



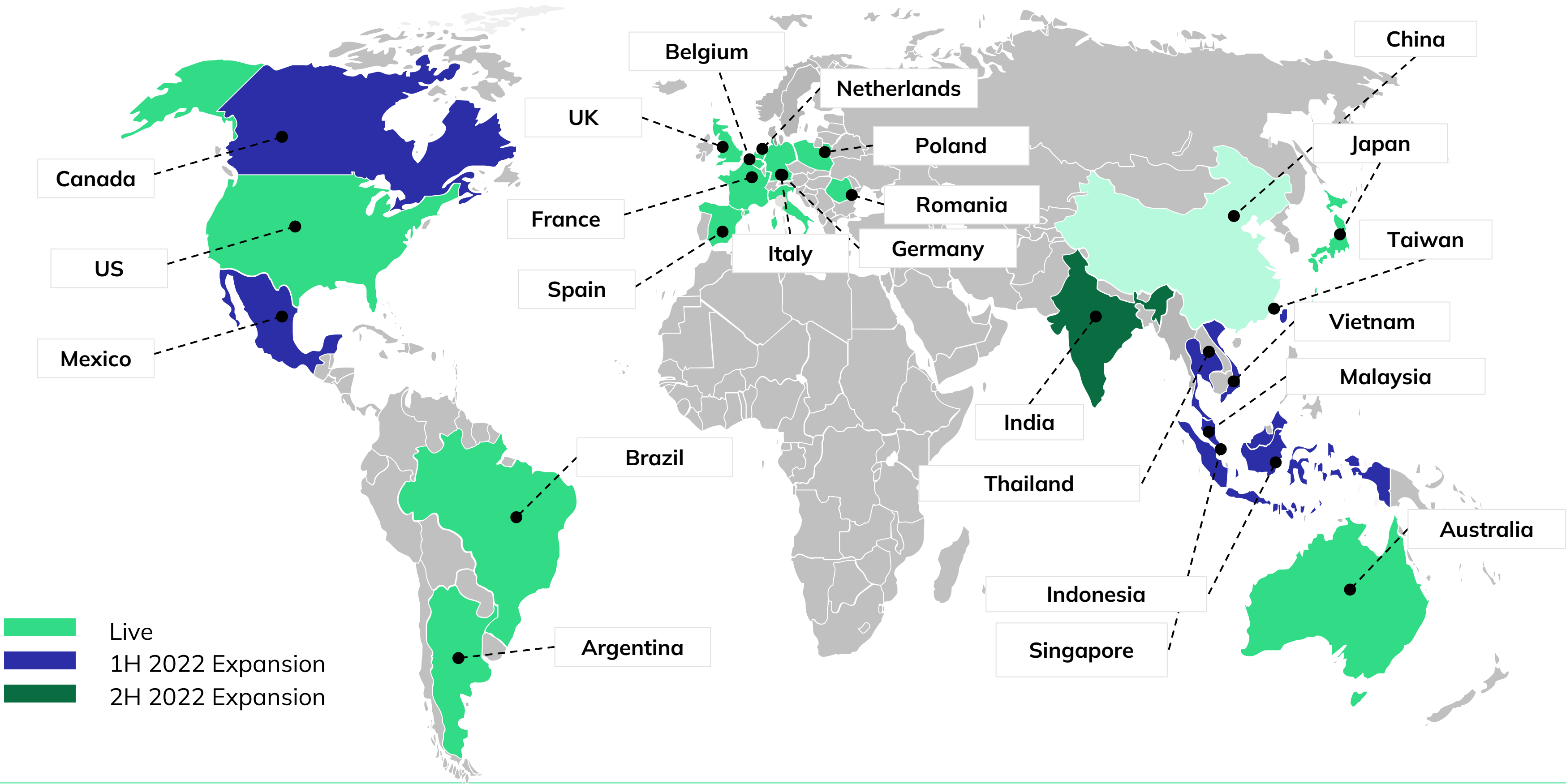
/LiveRamp

Auto
Scout24
Media

April 27, 2022

Unlocking Data Collaboration with LiveRamp Safe Haven

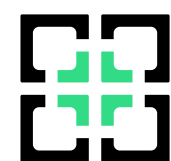
Global Expansion



Available Platforms and Inventory

Updated December 20, 2021

Ready for activation



70+ DSPs

live or committed to buying on RampID



65+ SSPs

live or committed to implementing RampID in the bidstream



60B+ avg. impressions per day

can be bought and measured on RampID

A scalable solution



Comscore Publishers

1,100+ publishers

of the Top 5,000 live with ATS



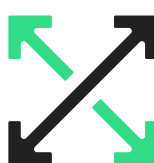
Comscore Publishers

80%

of the Top 20

80%

of the Top 50



Available globally

North America, Latin America, EMEA & APAC

US • Brazil • Argentina • UK • France • Belgium • Germany • Spain • Italy • Netherlands • Australia • Japan • Singapore

The State of the Ecosystem

Common Identifiers are Losing Signal Across Channels



Display + mobile web

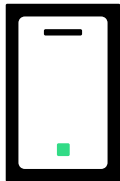
40% Of the **web** is already cookieless



60%

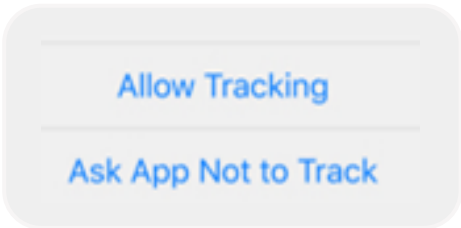


40%



In-app

Apple's ATT limits IDFA, Google to follow w/ AAID



Connected TV

ITP and Google's Gnatcatcher break the use of IP addresses for **CTV** addressability and measurement



Brands are **losing audience data connectivity** across all channels, not just web

Publishers are subject to **data loss**, preventing them from connecting inventory to brand first-, second-, and third-party audiences

Our vision for LiveRamp Safe Haven...

To enable global companies to extract maximum value of their data and partner data assets through privacy-centric data collaboration in a neutral and secure environment that's based on a foundation of governance and permissions





Wie können
Werbetreibende und
Publisher ihre Daten
sicher und erfolgreich
nutzen?

April 2022

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Media



Reichweite

7,71 Mio. Unique User¹

58,1 Mio. Visits²

Werben auf AutoScout24

Der europaweit größte Online-Automarkt

AutoScout24 als starker Partner für Display Advertising

- 100% Brandsafes Umfeld:
 - Keinerlei tagesaktuellen Nachrichten oder negative Berichterstattung, zum Beispiel über die Automobilindustrie
 - Fokus auf alle Themen rund um Mobilität
- Wenig Ad Clutter & hohe Viewability
- Vielfältige Umsetzungsmöglichkeiten für Branding- und Performance-Kampagnen
- Umfangreiche & Datenschutzkonforme 1st Party Daten

Unser Anspruch als Premium Publisher

- Angenehmes Nutzungserlebnis und relevante Werbung für unsere User
- Qualitativ hochwertiges Kampagnenumfeld für Advertiser

1) AGOF daily digital facts Okt 2021 2) IVW, Dez 2021

Datennutzung bei AutoScout24

Bis zu 500 Datenpunkte für einen AutoScout24-User

Wir nutzen **verhaltensbasierte Daten** um passgenaue Zielgruppen für unsere Kunden zu bilden.

User sucht nach speziellen Kriterien

- Fahrzeugzustand (Neuwagen, Jahreswagen, Gebraucht, etc.)
- Fahrzeugklasse (Kompaktwagen, Mittelklasse, etc.)
- Marke/ Modell (Peugeot 5008, Citroën C3, etc.)
- Preis (z.B. > 15.000 €)
- Etc.

User agiert auf unserer Webseite/ in unseren Apps

- Kontakthanfrage an den Händler
- Speicherung eines Angebots in die Merkliste
- Etc.

Beispiel für Opel Mokka-E

Karosserietyp:

Offroad/SUV

Preis: < 40.000 €

Kraftstoff:

Elektro

User mit diesen Suchkriterien könnten sich für den Mokka-E interessieren.

Auswahl an möglichen Zielgruppen

Hochwertige 1st Party Daten rund um das Auto

Gebrauchtwagen
ca. 3.300.000 User



Neuwagen
ca. 980.000 User



Familien
ca. 1.000.000 User



Offroad/SUV
ca. 1.200.000 User



Finanzierung
ca. 340.000 User



Mercedes
ca. 1.300.000 User



Classic cars
ca. 520.000 User



Elektromobilität
ca. 100.000 User



Audience Monetization



OnSite

- Essentieller Bestandteil unseres Media-Angebots
- Kunde bucht Zielgruppe auf Basis von AS24 Daten auf dem AutoScout24 Inventar
- Unterstützung bei Performance Optimierungen



Direct Data Deals

- Verkauf von Daten an Agenturen oder Direktkunden
- Teil von Agenturvereinbarungen
- Data Marktplätze



OffSite

- Wir managen die Kampagne für den Kunden um den besten Outcome herauszuholen
- Kampagne basiert auf AutoScout24 Nutzerdaten
- Hohe Nachfrage bei Händlerkunden

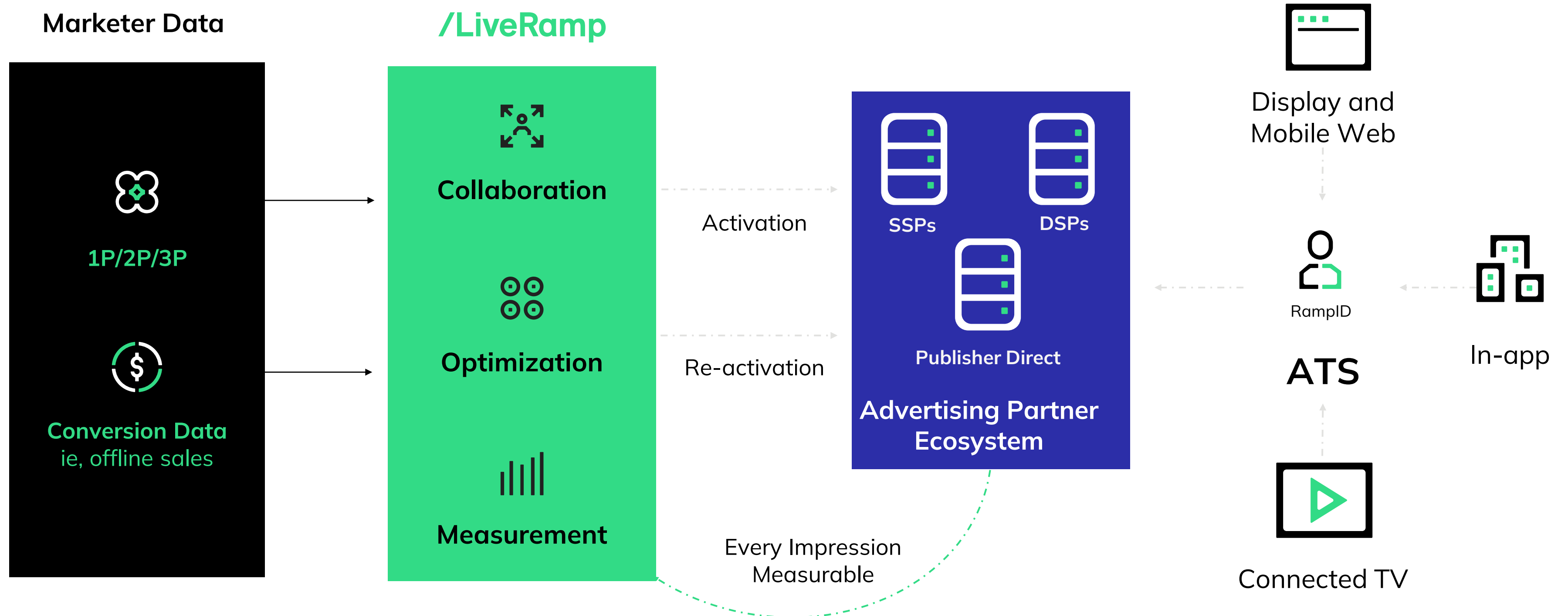


Insights

- “Door opener”
- Ansatz für ein holistisches Datenkonzept um Kunden spezifische Zielgruppeninsights zu geben

Why Do the World's Largest Brands Buy on RampID?

New marketer budgets are moving towards publishers who can provide measurable impressions



LiveRamp Safe Haven enables four universal use cases to facilitate better customer experiences



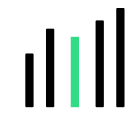
Audience Building

Combine your own data with partner data to create and amplify audiences for targeting and personalization



Controlled Activation

Activate your data with pre-approved partners to personalize your messaging to your customers



Measurement

Bring together event-level conversion and exposure data to measure the impact of ad spend



Advanced Insights

Unify disparate data sources to create a complete view of your customer for modeling and analytics

Thank You



Danone boosts customer intelligence and addressable reach using safe haven

Opportunity

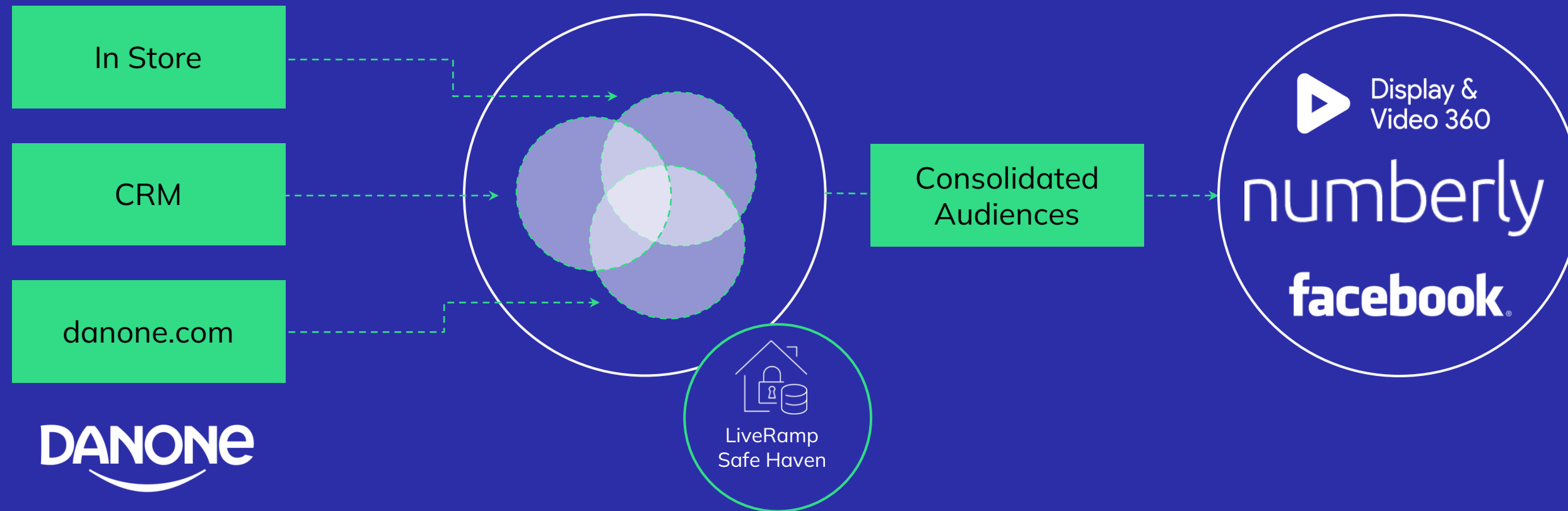
Danone collaborated with retail partners to uncover new audience insights, shifting its approach to media and strengthening team dynamics.

Solution

1. Understanding the impact of digital advertising on audience segments and their path to purchase at one large retailer.
2. Optimising omnichannel activations based on transactional data provided by that retailer

Results

- 34% Of all buyers are now addressable
- 17% Lift on e-commerce sales
- 25% Incremental impact on total sales measured across Facebook and Google



Business Outcomes

This test was groundbreaking for Danone. The techniques and teams used to achieve these results now form the basis for its new internal marketing operations, allowing the brand to own its data and build direct relationships with consumers—a rare feat for a CPG, but not an impossibility with data collaboration