

## ONLINE-TO-OFFLINE MEASUREMENT WITH LIVERAMP

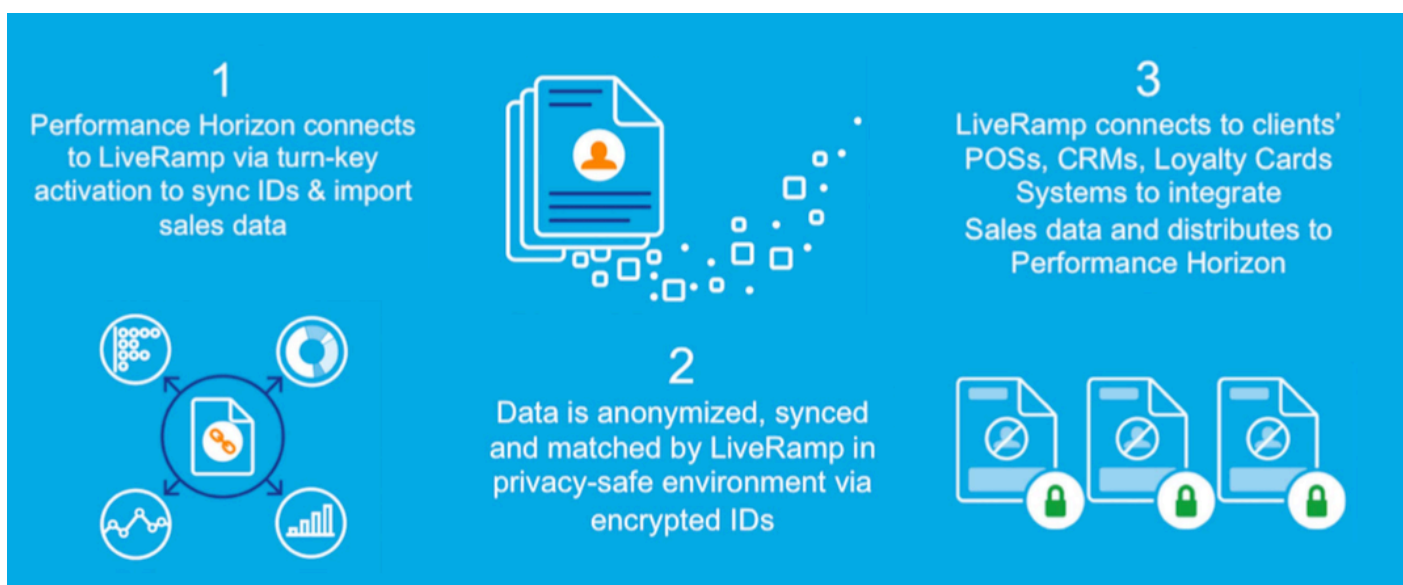
### PROBLEM

Over 90% of retail sales are still transacted offline. How do your marketing partners and affiliates contribute to online and offline sales? How can you optimize partner programs to increase online and offline sales?

\*Source: eMarketer

### SOLUTION

Connecting Performance Horizon and LiveRamp's technology solutions allows shared clients to measure, optimize, and reward marketing partner contributions to online and offline sales via a turn-key activation.



Data Matching Process

### BENEFITS

- Use best-in-class online to offline matching capabilities
- Measure the offline sales impact of marketing partners' online marketing activities
- Obtain a 360° omni-channel view of the customer
- Reward your marketing partners and affiliates for their contribution
- Maintain privacy and security by anonymously matching IDs in a permissible, privacy-compliant manner

### TARGET AUDIENCE

This solution is particularly compelling for brands pursuing a multi-channel strategy including retailers, hotels, cruise ship lines, rental car companies, and any company with physical retail locations that generate a significant amount of revenue offline.

### ACTIVATION

Performance Horizon and LiveRamp customers can activate this solution simply by contacting their Customer Success Manager.

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