/LiveRamp | salesforce

Activate your First-party Data with LiveRamp Across the Advertising Ecosystem Directly from Salesforce Marketing Cloud CDP

Why LiveRamp?

Activate your first party data across our network of over 500 partners in privacy-centric way

Activate your data across the advertising ecosystem to personalize the experience across the customer journey at scale, direct integrations with a network of hundreds of industry-leading brands, agencies, platforms, and data providers without the need to share raw or hashed PII data with anyone.

Enable people-based marketing across advertising channels powered by RampID

Leverage identity enrichment to augment the view of your customers improving campaign performance and enabling personalized experiences.

Why LiveRamp & Salesforce Marketplace Cloud CDP

Single Point of Integration

You can take advantage of single integration to activate first party data across partners and platforms from your CDP environment, unlocking privacy safe usage of data.

Privacy Centric Data Scalability

Connect your 1st party data with RampID, the unified and cookieless Identifier that enhances your marketing strategy, unlocking access to build more intelligent audiences across 1st, 2nd, and 3rd party data for additional insights, and driving better personalization.

Simplified Procurement & Activation

Salesforce customers will have a streamlined path to custom audience building and unlocking privacy-safe activation via clicks-not-code, and drastically reducing selling cycles and time-to-value.

Your Benefits

Enhanced Reach & Accuracy

Leverage people-based marketing programs powered by RampID that more accurately engage your customers across the ecosystem

Privacy-first Audience Enrichment

Enrich and activate audiences without sending PII to downstream platforms

Personalization at Scale

Comprehensive customer knowledge that enables personalization at scale across our 500+ partners and platforms

Want to learn more? Contact Us! Our LiveRamp team is ready to help you to enable privacy safe audience activation. Please reach out to us to learn more!