

Underpin Your Google Cloud Infrastructure with Identity

Unifying your data is critical to improving data performance

Maximize the value of your cloud investments with Identity Resolution

There is more data for brands to manage than ever before. This is not the responsibility of just one team; data management is now touching every aspect of a brand's operation. Forward thinking organizations are investing in cloud solutions to bring all the engagements, inputs, and touchpoints together into a single unified view. But setting up a cloud infrastructure is just the first step of the journey.

Unify Fragmented Data

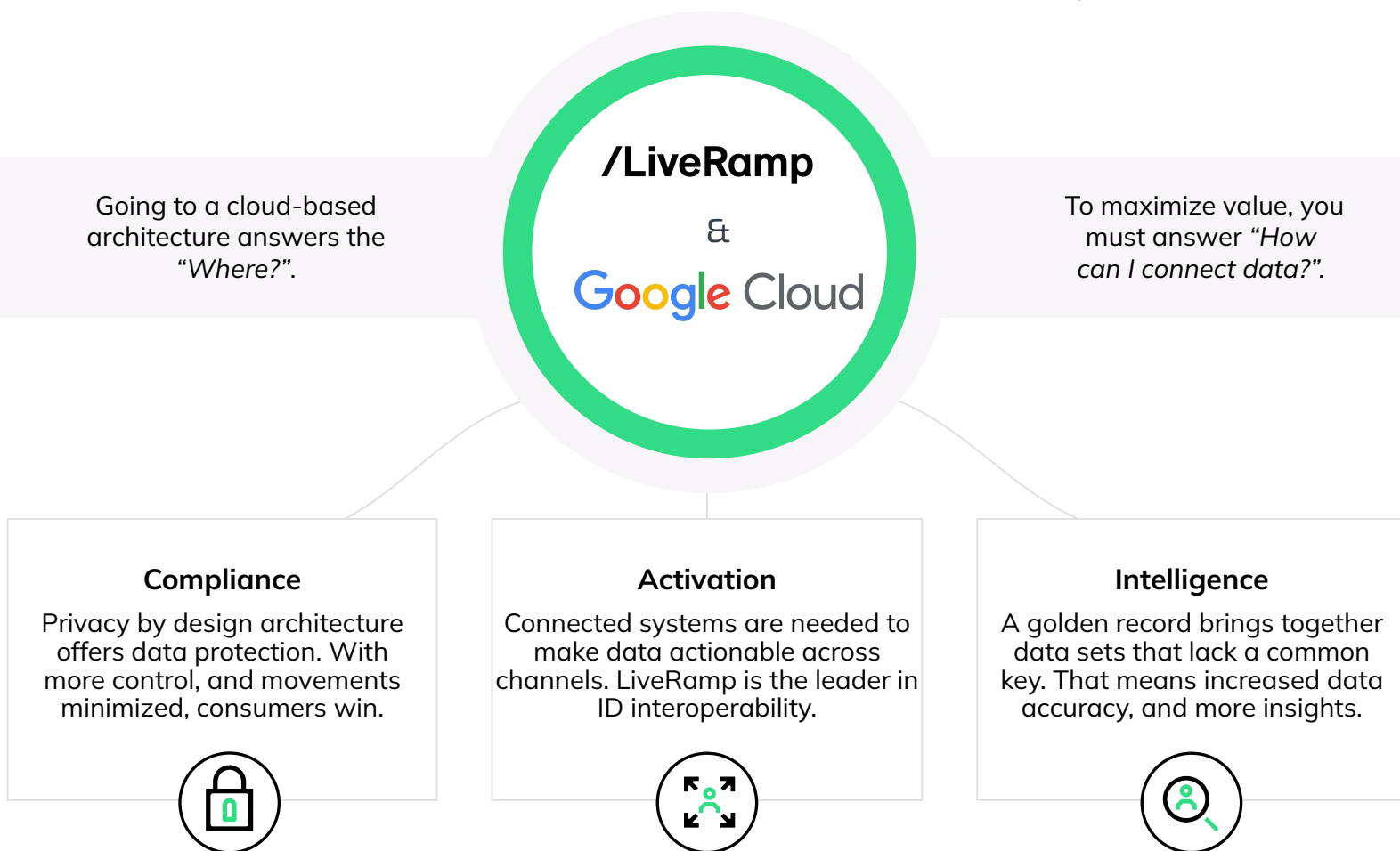
LiveRamp brings together disparate identifiers to a single record. Our world-class identity platform takes a people-based approach with a persistent ID, joining data sets that don't share a common key.

Breakdown Data Silos

Customers engage with brands both on and offline, while using a wide range of devices. To make all those data points useful, they must connect.

Maximize Results

More powerful Looker Analytics, faster and simpler Big Query workflows & accurate marketing activation improves real world outcomes. Extract the maximum value by enabling all your systems to seamlessly communicate.



How are identify forward brands applying unified and identified data?

Injecting identity into your cloud will show greater and great impact, the more you unlock the potential available through LiveRamp's suite of solutions.

Portrait Engine

Recognize your own unique customers over diverse and unreliable keys and creates the best contextual view while eliminating data redundancy.

Abilitec

Leverage our offline PII-based identity graph to connect and update what you know about consumers. Better resolve PII from consumer contexts outside of your own brand knowledge.

Data Marketplace


Access 160+ leading third-party data providers to augment and enrich your own audience data to fuel new segmentation and optimization opportunities.


Configure Your 1P Data


1


You see 6 different customers.


- Liz Jones**
123 Sunrise Ave
Plano, TX 11234
(555) 555-1212



- Liz S. Wilson**
20 Stag Dr
Chicago, IL 33456


- Elizabeth Jones**
ejones@workpc.com


- E. S. Jones**
10 Main St
Plano, TX 11234


- Elizabeth Wilson**
lizzy@homepc.com


- Anonymous**
1P Cookie 12367




2

Configure your first-party data using Portrait Engine and leverage our referential data.

ConsumerLink	Address 1	Address 2	Address 3	Phone 1	Phone 2	Email 1
abd456						
abd567						
abc12345						
def5689						
zhe23948						
sadf0239						
ast2834-						
bek20482						

3

Output: A consistent LiveRamp ID, enriched by 3P data for a full customer 360 view.



Age
35-45

Home owner

HH income
>\$100K

Married

Kids at home

In market new car

LiveRamp ID
abc12345

If you are ready to bring real-world, privacy safe, and cross-channel identity to your cloud solution, reach out to your LiveRamp representation. In less than 30 days, and with less effort than you would think, your data could be not only centralized, but unified.