



Onboarding for Personalisation

Use LiveRamp to send your customer data to your content optimisation platforms

The Problem

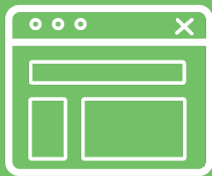
Customer data is inaccessible to applications that can increase conversion rates through highly relevant messages delivered via websites and online campaigns.



The Solution

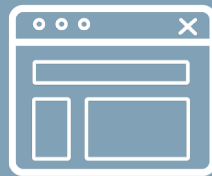
Onboard your customer data into your marketing platforms of choice for website optimisation and dynamic creative.

Use cases and benefits



Website optimisation

Increase conversions and create a more seamless customer experience by presenting relevant product offers and messages to customers without requiring a login.



Dynamic creative

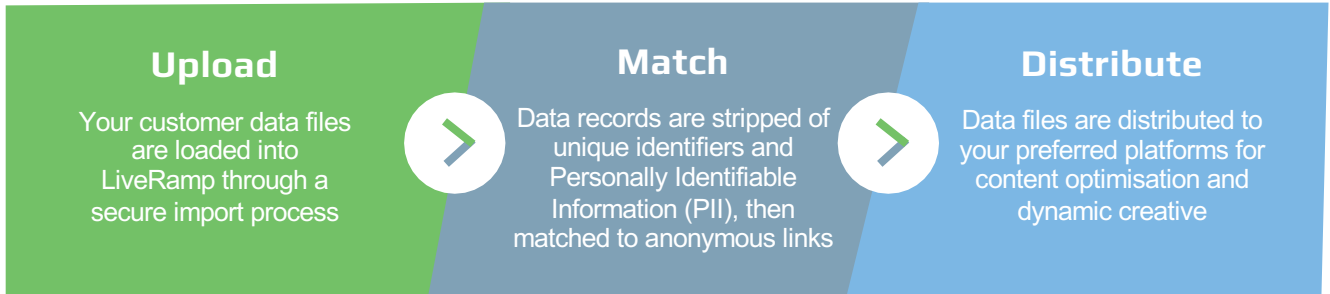
Increase return on ad spend by tailoring ad creative to customer segments based on past purchases.



A/B testing

Identify the messages, offers and design elements that have the highest impact on conversions for each audience segment.

How it works



Key features



1:1 exact matching on your file



30-55% typical match rates



+5bn records onboarded per month



Advanced security and privacy compliant matching

200+ integrations

