

## Is your advertising driving ROI for your business?

How to use data-driven insights to optimize your campaigns, drive better results, and get more from your marketing



### Do these challenges sound familiar?

1

Media measurement gaps that block RoAS optimization

2

Technical and operational challenges preventing you from successfully accessing data within AMC

3

Difficulty turning raw measurement data into meaningful media analytics and dashboards



### Key trends in marketing analytics and insights:

24.6%

of marketers said “proper targeting” of their target audience was found to be their biggest challenge. <sup>1</sup>

40%

of marketing specialists are unable to prove the ROI of their marketing campaigns. <sup>2</sup>

35%

of marketers strongly agree that the company they work for needs to expand their marketing effectiveness. <sup>3</sup>

### With LiveRamp’s AWS Solutions, optimize your Amazon campaigns to drive better results for your business:



Significantly increase scale and accuracy of your campaign analytics with a scalable and optimized identifier that integrates with Amazon Ads services



Fully integrated solution that connects to your audience data in your cloud environment and makes it usable for measurement within the AMC Clean Room



Enhance your media measurement with custom-built reports and dashboards



It’s been an exciting journey working with LiveRamp and understanding how it truly works. Not just on the data activation side, but with measurement and stitching data across platforms.

- Global Pharmaceutical & Biotechnology Company

Ready to unlock the true potential of your data for better advertising results?



CONTACT US TODAY!