

Unite Data And Reveal Powerful Insights With Every Collaboration

LiveRamp Identity delivers improved marketing performance from increased reach, scale and accuracy, all within your own Snowflake account.

The Challenge For Marketers And Marketing Ops

The decline of cookies and the rise of consumer privacy regulations have challenged marketers to unlock the full potential of their first-party data in the cloud.

Marketers are looking to cloud solutions to increase the accuracy of their cross-channel media measurement and performance, to better consolidate and enrich their customer profiles, and to gain more journey insights from partners through data collaboration.

The Solution With LiveRamp Identity

LiveRamp Identity provides a powerful, unified data foundation to enhance both customer and prospect records on Snowflake, enabling better measurement, modeling, activation and collaboration across their core audiences.

LiveRamp Identity's stable person-based and household-based multi-attribute join key can:

- **Unify media measurement** with known and unknown customer touchpoint consolidation, revealing cross-channel performance, campaign incrementality and journey-based affinities
- **Enrich customer profiles** with a multitude of media data signals across different identifiers
- **Enhance partner collaboration** with an optimized match key across multi-party audiences
- **Improve audience reach** in combination with LiveRamp Activation, delivering audiences deterministically over hundreds of turnkey destinations across the digital ecosystem and TV

“Third-party cookie depreciation is causing sources of data to disappear, and many marketers are still scrambling to shore up their first-party data strategy.

As this data becomes more challenging to collect, marketers must adapt by leveraging new sources of data to fuel personalization and build deep customer relationships.”

- [Ant Duffin](#), Senior Director Analyst in the [Gartner Marketing practice](#), from [Gartner Survey March 2023](#)

Improved RoAS and Personalization

LiveRamp Identity enables more effective data and measurement consolidation, with profile enrichment support across all leading data providers.

More Effective Data Collaboration

LiveRamp Identity's person-based multi-attribute consumer identity graph supports customer record connectivity even when partner records don't share common identifiers.

Simplified Media Operations

with direct identity support across cloud clean rooms and publisher media clean rooms as well as hundreds of media partners who directly support LiveRamp Identity via audience activation

Additional Reach and Enhanced Targeting

accuracy beyond that normally provided by CDPs through identifiers like hashed emails

LiveRamp — Unlocking a New World of Data Collaboration and Connectivity

The Right Foundation

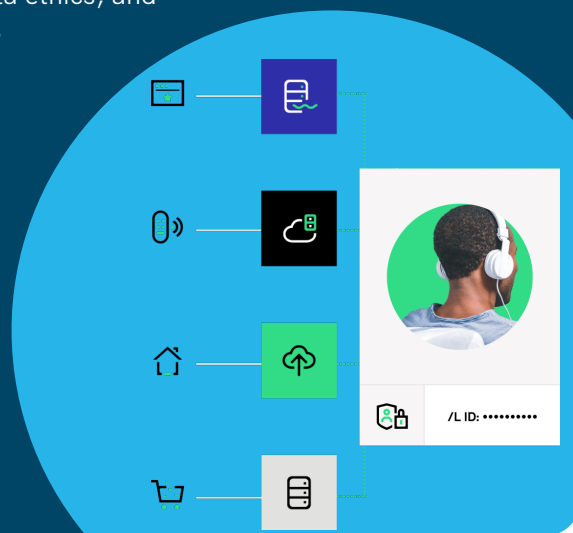
Own your future. Tap into groundbreaking strategies in data privacy, data ethics, and enterprise identity. Responsibly connect and power your entire business ecosystem.

Flexible Collaboration

Collaborate with confidence, wherever your data lives, to minimize data movement. Support the widest possible range of data collaboration use cases.

Premier Global Ecosystem

Activate across the industry's most expansive network of 650+ partners – including Disney, Hulu, Pinterest, Snapchat, Spotify, and TikTok – for unprecedented scale. Expand your reach – and potential.



CUSTOMER STORY

Cross Screen Media is a CTV activation managed service for local agencies powered by cross-screen measurement and planning technology that optimizes every buy.

Cross Screen Media needed to deploy an audience planning, activation and measurement solution that could optimize for speed and seamlessly connect across a variety of data sources, including

- 2B offline records resolved / year across CRM and other trusted data partners
- 20B ad exposures / year
- >50M records per day from TV data providers

As insights were generated from these data sources, Cross Screen all needed the ability to accurately activate audiences across a variety of media partners.

LiveRamp and Snowflake were able to unlock scalable secure customer identity resolution on demand allowing Cross Screen Media to customize and extend their marketing workflows to meet rising brand demands. Audience processing that historically took days could now be completed hours or minutes, ensuring activation is driving significant ROI for their clients.

ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake's Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, power data applications, and execute diverse AI/ML and analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 639 of the 2023 Forbes Global 2000 (G2K) as of July 31, 2023, use Snowflake Data Cloud to power their businesses. Learn more at snowflake.com.

ABOUT LIVERAMP

LiveRamp is the data collaboration platform of choice for the world's most innovative companies. A groundbreaking leader in consumer privacy, data ethics, and enterprise identity, LiveRamp is setting the new standard for building a connected customer view with unmatched clarity and context while protecting precious brand and consumer trust. LiveRamp offers complete flexibility to collaborate wherever data lives to support the widest range of data collaboration use cases—within organizations, between brands, and across its premier global network of top-quality partners. Learn more at liveramp.com.