Scale People-Based Marketing across Channels

Execute people-based planning, buying, and measurement across every channel with IdentityLink

LiveRamp

The Problem

Brands want to scale people-based marketing beyond a few select platforms to all channels.
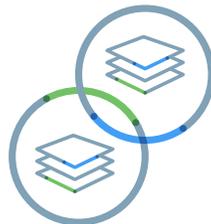
The Solution

Agencies can use IdentityLink to execute people-based planning, buying, and measurement for any brand, using their preferred advertising platforms.

How Agencies Apply IdentityLink

People-Based Planning

Analyze and model consumer and household data with hundreds of media and data partners.

People-Based Buying

Execute people-based tactics for any client, using their preferred advertising and marketing technologies. IdentityLink integrates with more than 500 platforms.

People-Based Measurement

Manage and optimize consumer-level reach, frequency, engagement, and sales across channels to deliver better advertising results.

"IdentityLink helps brands better tailor their messages to create more effective 1-to-1 conversations with customers and prospects. As a result, IdentityLink has become a staple for key clients, delivering a 10x increase in ROI over previous tactics"

Ashton Gary, Director Enterprise Partnerships for Goodway Group

Working with LiveRamp

Client-by-Client

Advise your clients on best practices for people-based marketing and then help them execute it. LiveRamp can partner with you to provide the training and technology.

Agency-Wide

Easily bring people-based marketing to more of your clients faster with an agency-wide deal to provide LiveRamp onboarding and data services.

Custom Partnership

Integrate IdentityLink into your technology. IdentityLink augments planning, buying, and measurement solutions with onboarding, cross-device, cross-platform, and data cloud capabilities.

Benefits of People-Based Marketing

- Same audiences, with more devices and offline touchpoints
- Better visibility into reach and frequency
- Better integrations with technology and media partners for analytics and targeting
- Opportunity for omnichannel measurement, offline & online
- No need to handle PII

Why LiveRamp?

Accuracy and Scale
LiveRamp maintains the largest addressable first-party identity graph, with deterministic matching across one billion cookies and devices.

Flexibility
In addition to offering more flexibility to work across more marketing platforms, we also offer many commercial options to align with your business objectives.

Partnership and Support
We're vested in your success. Get training and support from the recognized leader in identity resolution and people-based marketing.

Privacy Leadership
LiveRamp has a strong record of data stewardship and Safe Haven security controls, providing a secure, privacy-conscious, and segmented environment for the processing of client data.

Talk to Us: Reach out to us at agency@liveramp.com