Cision and LiveRamp Partner to Leverage Identity in Earned Media

Partnership will enable deeper audience targeting and measurement for earned media campaigns

CHICAGO, March 6, 2017 /PRNewswire/ -- Cision and LiveRamp™, an Acxiom® company (NASDAQ: ACXM) and leading provider of omnichannel identity resolution, today announced a partnership that fundamentally shifts the analytics, targeting, and attribution that communicators are able to apply to earned media and communications.

By pairing LiveRamp's identity resolution service with the capabilities of the Cision Communications Cloud™, including the Cision ID, communications and marketing professionals will be able to identify the audiences that are digesting earned media, allowing them to analyze key audience insights such as consumer or business attributes, as well as key behavioral, sentiment, and intent data. This data will give organizations a clearer picture of the net measurable business impact of their earned media activities, while also allowing communicators to adapt strategies based on insights. Together, these capabilities help communicators deliver more relevant and higher quality experiences for audiences.

LiveRamp's IdentityLink™ solution allows marketers to create an omnichannel view of the consumer, resolving first-, second-, and third-party data to a privacy-complaint identifier that can then be activated in the Cision platform as part of people-based marketing initiatives.

"Earned media, including marketing communications and core PR, suffer from a lack of adequate measurement, as brands are unable to accurately capture who is viewing their content and their behaviors after they view it," said Cision CEO Kevin Akeroyd. "As a leader in influencer identification, relevant content distribution to those influencers, and measurement of the impact on their followers and consumers, Cision is committed to providing data-driven insights to support communication strategies and properly attribute value to these mission-critical components of the marketing mix."

"Brands invest tremendous resources, energy, and reputation on their earned media strategy. The ability to accurately engage and measure results is breakthrough," said Travis May, LiveRamp president and general manager. "We're delighted to see a company like Cision leveraging IdentityLink to solve this problem."

Organizations using this functionality will be empowered to:

- Measure the granular audience data of those who engage with earned media, allowing much more effective engagement influencers and consumers based on how they drive tangible business impact accordingly, via the Cision Influencer Graph
- Identify earned media reach, engagement, and attribution by leveraging LiveRamp IdentityLink identity resolution with Cision IDs
- Resolve first-party data and append third-party data to audience portraits to allow much greater audience development, activation, and cross-channel, cross-device content distribution

"Our partnership with LiveRamp allows us to extend audience identities from earned content to digital marketing platforms," Akeroyd continued. "In doing so, Cision clients will have more accurate tracking and targeting that they can use to coordinate across paid, owned and earned channels."

Cision clients interested in more information on this functionality should contact their account representatives. To learn more about the Cision Communications Cloud™, click here.

About Cision:
Cision is a leading media communication technology and analytics company that enables marketers and communicators to effectively manage their earned media programs in coordination with paid and owned channels to drive business impact. As the creator of the Cision Communication Cloud™, the first-of-its-kind earned media cloud-based platform, Cision has combined cutting-edge data, analytics, technology and services into a unified communication ecosystem that brands can use to build consistent, meaningful and enduring relationships with influencers and buyers in order to amplify their marketplace influence. Cision solutions also include market-leading media technologies such as PR Newswire, Gorkana, PRWeb, Help a Reporter Out (HARO) and iContact. Headquartered in Chicago, Cision serves over 100,000 customers in 170 countries and 40 languages worldwide, and maintains offices in North America, Europe, the Middle East, Asia, Latin America and Australia. For more information, visit www.cision.com or follow @Cision on Twitter.

About LiveRamp:
LiveRamp offers brands and the companies they work with identity resolution that is integrated throughout the digital ecosystem, and provides the foundation for omnichannel marketing. Our services transform the technology platforms used by our clients into people-based marketing channels that improve the relevancy of marketing, and ultimately allow consumers to better connect with the brands and products they love. LiveRamp is an Acxiom company, delivering privacy-safe solutions to market and honoring the best practices of leading associations including the Digital Advertising Alliance's (DAA) ICON and App Choices programs. For more information, visit http://www.LiveRamp.com.

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