LiveRamp

IdentityLink Data Store

Discover the best syndicated segments, custom segments, or license data for advanced use cases

IdentityLink Data Store makes third-party data consistent, consumable, and portable across any platform you work with.

Access 20+ in-region and 180+ leading data providers globally, supporting all industries and encompassing all types of data. Providers include sources and brands exclusive to LiveRamp, emerging platforms with access to previously unavailable deterministic data, and data partnerships enabled by IdentityLink.

Use Cases

Enrich your existing consumer insights and augment your known data

Find and reach customers who've spent time at certain locations of interest

Use transaction data at the UPC, brand, category, and/or store level to find people who've purchased competitors' products

Create custom segments or directly ingest signal data

Sample Destination Partners

Adobe   dataxu   Twitter   Oath: A Verizon company

AMOBEE   facebook   theTradeDesk

MediaMath   Google Marketing Platform

Data Sourcing Made Easy

The IdentityLink Data Store is the gateway to any data you need with just one contract and integration, providing a simplified workflow to find and activate data tailored exactly to your needs. Buy segments for media targeting on a CPM basis or license data at a flat-fee to open the opportunity for advanced use cases.

TRANSPARENCY
All partners are thoroughly vetted and privacy-compliant. Refresh data as required.

TECHNOLOGY
All data is tied to IdentityLink for the greatest possible person-based scale and accuracy.

SERVICE
The Data Store is open 24 hours a day and our Data Concierge is available to consult as necessary.

Explore the possibilities in the intuitive Data Storefront

Representative Data Partners Exclusive/Preferred & Live

Check the Data Storefront for a comprehensive list of our partners.

	Australia	Japan
Geolocation	factual lifesight	factual lifesight AUDIENCE ELEMENTS
B2B	comscore experian bombora	bombora Rakuten Insight
Purchase	AUDIENCE ELEMENTS GREATER DATA (Data-driven Marketing Solutions) experian	PIA DMP AUDIENCE ELEMENTS Video Research Ltd. Rakuten Insight
Demo	AUDIENCE ELEMENTS experian GREATER DATA (Data-driven Marketing Solutions) ENGAGE DMi comscore	AUDIENCE ELEMENTS experian ZGI
Behavioral	START/APP 33across ROY MORGAN experian lifesight	Video Research Ltd. ZGI START/APP lifesight
In-Market	CoreLogic®	PIA DMP

Sample Industry Verticals

Auto Hospitality Travel Retail Telco Financial Services P&C Insurance CPG Property Education