

/LiveRamp

Submission in response to the 'Digital Platform Services Inquiry', report on Data Brokers - Issues Paper (July 2023).

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The Australian landscape is changing at pace

The definition of data brokerage varies world-wide and many factors such as models, data collection methods and use-case applications differ -- impacting the ability to capture bundled definitions. 'Third-party Data Brokerage' (as broadly defined in the Digital Platform Services Inquiry – March 2024 report on 'data brokers issues paper') in LiveRamp's opinion, is diminishing across Australia. LiveRamp perceives the triggers for this downward spiral are attached to enterprises accelerating the build of their own first party data asset, and digital transformation in data use cases across all businesses. Key trends accelerating this demise include consumer concerns around trust and consent, and signal loss of digital identifiers.

While certain industries such as FMCG may still need to rely on third-party data to drive audience strategies, LiveRamp has seen a rise in collaboration ("second-party" data sharing) to supplement first party data assets¹. Enterprises traditionally use collaboration for co-marketing opportunities or to learn more about who their customers are.

Digital identifiers

Digital identifiers and identity are in a state of flux. Critical IDs that once powered the open internet are in a state of deprecation. We have seen significant browser restrictions ([Safari ITP](#), [Firefox](#)) limit personalisation across 40% of the open web today, [Google will be sunseting third party cookies next year \(2024\)](#), and Apple last year rolled out significant IDFA changes that requires user opt-in on a per-app basis for cross-channel advertising (also known as the AppTracking Transparency Framework) as well as restrictions to use of IP for targeting and measurement. Core workflows and processes that underpin critical data digital marketing strategies will soon break as a result of these changes. ^{2 3}

Trust and consent

With rising consumer concerns around trust and consent, this change has also been highly influenced by regulatory bodies globally - with [GDPR](#) and [CCPA](#) being the first to kick off privacy reform around data and privacy in the digital landscape. We have since seen other countries follow suit, including Australia's ongoing [review of the Privacy Act \(1998\)](#), which looks to put consumers back in the driver's seat when it comes to consent and fair and reasonable use of data for the purpose of personalised advertising.

¹<https://www.marketingdive.com/news/what-to-know-about-second-party-data-as-marketers-tilt-toward-collaboration/593462/>

²<https://www.forbes.com/sites/forbesbusinesscouncil/2022/08/22/how-does-apples-app-tracking-transparency-framework-affect-advertisers/?sh=3aac9dec77c6>

³ <https://www.forbes.com/sites/theyec/2022/09/12/the-slow-death-of-third-party-cookies/?sh=2d733e3f4026>

Evolution of the LiveRamp Australia business operations in this changing landscape

LiveRamp is a data collaboration platform. LiveRamp provides technology and tools to enable enterprises to create better customer experiences by using their own first-party data for marketing use cases.

LiveRamp was acquired by Acxiom, a marketing and audience solutions business, in 2014. In October 2018, Acxiom sold the marketing solutions and audience business to the Interpublic Group, (IPG) a world leading advertising agency. In the lead up to this transaction, LiveRamp Australia was already winding down traditional revenue lines 18 months prior, focusing efforts on digital capabilities.

LiveRamp now operates in various international markets, and the products and services available in each region vary depending on market maturity, underpinning regulatory and privacy laws and sovereign requirements. LiveRamp's reputation as a trusted vendor in the data ecosystem is something LiveRamp has worked hard to earn and maintain, and has done so not only by adhering to the confines of the law, but also by working to establish best-in-class compliance practices that go beyond legal and regulatory guidelines.

LiveRamp Australia platform use cases

The LiveRamp platform's predominant use cases include data activation and suppression across media, closed loop measurement and enabling data collaboration between companies.

Data activation and suppression allows for enterprise clients to use their first-party data to activate segments for the purpose of targeting campaigns across social media, connected TV, and display platforms. Enterprises often use their segments to suppress either marketing to their current customers or to customers who have asked not to be marketed to.

Closed loop measurement and analytics allows enterprise clients the ability to analyse their own data and better understand the impact of their marketing campaigns without needing access to the original raw PI. The entire Analytics Environment is underpinned by LiveRamp's RampID solution and does not require or allow the use of the original raw PI. This gives enterprises the flexibility to gain cohort level understanding of how their customers are interacting with their advertisements without needing to tie that interaction back to an actual person.

Data collaboration is offered in a secured environment with granular controls around how long data is permissioned for and the use cases for which the data can be used as agreed between both parties (for example: Insights, activation/suppression or look-a-like modelling). This allows enterprises to share their first-party attribute level data with their selected partners without the need to share any raw PI as it would have been traditionally done. This also allows for the enterprises to manage such permissions and revoke data shared at any time.

LiveRamp Data Marketplace

LiveRamp had a global product called the LiveRamp Data Marketplace where brands and agencies could go into an online shopfront and select third party data from sellers to use for the purpose of targeting or suppressing segments in their marketing campaigns. In 2021, LiveRamp Australia made the decision to sunset the Data Marketplace business in Australia and to remove all Australian based buyers from the Data Marketplace to prevent them from being able to purchase third party data through the Data Marketplace.

This decision was centred around emerging privacy reform, economies of scale and resources required to maintain annual privacy impact assessments for third-party data providers.

LiveRamp Authenticated Infrastructure

LiveRamp has spent the past 6 years building out an ecosystem that is rooted in a trusted and transparent value exchange, between advertisers, publishers and consumers, and is underpinned by authenticated identity, security and privacy. LiveRamp's Identity Infrastructure uses the LiveRamp RampID solution to connect brands and marketers of their first-party audiences with the activation channels, such as publishers and platforms, that underpin the advertising ecosystem.

LiveRamp offers technology services that enable advertisers to connect across the open web (via Authenticated Traffic Solution (ATS)), social channels (via direct Custom ID integrations) and Broadcaster Video on Demand (BVOD) partners (via direct Custom ID integrations) providing flexibility for an omnichannel approach in marketers' data driven advertising strategies.

Authenticated Traffic Solution (ATS)

ATS enables a scaled identity across the digital ecosystem, without third-party cookies or device IDs, through a trusted and transparent value exchange directly between consumers and publishers. LiveRamp works with publishers to enable authentication events that build trust with consumers. Prior to implementing ATS technology publishers undergo privacy policy reviews to ensure that consumers are offered a clear language of notice and opt-out from the publishers.

When a consumer authenticates on a publisher's website the ATS solution translates the consumer's email address to a RampID envelope. RampID envelopes can be utilised by the SSPs (using LiveRamp technology) to generate a series of DSP-specific RampIDs. The RampIDs are platform specific and therefore can not be read by other parties. The RampIDs are passed through the bid-stream and made available for Brands to buy against, as traditionally would have been done on Cookies or Device IDs allowing for end to end targeted marketing.

ATS growth and adoption in Australia

LiveRamp Australia launched ATS in 2020, and saw adoption scale quickly with publishers that want to get ahead of the deprecation of the 3rd party cookie.

Since 2019, LiveRamp Australia has seen YoY growth of approximately 10% in audience scale across the publisher network. Authentications powered by LiveRamp Australia ATS solution have grown to 15 million authentications, across a wide variety of web/mobile based publishers consisting of local publisher and select global publishers comprising 1000 + domains for advertisers to connect to.