

Publishers Experience Significant CPM Lift on All Browsers

LiveRamp Authenticated Identity Infrastructure



Challenge

One of the largest digital media groups in the United States set out to

- Discover whether employing an addressable solution provides publishers with a sustainable business model in a post-cookie world
- Determine the impact of using a people-based identifier on publisher yield (CPM)



Solution

- By implementing LiveRamp's Authenticated Traffic Solution across the group's network of sites, advertisers could reach their audiences on a people-based level through authenticated publisher inventory
- Compare publisher yield based on CPMs across all browsers, both cookieable and cookieless

Results

- Early results demonstrate higher publisher CPMs across all browsers when leveraging LiveRamp's people-based identifier vs. third-party cookies
- Publishers unlocked even greater revenue in previously untapped cookieless inventory within Firefox and Safari



50%

CPM in Chrome



185%

CPM in Firefox



375%

CPM in Safari