



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

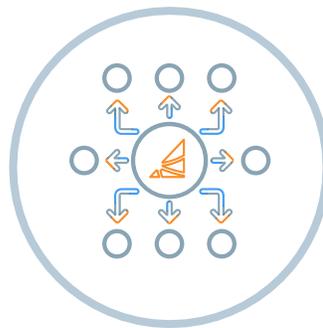
The IdentityLink Data Store makes it easy for you to monetize your data across 100+ platforms and publishers with one contract. Save on operational overhead by streamlining identity resolution, distribution, usage reporting, billing and contracts.

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



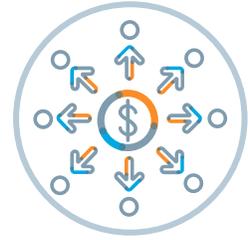
Sell More Data In Less Time

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

