

IdentityLink for Data Owners

Generate additional revenue by making it easy for marketers to find and activate your data across channels and platforms



The Problem

You need an easy way to identify, connect, activate and extend the reach of your data across any channel to meet marketer demand and increase your revenue potential.



The Solution

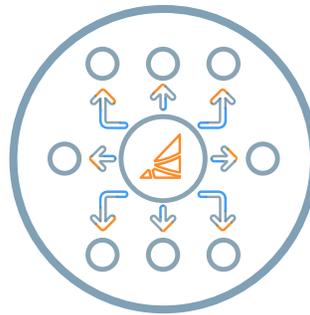
LiveRamp IdentityLink provides the identity graph needed to seamlessly connect your data across the marketing ecosystem to any identifier, making it safe and easy for marketers to activate your data anywhere they want to.

How it works



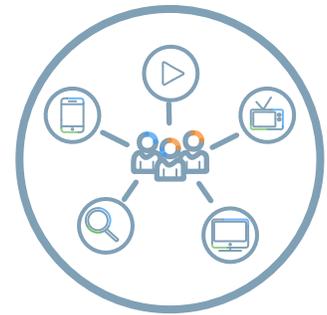
Upload

Upload custom segments, 1st party or 3rd party data sets to IdentityLink



Resolve

LiveRamp resolves identity and matches data to selected destinations



Monetize

Monetize your data across the marketing ecosystem

Use Cases

Why Us



DATA MONETIZATION

Seamlessly connect your data to platforms and publishers through direct licensing agreements and indirectly through the IdentityLink Data Store for monetization



CUSTOM SEGMENTS

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



MEASUREMENT REPORTING

Prove the value of your data by providing measurement reports to marketers that connect you data with campaign data at the individual consumer level

- ▶ **Identity Resolution** - Resolve all of your data to an individual and connect your segments to all requested identifiers, across any marketing channel or technology platform
- ▶ **Integrations** - With more than 300 partner integrations, you have the flexibility to directly link your data to a broad range of marketing platforms and to over 100 IdentityLink Data Store platforms
- ▶ **Increased Reach** - Resolve your data to the individual or household with the flexibility to distribute deterministically or probabilistically, and matched to any type of identifier
- ▶ **Security and Privacy Built In** - Acxiom's Safe Haven architecture and privacy-safe matching and linking of data records ensures the utmost security

Example Publishers

