The Identity Graph
Resolve all your offline and online identifiers back to the individual consumer

We maintain the largest people-based identity graph to power open marketing clouds. Our graph matches PII-based data with anonymous identifiers like cookies and devices ID in a privacy-safe way. IdentityLink customers have access to build solutions using it.

CORE BENEFITS

Deterministic Matching
Our graph is based on deterministic data from a match network of thousands of publisher sites. We observe real consumers tied to devices and don't rely on algorithms to estimate a match.

Verified Identity
We ensure the highest level of accuracy by building our graph on the people-based recognition of LiveRamp AbiliTec, which leads the industry in accurate offline recognition.

Unparalleled Digital Reach
Reaching over 200 million matched consumers online, we provide the largest deterministic graph for activating people-based marketing anywhere.

Our Scale in Numbers
- Reach more than 200 million active consumers online
- More than 700 million matched mobile devices
- Abilitec offline recognition covers 95 percent of US adults and 100 percent of US households
- Abilitec data has +100 sources and 45+ years of historical data on name changes and addresses, resulting in address change data 42% more accurate than the closest competitor
- With each IdentityLink partner and publisher and each brand joining our SmartReach match boost, our deterministic reach continues to grow

Using the Graph
IdentityLink customers can use our graph to:
- Power people-based marketing in their preferred marketing applications using the data sources of their choice
- Build identity resolution into the solutions they offer marketers by licensing our graph
- Make their data available for monetization in multiple marketing channels and platforms by mapping it to our graph