

Deliver Better Business Outcomes with LiveRamp

Quick Wins for Brands

10%

Of campaign impressions served in Firefox, Safari, and Edge

A **leading global investment banking firm** served ads across previously unaddressable environments

↑ 13% ↓ 26%

Unique reach

Cost per view (CPV) of video creative

A **Fortune 100 financial services company** increased its addressable reach using LiveRamp's people-based identifier while improving efficiency of ad creative

↑ 10% ↑ 7%

Page visits when serving display creative

Page visits when serving video creative

A **clothing and outdoor recreation equipment retailer** drove more page visits in an A/B test comparing performance on LiveRamp's identifier to third-party cookies