



Onboarding for Personalisation

Use LiveRamp to send your customer data to your content optimisation platforms

The Problem

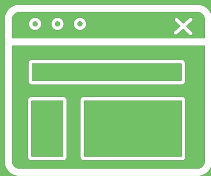
Customer data is inaccessible to applications that can increase conversion rates through highly relevant messages delivered via websites and online campaigns.



The Solution

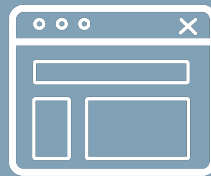
Onboard your customer data into your marketing platforms of choice for website optimisation and dynamic creative.

Use cases and benefits



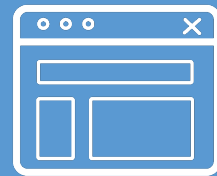
Website optimisation

Increase conversions and create a more seamless customer experience by presenting relevant product offers and messages to customers without requiring a login.



Dynamic creative

Increase return on ad spend by tailoring ad creative to customer segments based on past purchases.



A/B testing

Identify the messages, offers and design elements that have the highest impact on conversions for each audience segment.



How it works

Upload

Your customer data files are loaded into LiveRamp through a secure import process



Match

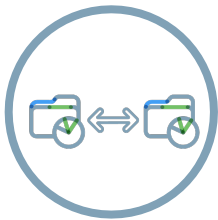
Data records are stripped of unique identifiers and Personally Identifiable Information (PII), then matched to anonymous links



Distribute

Data files are distributed to your preferred platforms for content optimisation and dynamic creative

Key features



1:1 exact matching on your file



30-55% typical match rates



+5bn records onboarded per month



Advanced security and privacy compliant matching

200+ integrations

 monetate®

 Optimizely

 AddThis®

 IBM

 Sizmek

 maxymiser™