OFF-THE-SHELF AUDIENCEGPT SEGMENTS

Activate Cognitiv Segments in LiveRamp

A step-by-step guide to requesting Cognitiv's off-the-shelf AudienceGPT segments and sending them to your platform.

Updated October 2026

COGNITIV

Activation at a glance

Cognitiv's off-the-shelf AudienceGPT segments are available in the LiveRamp Data Marketplace.

Request the segments once, then send them to the platform where you plan to activate.

SEVEN STEPS IN TWO PHASES

REQUEST THE SEGMENTS

01	**Open the Data Marketplace**	Marketplace > Buy Data
02	**Filter to Cognitiv segments**	Sellers > Cognitiv
03	**Select and request segments**	Request Segments
04	**Set up distribution**	Set Up Distribution

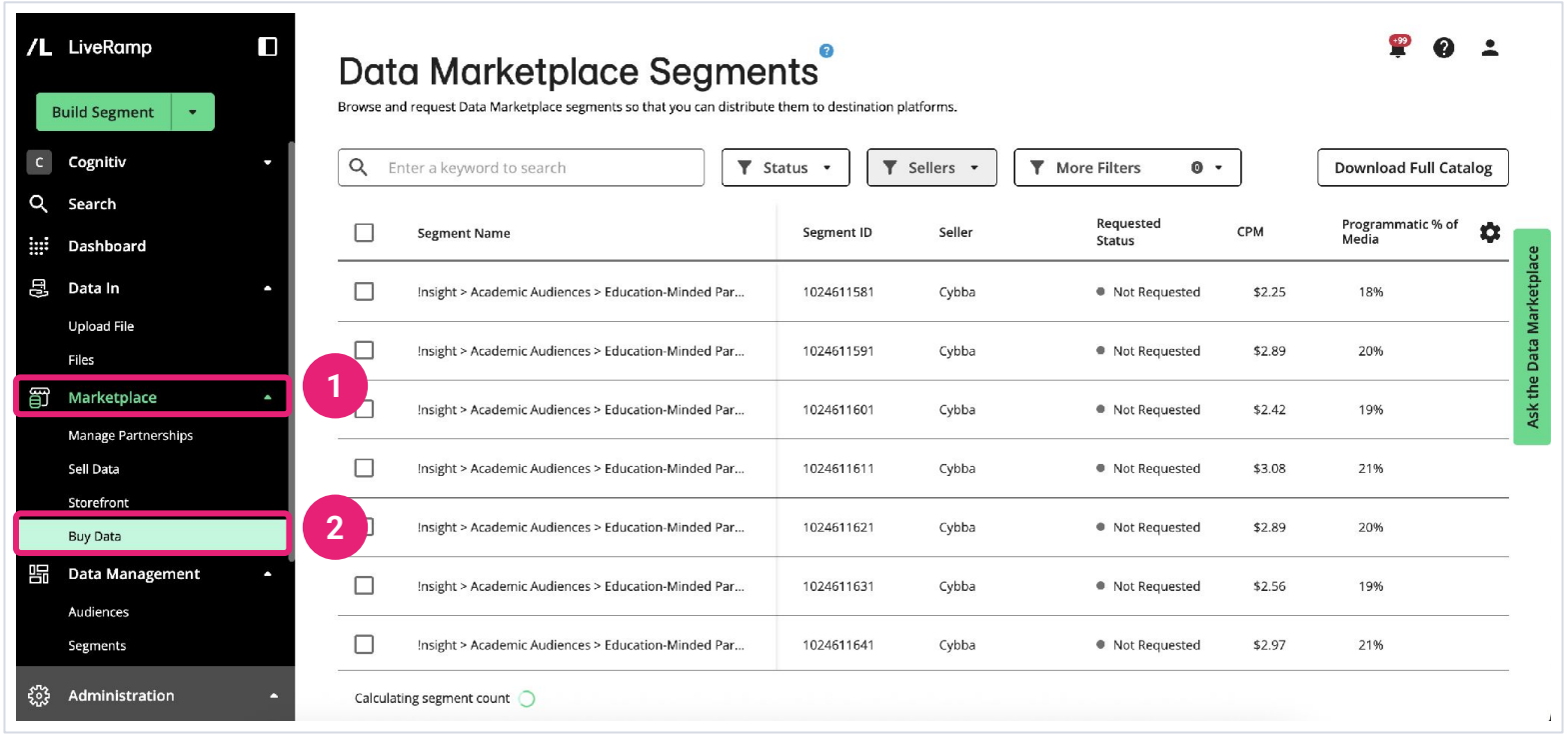
SEND THEM TO YOUR PLATFORM

05	**Choose your destination**	Destination Accounts
06	**Manage segments**	Manage Segments
07	**Add segments to distribution**	Add to Distribution

Step 1: Open the Data Marketplace

Start from the left navigation in your LiveRamp account.

1. **Expand Marketplace.**
2. **Click Buy Data to open Data Marketplace Segments.**



TIP

The marketplace lists segments from every data seller. The next step narrows the list to Cognitiv.

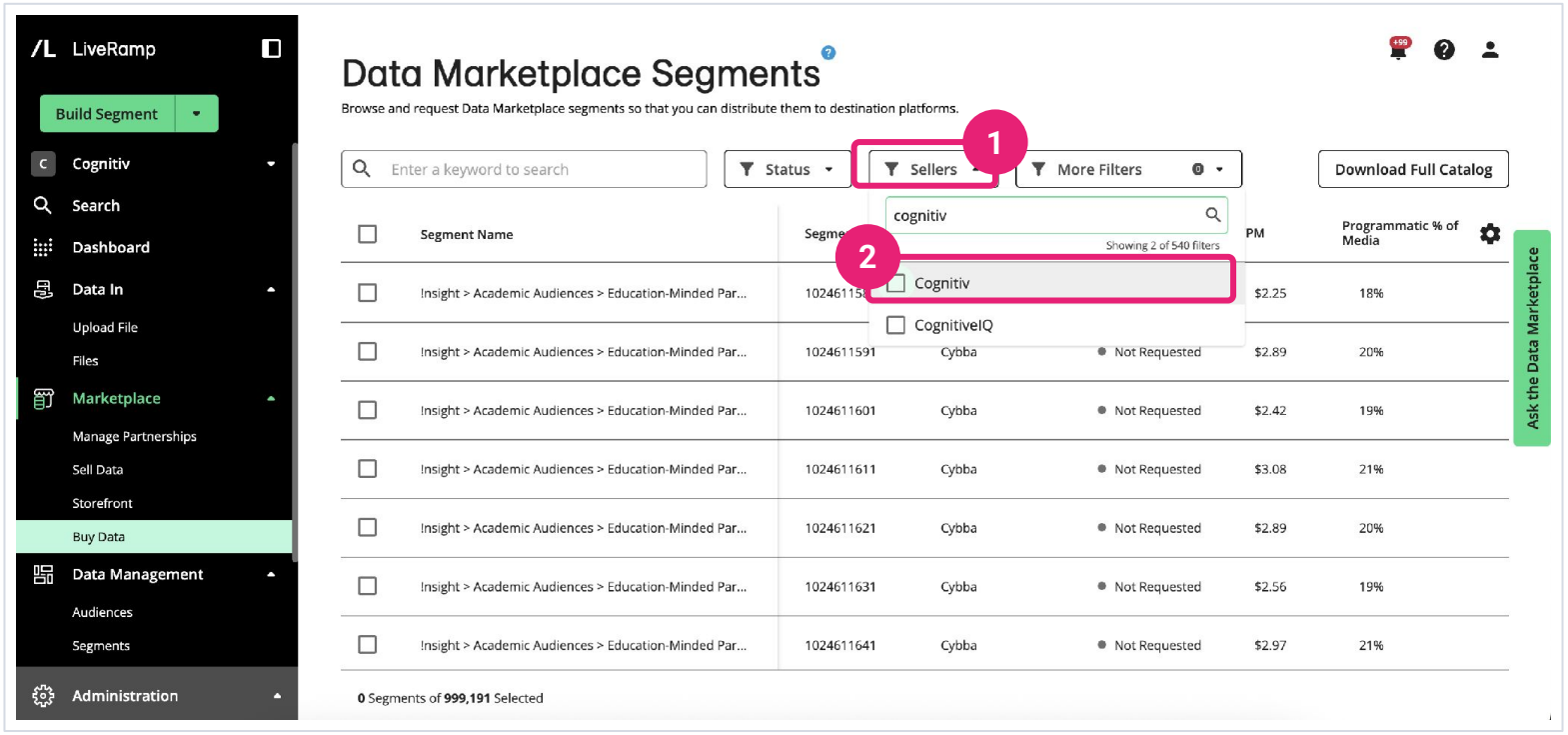
Step 2: Filter to Cognitiv segments

Narrow the catalog to Cognitiv's off-the-shelf AudienceGPT segments.

1. **Click the Sellers filter.**
2. **Type "Cognitiv" and select Cognitiv.**

TIP

Select Cognitiv, not CognitivIQ. CognitivIQ is a separate data seller.



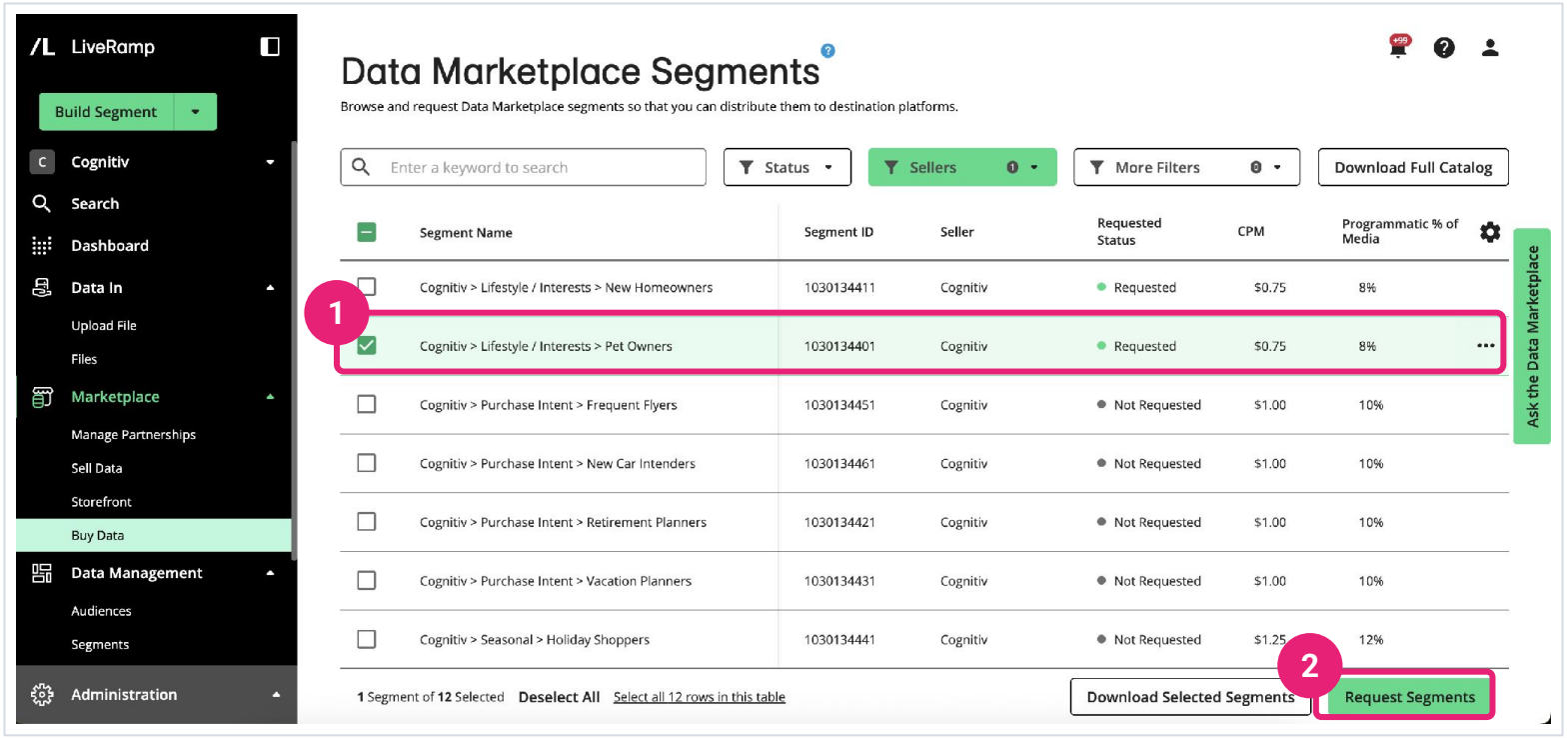
Step 3: Select and request segments

Choose the audiences you want to activate. You can select as many as you need.

1. **Check the box next to each segment.**
2. **Click Request Segments.**

TIP

Each segment lists its CPM and Programmatic % of Media, so you can review pricing before you request.



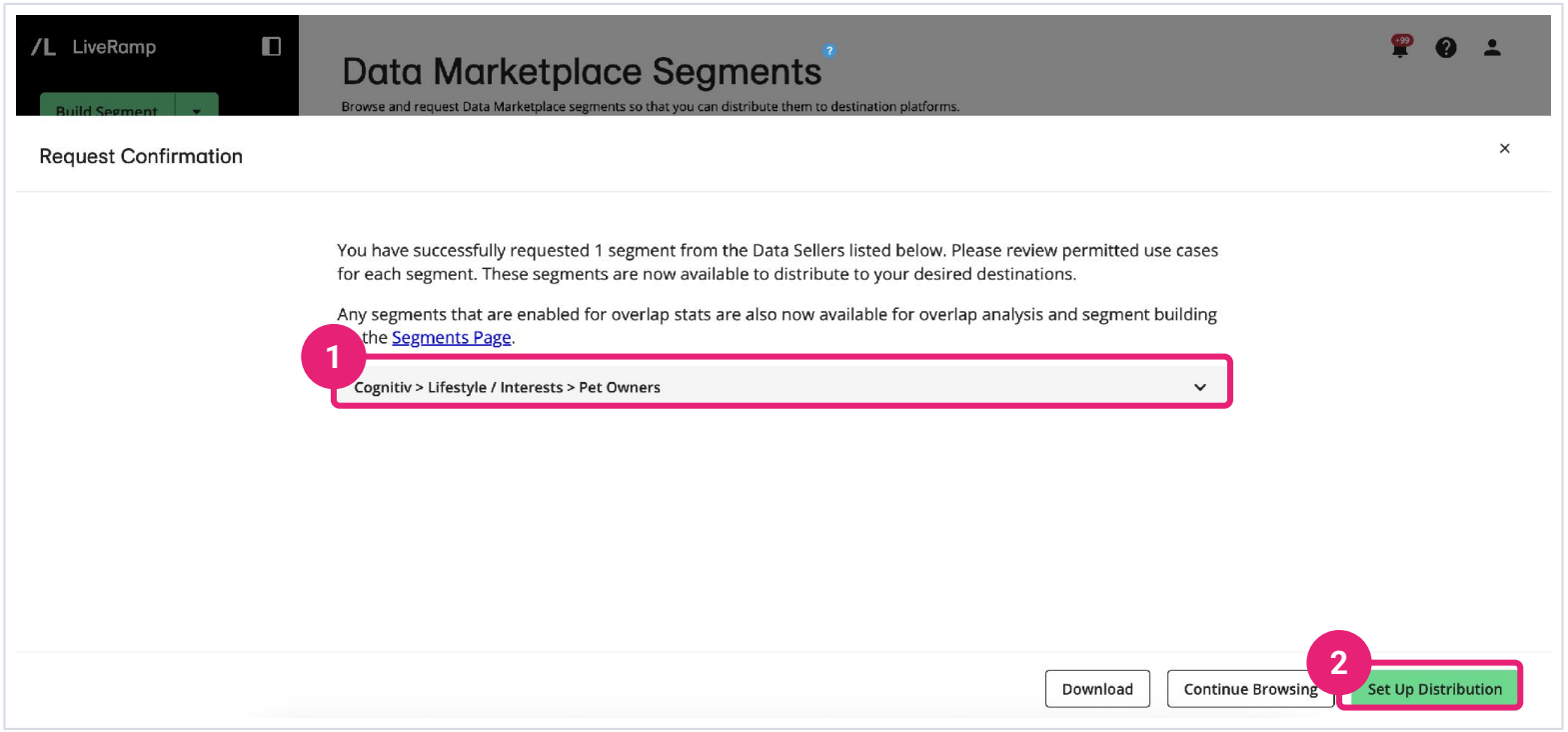
Step 4: Set up distribution

A confirmation window lists the segments you just requested.

1. **Expand each segment to review its permitted use cases.**
2. **Click Set Up Distribution.**

TIP

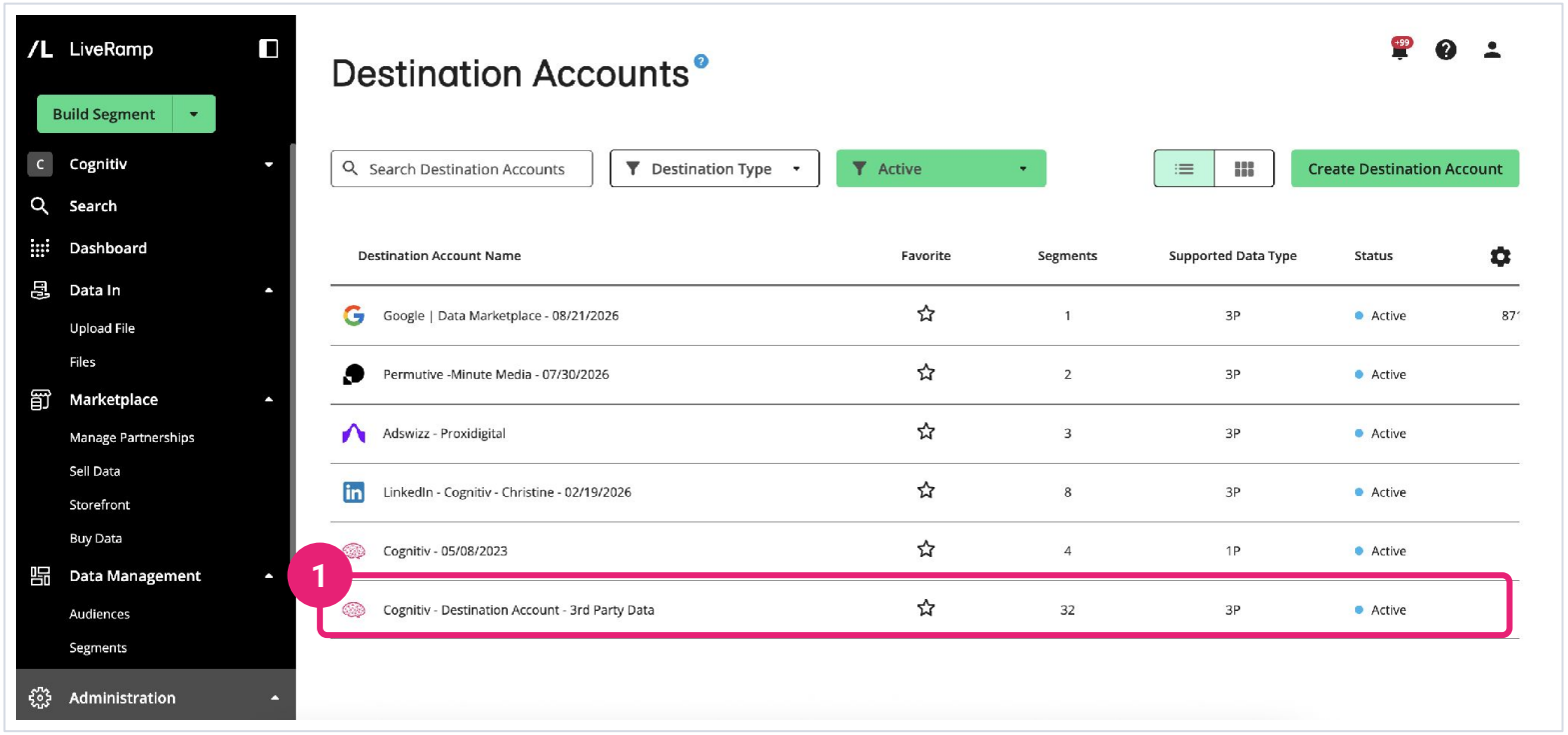
Requested segments are also available for overlap analysis and segment building on the Segments page.



Step 5: Choose your destination

Destination Accounts lists every platform your LiveRamp seat can send data to.

1. **Find the destination account for the platform where you will activate the segments.**



TIP

Use the Destination Type and Active filters to narrow the list. If your platform is not listed, click Create Destination Account.

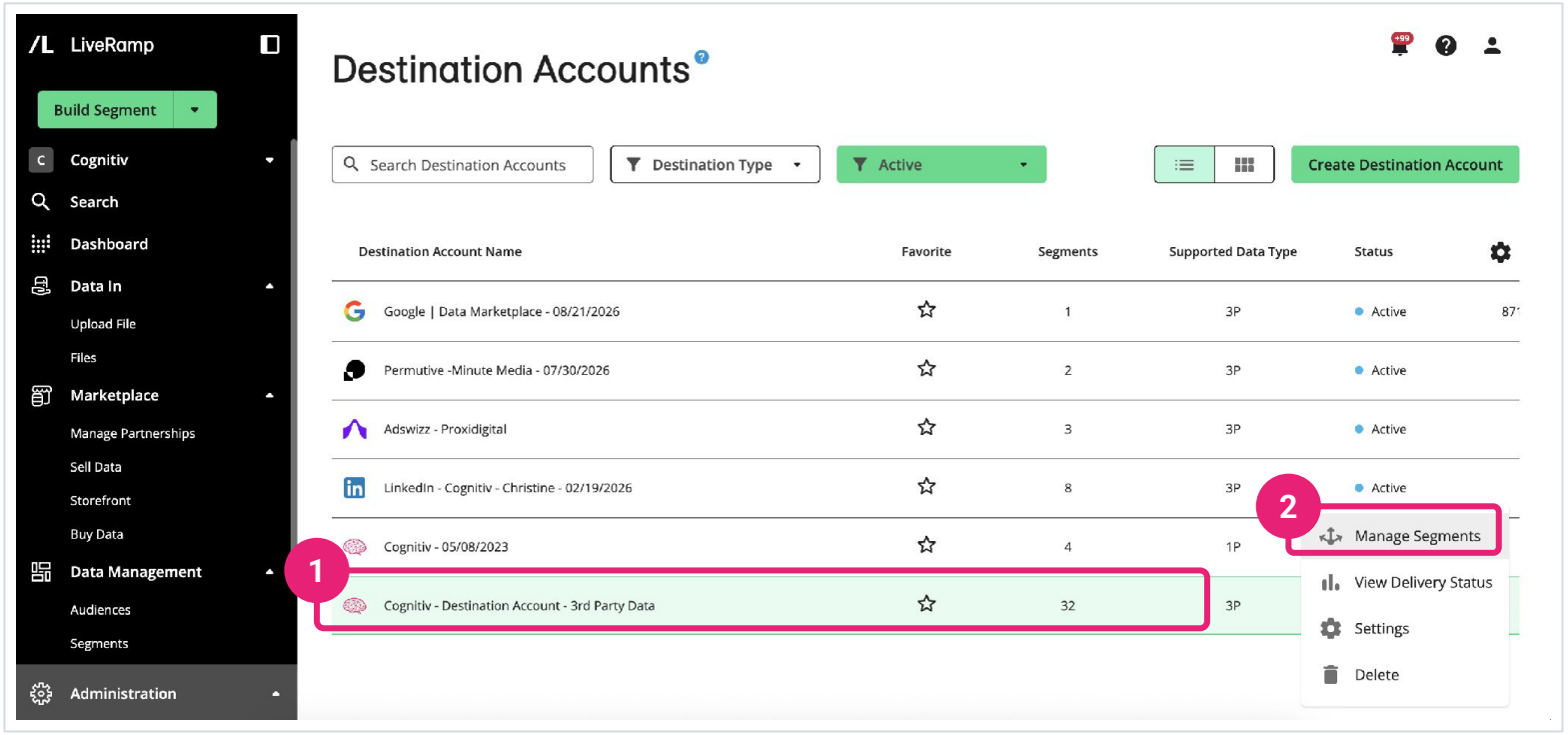
Step 6: Manage segments

Open the segment settings for the destination you chose.

1. **Open the action menu on that destination's row.**
2. **Select Manage Segments.**

TIP

Use View Delivery Status in the same menu to check on your segments after they are added.



Step 7: Add segments to distribution

Send your requested segments to the destination.

1. **Check the box next to each segment you requested.**
2. **Click Add to Distribution.**

TIP

Click Destination Delivery Status to track each segment until it is live in your platform.

