LiveRamp and Pinterest deepen data collaboration for global advertisers

Article

The news: LiveRamp has expanded its data collaboration partnership with **Pinterest** to offer improved integration for global advertisers. The arrangement now covers multiple regions,

including North America, South America, select European markets, and Asia-Pacific regions.

- [Originally announced](#) at CES in January, the integration permits marketers to easily incorporate Pinterest data via LiveRamp's platform to enhance ad measurement and analytics.

- The initial collaboration uses LiveRamp's data clean room (DCR) technology, facilitating enhanced measurement without compromising data protection.

  Clean room 101: DCRs allow secure, privacy-compliant data sharing between advertisers and partners.

- They are offered by walled gardens like **Pinterest**, **Meta**, and **Google**, ad tech platforms including the aforementioned **LiveRamp**, **InfoSum**, and **Snowflake**. Increasingly, media players like **NBCUniversal** and **Disney** are hawking their DCR offerings.

- DCRs use cases include omnichannel data hygiene, audience analysis, ad targeting, and performance measurement.

  Yes, but: DCRs are becoming essential for advertisers, but currently require expertise and a dedicated team.

- As of November 2022, only one-third of DCR users employed measurement-related functions, per the IAB.

- Key areas to monitor include education—with the IAB Tech Lab providing guidance—and interoperability, which requires consistent adoption across platforms for effective measurement.

- Many are platform-specific, requiring manual data consolidation.

  Why it matters: With third-party cookie deprecation looming in 2024, the partnership supports cookieless campaigns, ensuring data protection and that info isn't transmitted outside organizations.

- Brands can tap into audiences from major retail media networks, such as **Carrefour** and **Albertsons**.

- Pinterest, with over 465 million monthly users, offers a prime platform for advertisers, especially as users actively seek brand inspirations.
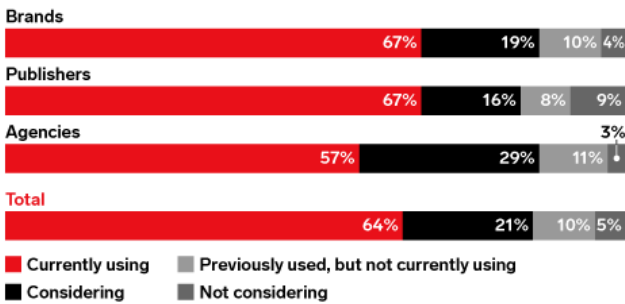
Our take: The evolving economic landscape necessitates that every marketing dollar be addressable and measurable.

Pinterest clearly recognizes this, with the word "advertising" coming up exactly **60 times** on last week's earnings call—and it is likely to take additional steps to court incremental ad dollars in months to come.

Go further: Read our new report, *Ad Measurement Trends H2 2023*, which discusses clean rooms and more.

Data Clean Rooms Usage by US B2B Data Decision-Makers, by Company Type, Nov 2022
% of respondents

	Currently using	Considering	Previously used, but not currently using	Not considering
Brands	67%	19%	10%	4%
Publishers	67%	16%	8%	9%
Agencies	57%	29%	11%	3%
Total	64%	21%	10%	5%

- ■ Currently using
- ■ Considering
- ▨ Previously used, but not currently using
- ▨ Not considering

Note: n=203
Source: Interactive Advertising Bureau (IAB), "State of Data 2023" conducted by Ipsos, Jan 24, 2023

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