sharethrough + **LiveRamp** an acxiom company

Sharethrough & LiveRamp

Enable audience extension and first-party data activation across the open web in a few simple steps.

Looking for ways to improve performance across your programmatic campaigns? Leverage Sharethrough's partnership with LiveRamp to increase the reach and scale of your matched customer & audience profiles.

With over 100B daily ad requests from thousands of direct & brand safe omnichannel publisher partnerships, (desktop, mobile web and in-app sources) the Sharethrough exchange is a safe and spend efficient inventory marketplace to further engage with your targeted audiences.

Let's Get Started!

First-party data already uploaded and segmented in LiveRamp Connect? Then you're a few simple steps away from sharing and targeting these profiles across Sharehtorugh's display, video, and native inventory.

1. In Connect, search for and activate Sharethrough as a new Destination partner by clicking the "Out" Icon

2. Once activated, locate Shrethrough's Tile on Your Destination Accounts page and click "distribute"

3. From the My Data page select which segments you want to send to Sharethrough's destination account and click "Add for Distribution"

4. Sharethrough receives the LiveRamp audience file, and based on your guidance and objectives, layers it onto a Run of Exchange (ROE) deal/pmp or custom curated inventory deal/pmp.

5. Once generated, Sharethrough shares the Deal name and ID to you for targeting within your preferred buying platform/DSP.

Target your RampID-Sharethrough audience deals from any DSP.

Works for Display, Video (instream and outstream), and Native campaigns

Works with or without the use 3rd party cookies

Contact Information:
liveramp@sharethrough.com

Top 3

Exchange for Scale & Directness

100B+

daily display, video and native impression requests

Ads.txt (incl. in-app) **Sellers.json**

Safe and trusted exchange; Compliant with all industry auditing initiatives.

iab. @tag

IAB Tech Lab Council & TAG Registered member.

GDPR & CCPA

Compliant with CCPA and GDPR.