it's not only about pricing and promotion anymore. It goes deeper than that — helping us show up in better ways for our customers and make their experience more personal.

Kellie Jones / Director, KASA D2C & Digital Marketing, Whirlpool Corporation

→ SEE WHIRLPOOL'S CUSTOMER STORY

Agentic orchestration for marketing

Data collaboration and unified measurement are the key to maximising the value of AI investments with richer, more accurate data – and LiveRamp is the only data collaboration platform to give autonomous AI agents the ability to collaborate. With governed access to identity, segmentation, activation, and measurement solutions, marketers can leverage agentic orchestration to plan smarter campaigns, optimise investments, and prove impact across every channel.

Agentic orchestration with LiveRamp enables you to deliver personalisation at the speed of AI without compromising security or trust. Marketers can seamlessly collaborate with a wide array of AI partners like Chalice and OpenAI for deeper customer insights. Agentic AI is the next frontier of data collaboration, and with it, marketers unlock the power to:

- Instantly create precise, multi-source audience segments using natural language prompts with AI-powered segmentation
- Connect your own agents or partner agents to the world's most powerful data collaboration network with APIs
- Enhance your marketing and AI strategy with LiveRamp's identity, segmentation, activation, measurement, clean rooms, and insights from over 500 partners globally

→ Ask yourself

1. How many tools and platforms am I currently working with to make personalisation possible?

2. Can I simplify this process for faster execution and maximum hyper-personalisation potential?

13 Proven Strategies for Personalisation Success in the AI Era

How do you turn customer data into customer wins? With AI-ready personalisation strategies built to simplify execution, scale reach, and drive results for long-lasting loyalty and growth.

1. **Enhance lookalike modelling:** Identify, segment, and reach new high-intent audiences that resemble your best customers across platforms. AI-powered tools like lookalike modelling and behavioural analytics further refine audience segmentation and activation with greater speed and precision.

2. **Suppress low-intent audiences:** Exclude customers from your audience segments who are unlikely to convert or have already taken action, like a recent purchase. This ensures that you're targeting the right people with the right message — reducing budget waste, improving campaign efficiency, and driving ROI.

3. **Retarget your best customers sooner:** Recognise and retarget high-intent audiences on new channels, including AI destinations, to continue to drive action. Use engagement events and conversions as inputs to optimise in-flight campaigns.

4. **Expand activation destinations:** Diversify your destinations to reach consumers on every platform they spend time, from traditional publishers to the newest AI and gaming platforms.

5. **Optimise attribution:** Identify which channels and touchpoints contribute to incremental conversions or net-new customers, so you can allocate budget and direct scalable personalisation efforts.

6 **Reward engagement with early access:** Reach your best customers first with exclusive offers and deals, made specifically for them, that they can't get anywhere else.

7 **Use adaptive personalisation to drive lifetime value:** Use behaviour and demographic insights in your AI-powered marketing to serve custom content in real time. Keep refining as you (and your AI agents) learn more, turning every interaction into a chance to drive repeat purchases and deeper loyalty.

8 **Deliver dynamic creative for every context and customer:** Tailor your ad creative and messaging to the specific context of each platform for every customer – a live sports event, seasonal shopping moment, or weather-based trigger, for example – leading to highly relevant, engaging, and seamless experiences for your audience. This level of content customisation is only possible through AI-powered marketing and secure data collaboration.

9 **Predictive personalisation:** Use real-time performance data to forecast customer needs and deliver proactive suggestions or reminders, such as restocking consumables or service needs. AI and machine learning take this a step further by enabling dynamic, context-aware experiences that feel seamless and relevant – no matter where or when customers engage.

10 **Loyalty and upsell campaigns:** Combine activated data from purchase history and predicted lifetime value to personalise loyalty program messaging or suggest subscription upgrades, exclusive previews, or tier-based incentives at exactly the right moment in the relevant context.

11 **Re-engagement campaigns for lapsed customers:** Activate historical data to identify when a customer hasn't interacted for a certain period. Based on past preferences or purchases, brands can serve personalised "We miss you" offers or product updates that match their interests.

12 **Collaborate with complementary brand partners:** Securely share customer knowledge with strategic partners for innovative co-marketing offers, bundled deals, exclusive affinity packages, or to simply access new customer insights for one-to-one omnichannel opportunities. Together, you'll have stronger, data-driven insights to reach your customers across the apps, chatbots, and channels most relevant to them.

13 **Collaborate with media partners:** Fuel your agentic AI with intelligence or context from media partners, such as where, when, and how customers engage, to build more granular audiences, accelerate marketing efficiency, and boost ROAS.

How leading brands, publishers, and platforms win with AI-powered personalisation

Turning destination intent into experiential advertising with Lyft and Comcast Xfinity

Travel and mobility media networks possess some of the most powerful contextual data available: knowing exactly where a consumer is going in real time. Lyft Ads utilises this first-party, deterministic destination intent data to provide riders with relevant ad experiences during their trips. During the Super Bowl in San Francisco, Comcast Xfinity leveraged this capability for a multi-dimensional campaign. When riders were in the car, they received targeted in-app video ads, watched Lyft's digital map transform to show Jurassic Park themed vehicles, and then experienced wrapped Lyft vehicles swarming events and parties around the city, effectively merging digital targeting with a personalised, real-world surprise and delight moment.

→ Discover how Lyft partnered with Comcast Xfinity to drive real-world personalisation together across physical and digital touchpoints.



We look at this first-party deterministic data and we're utilising it to commercialise an advertising business using travel destination intent data to provide hyper-relevant contextual messaging for our riders. I think the world of partnership is how we win together.

Shane Dwyer / VP Head of Sales, Lyft

Uncovering evolving consumer habits with Nestlé and DoorDash

As consumer buying habits shift heavily toward on-demand delivery, brands are finding unique personalisation and growth opportunities by analysing massive transactional datasets. Nestlé partnered with DoorDash to leverage the delivery platform's vast "food graph" and 13 years of robust behavioural data. By moving its media investment closer to the point of purchase, Nestlé is able to use these insights to target high-intent consumers with incredibly relevant messaging. Nestlé also uses DoorDash's unique data to identify emerging trends, both in specific cuisines and the rise of new snacking occasions, to guide and accelerate their long-term product innovation pipeline.

→ Discover how Nestlé and DoorDash are transforming transactional data into connected, personalised consumer experiences.

> The data is a gold mine from DoorDash. We're sitting here trying to be obsessed with our consumer, and understanding the consumer and their buying habits is essential to creating the right campaign.

Nicole Lesinski / Director of Category and eCommerce Strategy, Nestlé

/LiveRamp

Power AI-ready personalisation with connected, trusted customer data. Experience our interactive demo to see how LiveRamp helps marketers securely reach authenticated audiences at scale for faster growth.

Ready to simplify personalisation and drive smarter marketing performance?

→ REACH OUT TODAY

Endnotes

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