

# Onboarding for Targeting

Use LiveRamp to send your customer data to your online marketing platforms



## The Problem

Valuable customer data is trapped in silos, underutilised by the applications you use to reach consumers online.



## The Solution

Onboard your customer data into your data management and media platforms of choice to run more efficient online campaigns.

## Use cases and benefits



### CRM retargeting

Define audience segments based on purchase history, contract dates, customer lifetime value and more.



### Ad suppression

Remove current customers from acquisition campaigns to increase efficiency and reduce brand fatigue.



### Lookalike modelling

Reach a bigger audience online by finding more prospects who look like your best customer.

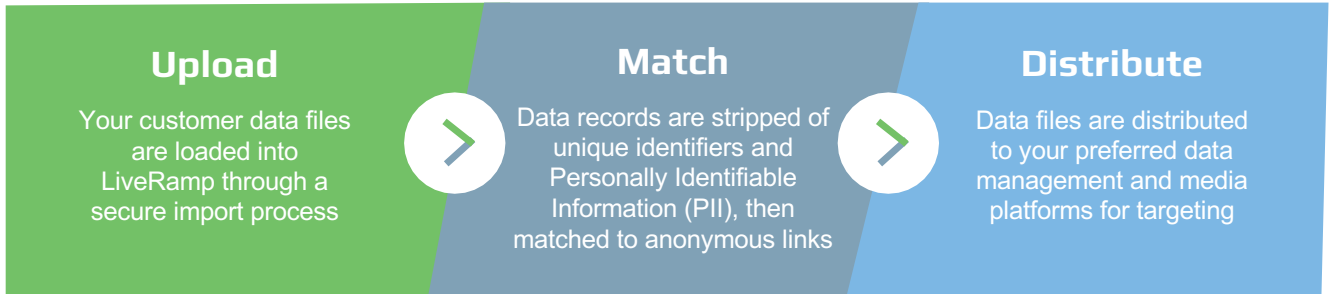


### Multichannel marketing

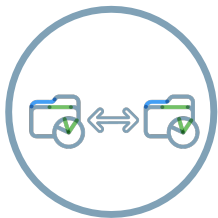
Run integrated campaigns by delivering online ads to consumers you can reach with email and direct mail.



## How it works



## Key features



1:1 exact matching on your file



20-40% typical match rates



+5bn records onboarded per month



Advanced security and privacy compliant matching

## 200+ integrations globally

