

The trusted network for AI-powered marketing

Only the LiveRamp data collaboration network connects every signal, agent, and platform to fuel and measure intelligent marketing.

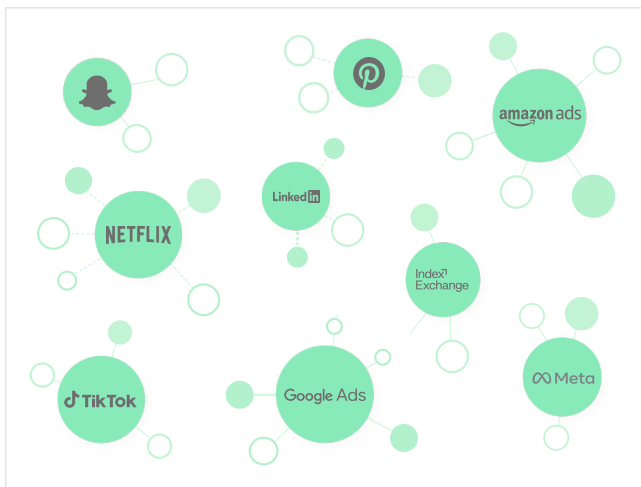
[WATCH VIDEO](#)[EXPLORE SOLUTIONS](#)

WHY 500+ GLOBAL PARTNERS TRUST LIVERAMP

Plug into the world's most powerful data collaboration network

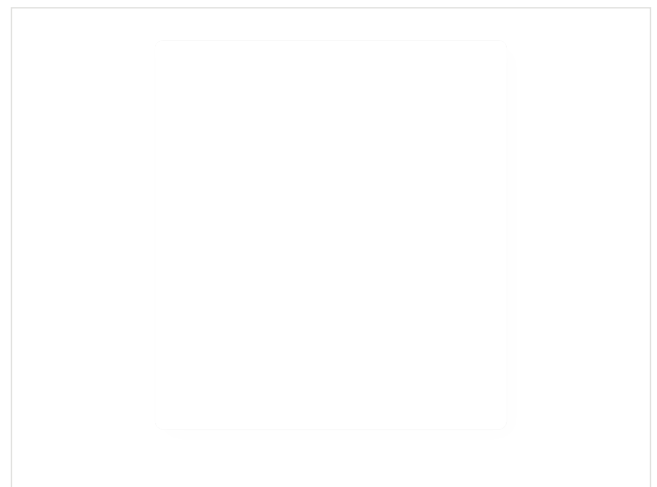
Smarter marketing demands shared intelligence. Connect and collaborate across a universe of signals to drive insights and impact no one can achieve alone.

→ TOUR THE PLATFORM



Delight consumers everywhere it matters

Reach consumers across the advertising ecosystem, including Disney, Hulu, Pinterest, Snap, Spotify, Netflix, and TikTok – no other platform comes close.



Work with your tools, your way

Connect your most valuable data and signals across identifiers, platforms, clouds, and agents – that's the freedom of full interoperability.



Protect consumer trust

Use data responsibly at scale. Our strict platform neutrality and advanced controls protect your data and consumer trust, so you can collaborate with confidence.

First-party



Second-party



Third-party



Help AI agents act smarter

Power more intelligent AI with robust first, second, and third-party signals you can only access through the most expansive data collaboration network.

YOUR PEERS, OUR CUSTOMERS

Proven by leaders, powered by LiveRamp

The world's top brands, publishers, and platforms use LiveRamp to drive measurable growth.



[VIEW CUSTOMER STORIES](#)

NETFLIX



Netflix Drives Exceptional Ad Performance Through the Power of Personalization



WATCH VIDEO



SEE CASE STUDY



HOW LIVERAMP CAN HELP YOU

Explore intelligent solutions for your most ambitious marketing and business goals

Deliver and measure marketing performance everywhere it matters. What will you achieve with the LiveRamp data collaboration network?

Unlock Consumer Insights

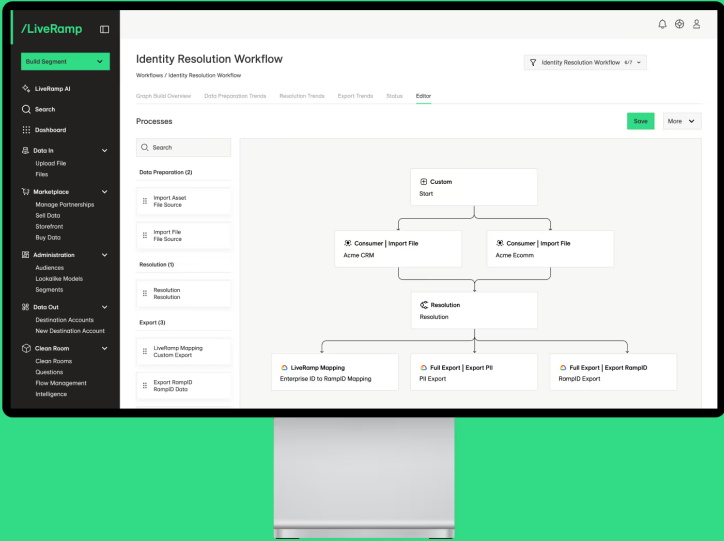
Build a connected, enterprise-wide customer view by resolving identity across systems and enriching that data to deeply understand behaviors.

Learn more →

Plan + Activate Media

Measure + Optimize

→ EXPLORE ALL



Industry leadership and awards

Consistently recognized by partners and analysts you trust



LiveRamp awarded AWS Global Industry Partner of the Year



LiveRamp named a finalist for “Best Measurement or Analytics” in the AdExchanger Awards



LiveRamp named a finalist for “Best Cookieless Identification Technology” in the Digiday Technology Awards

GET IN TOUCH

Unlock exponential value with data collaboration

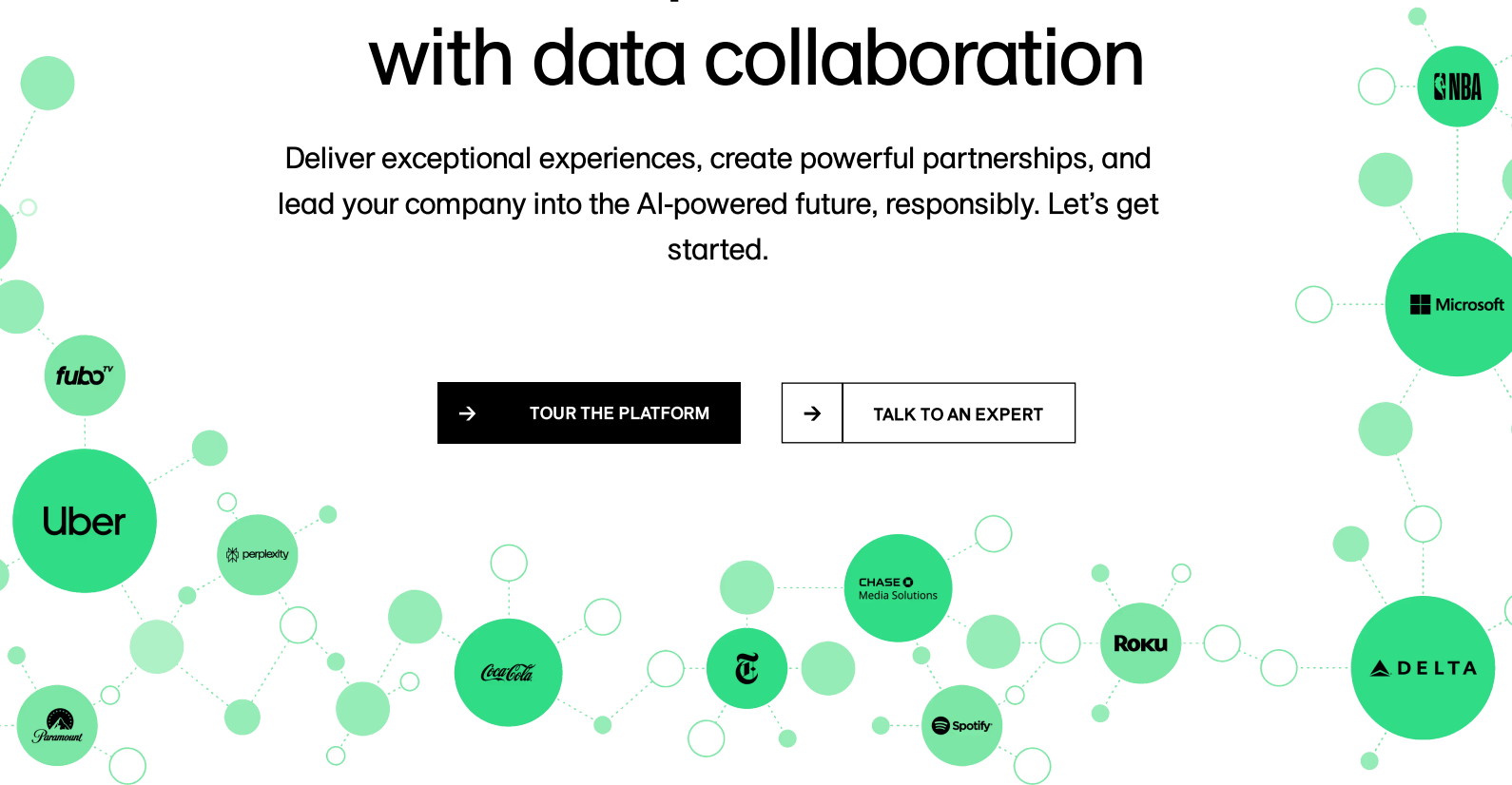
Deliver exceptional experiences, create powerful partnerships, and lead your company into the AI-powered future, responsibly. Let's get started.



TOUR THE PLATFORM



TALK TO AN EXPERT



Solutions

I WANT TO

Strengthen Enterprise Identity
Enhance Consumer Data Strategy
Activate + Optimize Media
Power Measurement + Analytics
Build + Grow My Media Network
Monetize My Data

HOW LIVERAMP HELPS

Agencies
Data Sellers
Brands
Tech Platforms
Publishers

INDUSTRIES

Automotive
B2B
CPG
Financial Services
Gaming
Healthcare
Media + Advertising
Restaurant Chains
Retail
Travel + Hospitality

Platform

PLATFORM OVERVIEW

The LiveRamp Platform
Why LiveRamp?
Pricing

LIVE/IDENTITY

Identity Resolution + Translation
First-Party Identity Engine

LIVE/CONNECTIVITY

Segmentation + Activation
Addressability + Connectivity

LIVE/ACCESS

Data Marketplace
Enrichment
Data Monetization

- Agentic AI Orchestration
- Cloud-ready Solutions
- RampID-powered Connections
- Clean Room Technology
- Enterprise Identity
- Flexible APIs
- Uncompromising Data Governance
- Clean Rooms
- Conversion Program

Resources

- Resources
- Marketing Innovation Blog
- Customer Stories
- LiveRamp University
- LiveRamp Community
- RampUp

Partners

- Partners Overview
- Partner Directory
- Amazon Web Services
- Google Cloud Platform
- Snowflake

Company

- About
- Why LiveRamp?
- Careers
- Contact Us
- Diversity, Inclusion + Belonging
- Data Ethics + Privacy
- Trust Center
- Press + News
- Events
- Investors