

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



30-55% typical match rates



+5bn records onboarded per month



Advanced security and privacy compliant matching

200+ integrations

