

Connect UI

Use our intuitive Connect interface to get the most out of IdentityLink

Connect is LiveRamp's dashboard and your portal into IdentityLink. Our intuitive tools make it easy to upload and access omnichannel profile data, create and configure segments, and onboard them to 500+ marketing platforms with ease.

WELCOME TO CONNECT

What would you like to do today?



Upload a File



Check File Status



Manage Segments

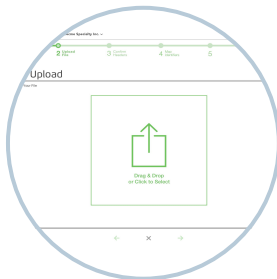


Distribute Data



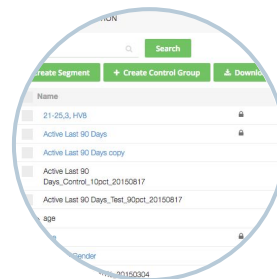
View Reports

USING CONNECT



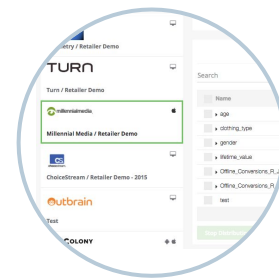
Build Your Audience

Easily upload and configure your files for ingestion and build your audiences.



Customize Segments

Use our platform to select the right segments of your audience for distribution.



Send to Destinations

Choose your preferred marketing applications and activate segments to onboard

CORE BENEFITS

Intuitive Design

Connect is designed with ease of use in mind. Beginning with the welcome screen, users are guided towards IdentityLink's core functions and on how to use them.

Full Visibility

Connect allows users to see what is going on with their files in real time. Check the status of uploads and activation against selected platforms as they happen.

End-to-end Control

IdentityLink customers are able to control the onboarding process from file upload and data transactions to distribution, completely within Connect.