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.

Compliance
Privacy by design architecture offers data protection. With more control, and movements minimized, consumers win.

Activation
Connected systems are needed to make data actionable across channels. LiveRamp is the leader in ID interoperability.

Intelligence
A golden record brings together data sets that lack a common key. That means increased data accuracy, and more insights.
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

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

<table>
<thead>
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<th>Consumer Name</th>
<th>Address 1</th>
<th>Address 2</th>
<th>Address 3</th>
<th>Phone 1</th>
<th>Phone 2</th>
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3. **Output**: A consistent LiveRamp ID, enriched by 3P data for a full customer 360 view.

   - Age 35-45
   - Home owner
   - In market new car
   - HH income >$100K
   - Kids at home
   - Married
   - 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.