



ADSWERVE

Obsessed with data. Inspired by people.

Data Onboarding with LiveRamp

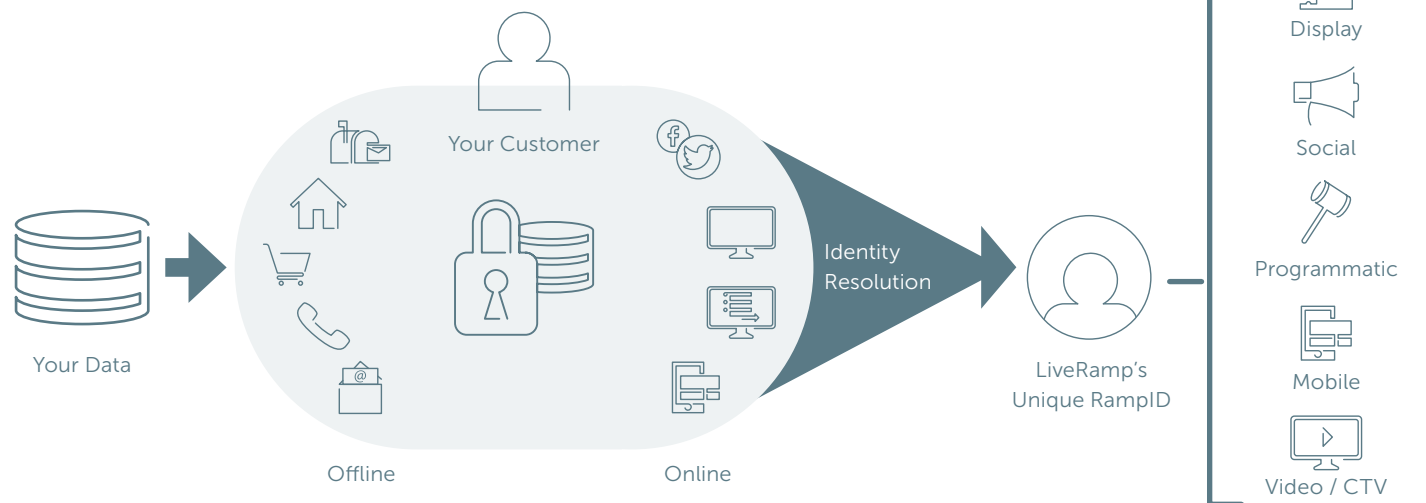
Consumers leave a massive data footprint, both online and offline, across devices and channels. Capturing that data, and tying it together to execute your digital marketing strategies, is extremely challenging — especially in today’s privacy-centric world.

When you pair LiveRamp’s best-in-class identity resolution and data alignment capabilities with Adswerve’s deep expertise, you have a robust foundation for true omnichannel marketing.

/LiveRamp

How Does RampID Work?

LiveRamp’s identity graph associates anonymous device IDs, cookie IDs and other online customer IDs from premium publishers, platforms or data providers around an RampID — a single person-based identifier.



Extend Your Data Capabilities With Adswerve and Adswerve

Connect with your customers and benefit from flexible contracts, consolidated billing and low minimums:

- \$900 for 1 to 100,000 Activation Units*
- \$1.50 CPM for Activation Units above 100,000 for any given month (including partial months) where Activation Units are calculated

* *Activation Units are calculated as the number of identities configured for distribution multiplied by an activation charge. Any unused Activation Units will expire at the end of the month and will not roll over to the next month.*

Increase Your ROAS with Adswerve + LiveRamp

With LiveRamp as part of your tech stack, your data works harder for you. And we can help you use it to improve your media performance and advance your targeting and measurement strategies.

Targeting



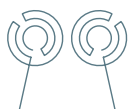
Digitally Activate Offline Audiences

Activate offline customer records to target them through digital channels and increase ROAS.



Audience Suppression

Distribute audience segments to digital channels to suppress customers from campaigns.



Look-Alike Modeling

Expand audience and reach by targeting prospects similar to your best customers.



People-Based Search

Achieve higher match rates when you target existing customers or prospects via Google Shopping, YouTube, Google AdWords and Bing.



Omnichannel Marketing

Reach the same user across multiple channels to optimize reach and frequency and deliver consistent messaging.



Personalization

Personalize messaging, creative and offers across channels to increase conversions by having LiveRamp distribute anonymized data to partners.

Measurement



Audience Segmentation and Analytics

Capture more accurate metrics — such as reach, frequency and engagement — and more accurately profile and analyze de-identified customer data.



Campaign ROI

More accurately understand digital marketing's impact on online sales at the customer level.



Closed-Loop Measurement

Connect online impression data to offline transaction data to identify the impact of digital advertising on offline sales.



Multi-Touch Attribution

Resolve identities across various touchpoints and devices for analysis and attribution of the most effective campaigns and channels.



Customized Data Environment

Use a consistent RampID to control and aggregate customer data to explore and analyze data in-house.

"We can trust Adswerve and LiveRamp to help us reach new customers at the exact right place and time, while also preserving the anonymity and privacy of our current customers."

- Web Services Provider

Let our experts help you implement, onboard and generate more value from your LiveRamp investment.

EMAIL: cloud@adswerve.com

CALL: 720.242.9837



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