



IdentityLink for Publishers

Offer the people-based solutions that advertisers want, and get more value from the data you have.

The Problem

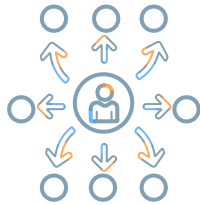
Advertisers want people-based marketing solutions across all their digital media channels, but publishers don't have the scaled identity foundation to capitalize on the demand.



The Solution

IdentityLink enables publishers to offer people-based advertising solutions and monetize audience, location and authenticated web and mobile data.

Benefits



Capture People-Based Budgets

Offer people-based marketing solutions, such as CRM custom audiences, to your advertisers to capture more revenue across your premium inventory.



Earn New Revenue

Generate meaningful incremental revenue from your authenticated site and mobile traffic, newsletter readership, and location data, securely.



Boost Subscriber Acquisition

Use online and offline subscriber data in your digital marketing to nurture, cross-sell, and grow your audience more effectively.

LiveRamp works with the largest advertisers

Communications
4 of the top 5

P&C Insurance
3 of the top 4

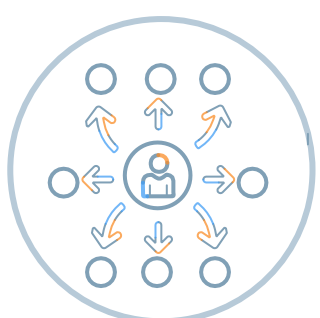
Retail
6 of the top 10

Automotive
2 of the top 3

Media
3 of the top 5

Financial Services
4 of the top 5

How Publishers Use IdentityLink



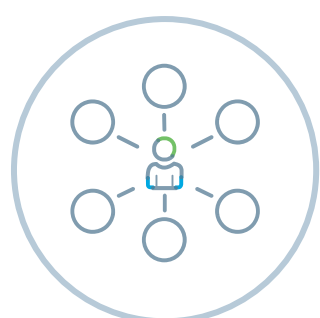
CUSTOM AUDIENCES

Generate additional revenue by making it easy for advertisers to onboard their data directly to your properties for targeting.



AUDIENCE DEVELOPMENT

Use your email lists and offline data to target your digital campaigns and boost your acquisition performance. IdentityLink helps you find your offline audience online.



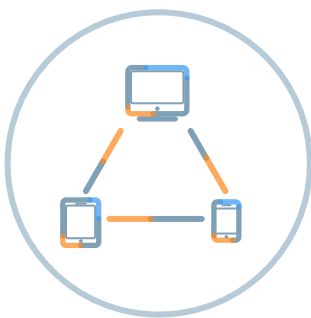
AUDIENCE INSIGHTS

Tell advertisers more about your audiences. IdentityLink helps you discover compelling new insights based on online and offline identity to supplement your proposals.



CLOSED-LOOP MEASUREMENT

Prove the value of the investment your advertisers are making with you by tying offline sales back to exposures across your properties.



CROSS-DEVICE

Measure and target people, not devices. Deliver people-based solutions to your advertisers, so they can accurately target and measure the impact of their marketing on consumers.



ACCESS NEW DATA

Access new 3rd party data sources and segments through the IdentityLink DataStore. Offer new data segments to your clients without added operational cost.