

B2B Industrial Supply Company Achieves 3x Higher ROAS

LiveRamp Authenticated Identity Infrastructure



Challenge

Find a cookieless solution that

- Reaches the B2B company's niche audience while maximizing reach and scale, and making efficient use of their media investment
- Is measurable and accountable to real business outcomes



Solution

- Conduct an A/B test with an 'always-on' campaign
- Compare targeting on third-party cookies against LiveRamp's people-based identifier by leveraging the LiveRamp Authenticated Identity Infrastructure—where every impression bought can be fully measured

Results

- Improved ability to measure key business outcomes without a reliance on third-party cookies
- Increased efficiency in direct response performance

↑ **3x**

Return on ad spend (ROAS)

↓ **54%**

Cost per acquisition (CPA)

↓ **12%**

Cost per 1,000 impressions (CPM)