

/LiveRamp ×  proxima

Proxima Overview

FEBRUARY 2026

The Industry's Largest 1st Party Social Commerce Graph

Proxima's unique access to deterministic and unmodeled ecommerce purchase and shopping behavior direct from thousands of brands **powers unprecedented targeting & modeling unlocks for the digital ad ecosystem.**

- ✓ Audience segments ready to activate in any DSP or curation platform
- ✓ Granular, high-quality transaction-level data builds & enhances proprietary products



\$33B+

Transaction Volume

325M+

Ecom Transactions

2,000

Brands

76M+

Unique Seed
Shoppers

1M+

New Monthly
Users Added

Product, Brand, SKU-Level Transaction Data

Shopper360 directly ingests **customers' PII and full basket information with line item level detail** from the industry most innovative and active Social Commerce brands.

Raw order information:
No modeling or aggregation

High-quality persistent online
& offline deterministic data

Uniquely granular basket and
product SKUs

92% industry match rates
(UID2, Google, RampID)

CUSTOMER DATA

- First name (hashed)
- Last name (hashed)
- Email (hashed)
- Phone (hashed)
- Physical address (hashed)
- IP (hashed)

BASKET DATA

- Order ID
- Line Item ID
- Total purchase price

PRODUCT DATA

- Brand category
- SKU category
- Line item price
- Discount amt
- Shipping cost

Product Categories That Drive Performance

Built directly from verified 1p product-level data across **580K SKUs** and **343M+ products purchased**



BEAUTY

- Multivitamin Supplements
- Facial Cleansers
- False Nails
- Face Moisturizers
- Nail Polishes



CHILDREN

- Baby & Toddler Furniture
- Baby & Toddler Shoes
- Disposable Baby Wipes
- Disposable Diapers
- Pull-Up Diapers



FASHION

- Bodysuits
- Bracelets
- Shorts
- Sunglasses
- T-Shirts



FOOD

- Coffee Pods & Capsules
- Energy Drinks
- Nut Butters
- Powdered Beverage Mixes
- Prepared Meals & Entrées



PETS

- Dog Treats
- Dog Food
- Cat Litter
- Cat Food
- Dog Supplies



HEALTH

- CBD Supplements
- Multivitamin Supplements
- Nutrition Drinks & Shakes
- Nutrition Gels & Chews
- Vitamins & Supplements



HOBBIES

- Crochet Hooks
- Needlecraft Kits
- Outdoor Recreation
- Pin & Hook Organizers
- Yarn Swifts



HOME

- Bed Sheets
- Humidifier Filters
- Indoor & Outdoor Plants
- Laundry Detergent
- Pesticides

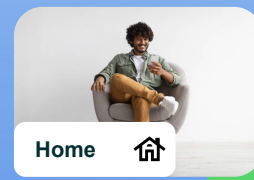
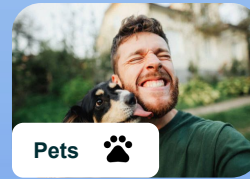


TRAVEL

- Carry-On Suitcases
- Checked Suitcases
- Duffel Bags
- Luggage Covers
- Packing Organizers

Activate High-Converting Shoppers with Unparalleled Deterministic Audiences

We deliver the highest scale of
privacy-safe, purchase-based activation
data on the market.



Consumer > DTC Shoppers > All Shoppers > Weekday Shopper
Consumer > DTC Shoppers > Fashion > Fashion Shopper with No Discount
Consumer > DTC Shoppers > Beauty > Beauty Shopper with Free Shipping
Consumer > DTC Shoppers > Occasion > Mother's Day Shopper
Consumer > DTC Shoppers > Health > Discount Health Shopper
Consumer > DTC Shoppers > Food > Weekday Food Shopper
Consumer > DTC Shoppers > Children Fashion > Children Item Shopper with No Discount



Audience Performance

Achieve improved efficiency through:

- ✓ Superior targeting
- ✓ Creative delivery
- ✓ Optimized placement

31%

Higher ROAS

26%

Lower CAC

17%

Improved CTR

The Proxima Difference

1

Deterministic Data

Unmodeled purchase and SKU-level data

Sourced directly from Ecomm stores

2

High Quality, Actionable PII

Email, phone, addresses based on real orders

>90% match rate on major platforms

3

Unique Signal

Only source of this type of purchase-based data on the market

Available at scale, continuously growing

4

High-intent, High-value

Discretionary, higher-ticket transactions show strong buyer interest

Deeper intent and brand engagement

5

Socially Active

Shoppers more active online vs gen pop

Opportunity to drive both higher reach and better performance



Why This Matters For Our Partnership



*Truthset verified
for data accuracy,
privacy, and
reliability.*

✓ **Differentiation**

Targeted segments with deterministic signal,
built for Taboola advertisers

✓ **Data-Driven Growth**

Unlocks first-party and third-party commerce
insights for Taboola Advertisers

✓ **Performance**

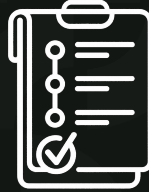
Increases ad performance, personalization,
and advertiser retention

Sales Support



SALES TRAINING

Onboard Sales Team on Proxima data, key differentiators, use cases and talk track



SALES RESOURCES

Provide Sales Team with resources such as 1-pagers and playbooks



ONBOARDING SUPPORT

Continued support through audience recommendations for clients and consultation



Thank You!