LiveRamp + Google Cloud: Maximize the Value of Your Cloud Data Environment

As you increasingly leverage the cloud as a scalable, secure, and modern way to manage and take action on your data, LiveRamp’s suite of identity products is key to unlocking the full value of your cloud data environments.

Challenge

A massive infrastructure shift to the cloud has driven big changes for brands, especially when it comes to managing exponentially larger and highly distributed data sets.

With vast and fragmented sets of often-changing customer records, surfacing accurate and meaningful insights is costly, challenging, and makes it difficult to optimally plan, engage, and measure across all marketing channels.

Solution

LiveRamp and Google Cloud make it safe and easy to build a unified view of your customer.

Unlock the maximum value from your data with accurate and safe data unification for analytics, activation, and more.

GET STARTED: build the best view of your customer

Recognize, consolidate, clean, and enrich your cloud data to power effective marketing.

- Improve analytics, measurement, activation, and addressability
- Build the customer intelligence needed to deliver the most relevant customer experiences and improve your bottom line

RESOLVE FRAGMENTED DATA

Get started with AbiliTec, an offline PII-resolution technology that gives you the ability to connect and update what you know about consumers in order to resolve data across channels and silos to deliver a better customer experience.

ENRICH FIRST-PARTY DATA

Leverage identity enrichment and data hygiene to augment your view of your customer within your own data set. Metadata optimizes matches to LiveRamp's identity graph to validate postal or email touch points and serves as a join key for third-party demographic data.

LiveRamp identity powers improved downstream performance starting with:

- FIRST-PARTY DATA MANAGEMENT
- FIRST-PARTY DATA ENRICHMENT
- FIRST-PARTY DATA HYGIENE

Contact us at googlecloudpartnership@liveramp.com