



LiveRamp B2B Overview

LiveRamp B2B enables you to:

- Onboard your own first-party data to precisely and effectively reach the clients and prospects you already know, continue the conversation, and power your marketing initiatives using the LiveRamp B2B Identity Graph
- Access and utilize the best global B2B data from top data providers in LiveRamp's IdentityLink Data Store to supercharge your marketing and sales
- Measure the impact of your marketing efforts at the individual and account level along every step of the customer journey to make data-driven decisions using B2B Measurement

Third-Party Data - Off the Shelf and Custom Built Segments

LiveRamp B2B's global marketplace offers both syndicated and custom built audiences, from the top B2B data providers. Segment types include:



- **Professional** – Audiences based off of individual professional attributes like: title, role, seniority.
- **Firmographic** – Audiences based on company attributes like: company size, revenue, age, industry, NAICS code, SIC code.
- **Technographic** – Audiences based off of the hardware, software, and cloud services a company is using, like: web hosting, cloud storage provider, printers in use, online productivity software used.
- **B2B Intent** – Audiences based off of online intent signals such as website visits and searches to reach accounts that are actively researching specific content and offerings.
- **Account-Based Marketing** – Onboard your account lists to target employees at the companies that are your top prospects to drive and nurture leads, cross-sell, up-sell, and reduce churn. ABM audiences are created using the data from top B2B data providers.

Audiences are created by top B2B data providers and can be distributed to more than 500+ destination platforms to:

Increase the efficiency and effectiveness of your B2B campaigns across global markets

Measure campaign results and website events to understand the impact of your marketing

Gain insights for optimization and planning by leveraging the premium B2B data available in this one-stop-shop for all your needs.

First-Party Onboarding



Activate your first party CRM data and contact lists to effectively reach audiences where you already have a relationship and want to continue the conversation, or where you're looking to build a relationship and start a conversation. These audiences can be used to move people and organizations through the consumer journey, as well as for audience suppression, lookalike creation, measurement, and analytics.

Measurement



Truly understand the impact of your B2B campaigns and understand if you're reaching and driving action at your priority accounts by measuring campaign metrics at the company level. Use LiveRamp B2B Account-Based Measurement to tie key metrics together from fragmented sources across channels to measure your B2B campaign performance and online traffic with metrics aggregated at the account level. LiveRamp B2B Account-Based Measurement helps you measure performance by:

1. Enabling your in-house analytics team by mapping your online and offline event metrics back to accounts
2. Providing account level reports when you don't have the in-house resources to do so yourself.

How it works

All this is made possible through LiveRamp IdentityLink™, an identity resolution service that ties CRM data back to consumers through de-identified online touchpoints and makes it possible to onboard that data for people-based marketing initiatives across digital channels in a privacy conscious and permission-based manner.

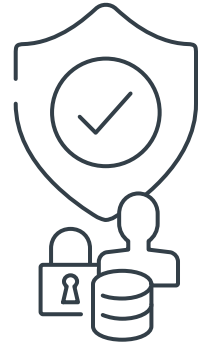
LiveRamp creates its known IdentityLinks through our match network—a universe of partners websites and mobile applications that partner with LiveRamp and pass us de-identified authentication data when a user logs in. This enables LiveRamp to create a link between an individual and the device they are on (ie: a desktop cookie, or mobile device).



Data Privacy

LiveRamp operates in a LiveRamp Safe Haven[®] environment with technical, operational, and personnel controls designed to ensure the ethical use of data. LiveRamp maintains an industry-leading approach to privacy and data ethics. Data providers are reviewed to ensure compliance with all applicable laws and industry best practices, ensuring that data in our global data marketplace is ethical, and that its intended purposes are permissible.

LiveRamp utilizes a process for anonymization that includes in-memory processing, proprietary hashing algorithms, and line reordering, so the anonymized ID file cannot be joined to the original for simple reverse-engineering.



Want to learn more?

Want to learn more about how LiveRamp B2B can help you with your targeting, measurement, and analytics goals? Have an account list you'd like to use for ABM? Wondering what off the shelf segments would work for your upcoming campaign? We're happy to help. Our approach is consultative – we want to understand what success looks like for you and work with you to achieve it.

Reach out to your LiveRamp B2B contact, or send us a note via email at b2bdata@liveramp.com.