



# IdentityLink Data Store

Seamlessly monetize your data in more places

## The Problem

You want to monetize your data broadly, but you don't want to spend tons of time and resources setting up multiple direct licensing agreements and integrations.



## The Solution

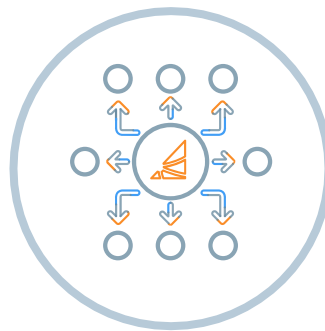
The IdentityLink Data Store makes it easy for you to monetize your data across 100+ platforms and publishers with one contract. Save on operational overhead by streamlining identity resolution, distribution, usage reporting, billing and contracts.

## HOW IT WORKS



### Upload

Upload custom segments, 1st party or 3rd party data sets to monetize via the Data Store



### Resolve

LiveRamp resolves identity and matches data to selected destinations



### Monetize

Monetize your data across the platforms and publishers of your choice via the Data Store



### Report

LiveRamp tracks usage and delivers a unified report back to your team

## Benefits



### Sell More Data In Less Time

The IdentityLink Data Store provides the infrastructure needed to start a data business. Spend your time selling data instead of setting up the infrastructure.



### Streamline Custom Segments

IdentityLink Data Store provides end to end support specifically for custom segments making it easy for data owners to activate high value bespoke segments.



### Broad Monetization

Monetize your data in more places with a single contract. Distribute your data to 100+ platforms and publishers through the IdentityLink Data Store.

## Why Us

### People-based data distribution

We resolve all of your data to an individual and connect your segments to all requested identifiers across any marketing channel or technology platform

### Integrations

We have more than 100 partner integrations, giving you the flexibility to monetize your data broadly with a single contract

### Security and Privacy Built In

we use a Safe Haven architecture to resolve your data and perform privacy-safe matching and linking of data records

### Unified Reporting

we track usage and deliver a unified report to you when you monetize your data through the IdentityLink Data Store

## Integration Examples

