

HOW TO SUBMIT A REQUEST**1 Collect details from your brand client****MUST HAVE BEFORE SUBMITTING**

- Brand name and website
- Product or service being advertised
- Target audience description (who they want to reach)
- Desired audience segments and scale requirements

NICE TO HAVE, IMPROVES MATCH QUALITY

- Competitor brands or adjacent shopping signals
- Campaign flight dates or urgency flags

- Request for recommendation discussions and counts

2 Submit the brief to Proxima

Email the brief to liveramp.audiences@proxima.ai. Proxima builds and uploads the custom audience to LiveRamp within **1–2 business days**.

3 LiveRamp delivers to the DSP

LiveRamp processes and pushes the audience to your client's DSP within **3–4 business days**. Compatible with all major platforms. No extra integration needed.

Client-facing SLA: 5 business days

DISCOVERY QUESTIONS TO ASK YOUR CLIENT

- ? What's the primary goal: prospecting, retargeting, or conquering?
- ? What audience size or reach are you targeting for this campaign?
- ? Are there specific categories or competitor brands you want to pull signals from?
- ? What DSP or activation platform will the audience be pushed to?

TALK TRACK FOR BRAND CLIENTS**POSITIONING****"What makes Proxima different from standard audience tools?"**

"Proxima builds audiences from real purchase transactions: 76M+ shoppers across 2,000+ brands. You're not targeting based on demographics or modeled behavior. You're reaching people who have actually bought products like yours."

PROCESS**"How does my brand get a custom audience?"**

"You give us a brief: your product, your target buyer, and the scale you need. Proxima builds it to spec and delivers it directly through LiveRamp within 5 business days. No custom integrations, no lift on your end."

OBJECTION**"We already have first-party data. Why do we need this?"**

"Proxima extends your reach beyond your existing customers. It finds net-new buyers who behave like your best customers, sourced from \$30B+ in real transaction signals across thousands of brands."

OBJECTION**"How is this different from lookalike audiences?"**

"Lookalikes model off your seed list; they're only as good as your own data. Proxima builds from verified purchase behavior across 2,000+ brands, so you're reaching real buyers in your category, not inferred proxies."

KEY FACTS TO KNOW**COMMERCE GRAPH: THE DATA BEHIND IT****76M+**

Real shoppers

2,000+

eCommerce brands

\$30B+

Purchase signals

All DSPs

Platform compatible

Questions or ready to submit a brief?

Contact Proxima directly to submit a client request or get support on positioning. We partner closely with LiveRamp sellers to make activation fast and friction-free.

liveramp.audiences@proxima.ai →

TIPS FOR A STRONGER BRIEF

- ✓ Be specific about who you *don't* want; exclusions help Proxima sharpen the segment.
- ✓ Naming competitor or adjacent brands gives Proxima richer purchase signal to build from.
- ✓ Flag urgency upfront: if the campaign launches in under 5 days, note it so Proxima can prioritize.