Data is valuable, data is an asset, but there are a number of barriers to maximizing safe and secure data monetization and usage—scaling and managing distribution, constantly evolving legal and data permissioning, monitoring and controlling usage and simply finding the right buyers.

LiveRamp's concierge data services offer full controls over data access and usage to safely and strategically monetize your data. Connect, control, and activate data to transform your monetization strategy and drive more revenue.

**Data Connectivity for Data Monetization**

- **Connect Data Assets**: Resolve your data assets to our deterministic identity enabling end to end addressability for buyers
- **Buyer Activates Data**: Monetize your data assets with buyers across our Data Marketplace and supporting products
- **Buyer Measures ROI**: Enable measurement and data partnerships through data connectivity and addressability

- Our Data Monetization product suite enables data providers to take control of their monetization strategy
- The Data Marketplace provides access to 400+ brands and agencies with connections to 300+ marketing technology platforms
- LiveRamp's Data Demand and Data Marketing teams work to increase data demand and data supply across our client base through strategic initiatives and packages
Our Data Marketplace infrastructure is fully interoperable and built with neutrality at its core, providing unlimited potential to scale data activation across channels and platforms.

Data Monetization Opportunities

- Social Targeting (Consumer Social)
- TV Targeting
- Data for Analytics and Modeling
- Programmatic Targeting
- Subscription Data Sales
- Data for Account-Based Measurement Reports
- Data for Customer Profiles/Customer Segments

The LiveRamp Data Marketplace

- The Data Marketplace is a safe bet for buyers and providers. Even as regulations evolve, identifiers increase in number and consumer behavior shifts, we provide continuity for any business’ data strategy.
- We’ve created an infrastructure rooted in control. From consumers to sellers to buyers, each party has complete authority over who, how and what data can be shared with others.

Segment
Create custom or syndicated data sets from your first-party data

Distribute
Push segments to your approved destinations and partners

Report
LiveRamp tracks usage and delivers a unified report back to your team

Control
No one is able to view or purchase our data without your consent