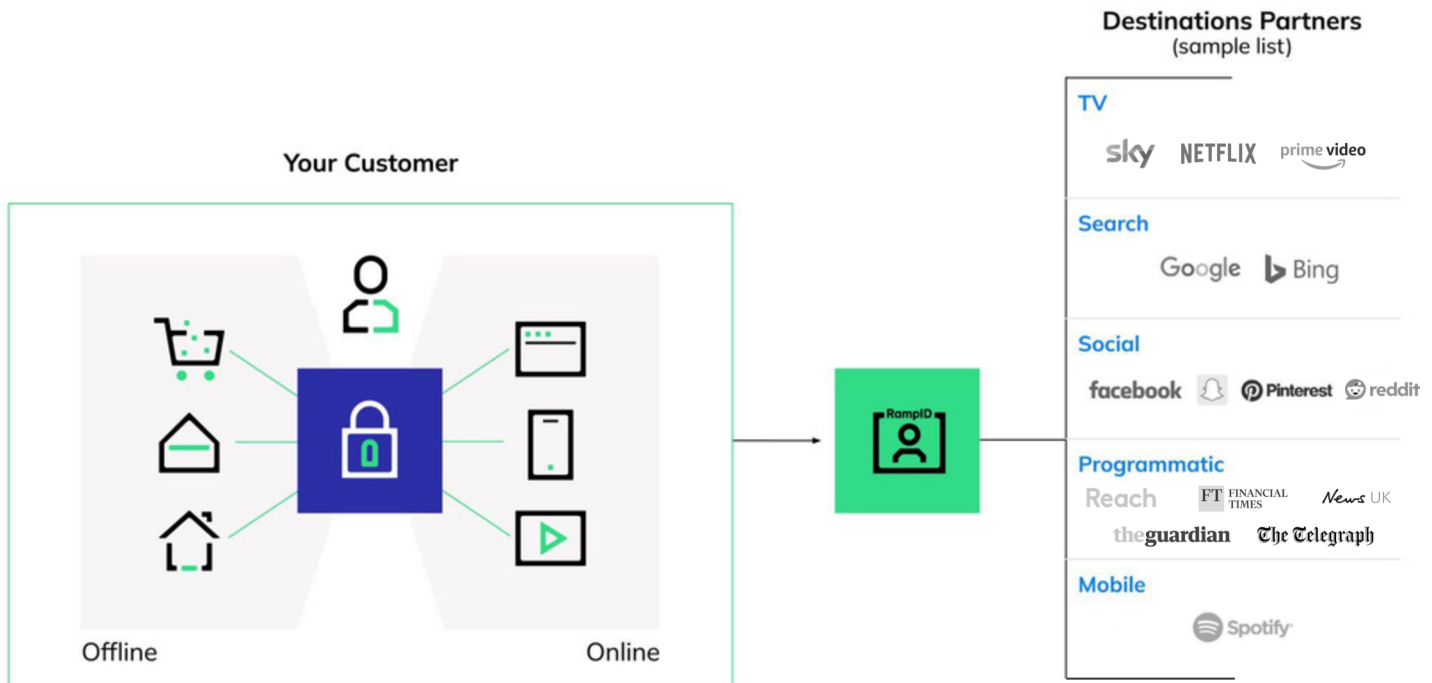


Future-Proof Your People-Based Marketing with Scale, Powered by RampID Resolution Software

The third-party cookie continues to crumble, and data privacy and regulatory laws are rapidly evolving and expanding. As a result, data challenges continue to rise, affecting advertisers with less accessible and functional marketing strategies, ultimately leading to lower marketing effectiveness. LiveRamp connects and resolves consumers' data points across multiple touch points, devices, and channels, connecting the offline and online world into a single view of the customer with a privacy-centric and durable person-based identity - **RampID**.



Key benefits



Privacy-conscious person-based identifier with global scale.



Deterministic and interoperable identifier that eliminates the need to share hashed emails or direct PII with platforms.



Future-facing first-party data strategy with access to authenticated audiences with increased accuracy in reach across cookieless browsers.



Extensive network of 500+ digital platforms where offline and online data is easily addressable, including cookieless browsers.



Gain people-based insights and analytics to increase acquisition & retention with stronger ROAS and ROI.

With LiveRamp's **RampID resolution software**, you don't have to rely on third-party cookies or device IDs. Instead, you can focus on future-proofing your marketing strategy to deliver more meaningful customer experiences relevant to your customers.



Manage your data better for a complete view of your customers:

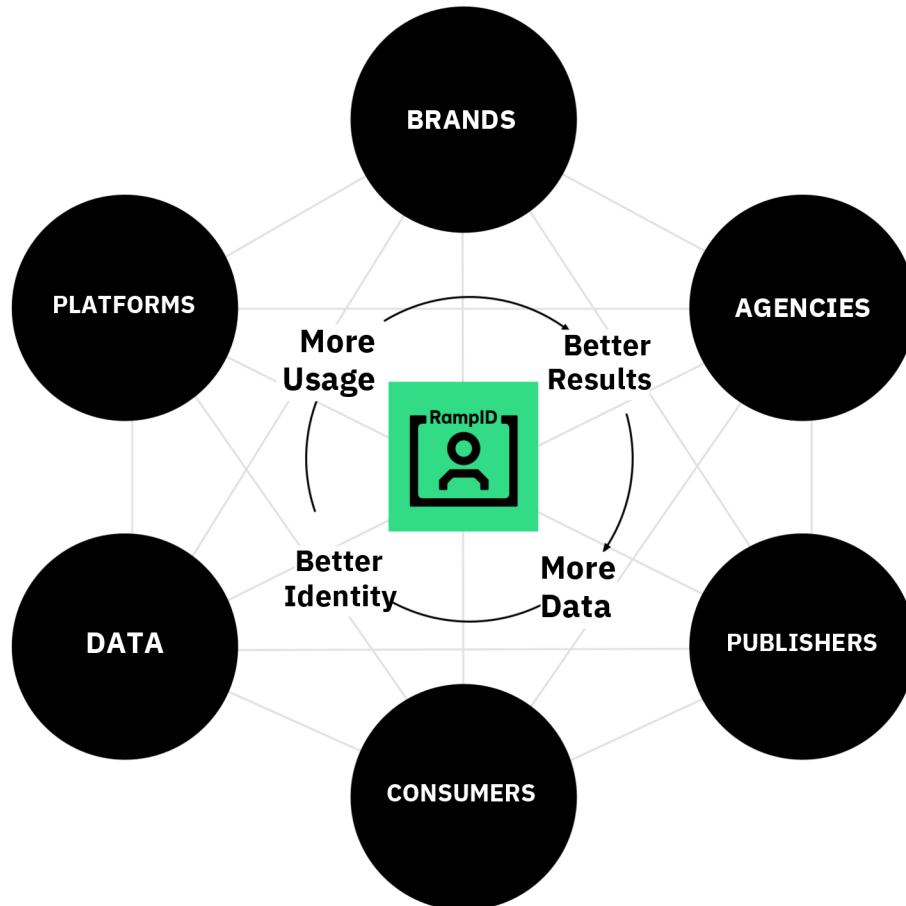
Unify disparate data sources and resolve them into a single customer view across offline and online sources such as multiple devices, ad networks, and partners.



Personalise at scale and reach customers at the person level:

Forget about third-party cookies. Drive exceptional customer experiences by knowing and targeting them as a person while reducing marketing waste, increasing revenue, and improving ROI.

What can LiveRamp RampID resolution software do for you?



Improve first-party data strategy

Use RampID resolution software to make data actionable by safely connecting all customer data and resolving it to an individual. Augment your first-party data with second- or third-party data to build a robust first-party data foundation that is privacy compliant.

Enhance and future-proof marketing strategy

Activate RampID across an extensive global network of 500+ digital publishers at the person level. Expand scale and reach by capturing authenticated audiences, maximising and optimising the reach and frequency, and delivering consistent messaging and creativity.

Activate and measure marketing effectiveness

Connect campaign performance data to your customer data to measure the campaign effectiveness at the person level. Resolve disparate identities across various touch points and devices into RampID to analyse and attribute the most effective campaigns and channels.