

YOUR STAGE IS:

Building

You have a solid measurement foundation in place, with opportunities to grow and improve.

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This level of maturity is typically defined by:



Several measured media channels, with opportunities to expand



Basic measurement solutions in use



Channel-specific experimentation practices



Some report customization for additional insights



Limited in-house resources for measurement tasks

The four measurement maturity stages

Emerging	Building	Developing	Leading
You have untapped possibilities for maximizing budget and resources with a clear measurement strategy.	You have a solid measurement foundation in place, with opportunities to grow and improve.	You have a comprehensive measurement strategy in place that can make a meaningful impact on ROAS.	Your measurement is robust enough to support strategic decision-making and continual optimization.

Take these steps to advance to the Developing maturity level:

1

Adopt clean room technology to centralize measurement and unlock access to custom metrics and valuable new insights

2

Create more precise audience segments by leveraging second-party data from key partners

3

Use closed-loop measurement to determine how media is driving performance

4

Improve real-time bidding strategies based on new insights to maximize revenue and/or ROAS

Unlock more value with a LiveRamp measurement package that fits you:

The **Own Your Measurement** package helps you take control of your measurement in one place, expanding access to partner data, insights and customized metrics. Gain new insights and drive more value with a clear and granular assessment of campaign performance across all media environments.

Package at-a-glance

Included capabilities

- Reach and frequency analysis
- Closed-loop measurement (ROAS)
- Frequency management
- Lift
- Incrementality
- Campaign trending

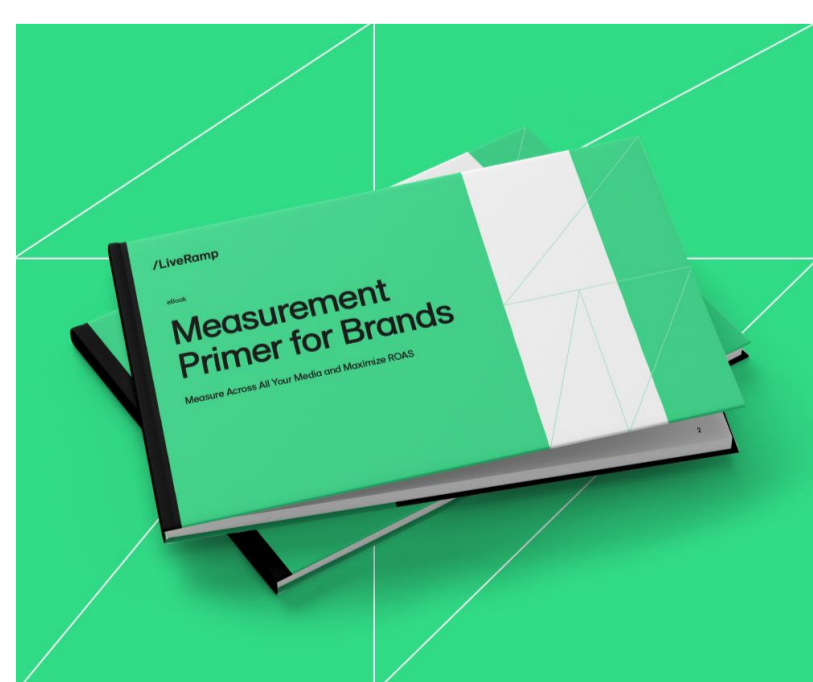
Outcomes enabled

- In-flight optimization
- Media planning
- Creative rotation decisioning
- Audience segmentation and activation

Contact us to learn more

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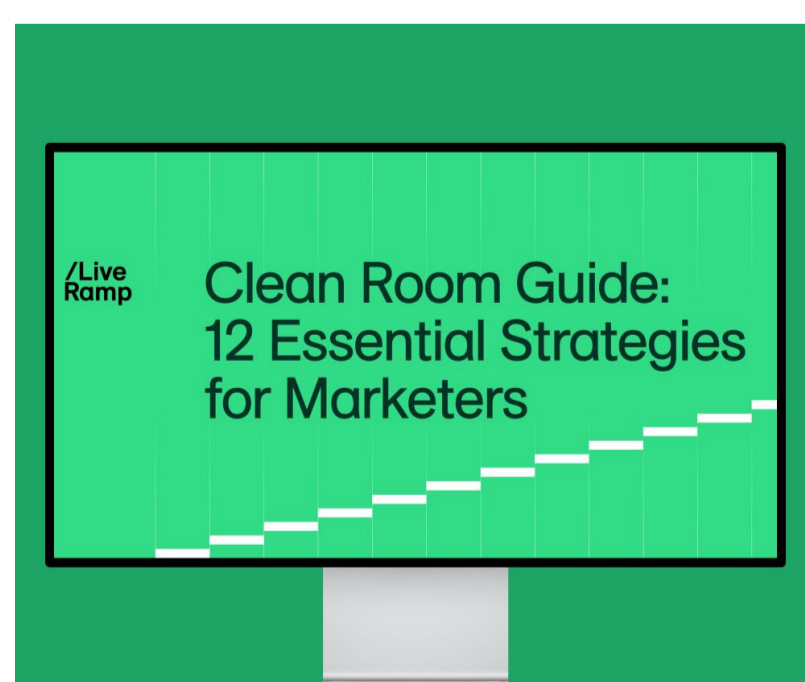
More Measurement resources for you



Measurement Primer for Brands

Master the essentials of a successful measurement strategy.

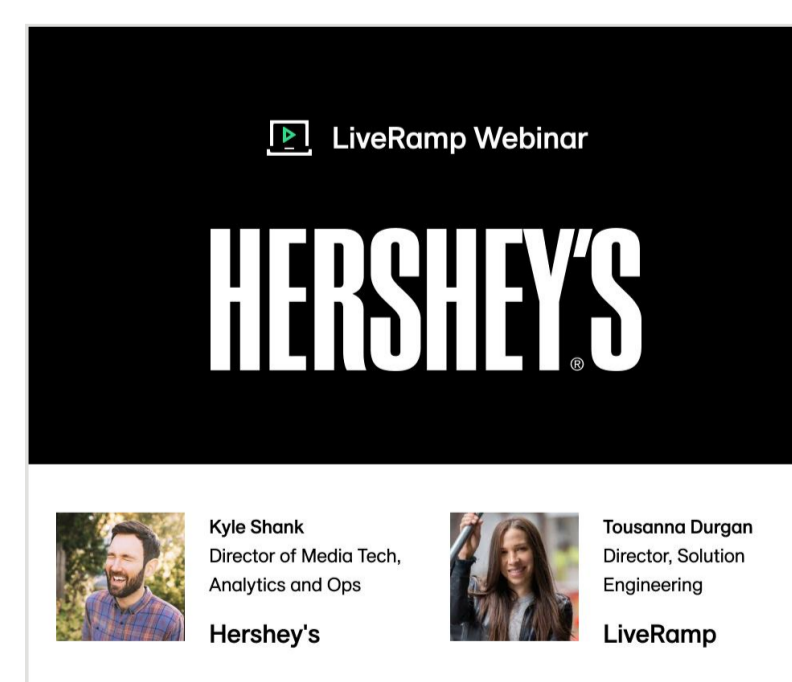
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Interactive Clean Room Guide: 12 Essential Strategies for Marketers

Explore how clean rooms unlock powerful insights that help you grow your brand and business.

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Sweet Success: Hershey's Recipe to Improve Advertising Effectiveness

See why partner data is a key ingredient for unified measurement and deeper customer insights.

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