

# Use translation APIs to resolve identity challenges in unknown environments. Transform PII to pseudonymous identifiers in real-time.

## Challenge

Fragmented and inaccurate identity, security and privacy, and ecosystem latency are major challenges customers face when it comes to identity resolution. Brands want to connect, control, and activate data quickly and securely across any marketing platform.

## Solution

LiveRamp's Identity APIs are online resolution technologies that enable customers the ability to resolve PII into IDL, a pseudonymous privacy-centric identifier. By embedding a durable people-based identifier directly into your platform, you can increase the speed of data delivery and activation for your customers, while also abiding to privacy and security standards.

## Resolve customer first-party data and transform IDs between platforms

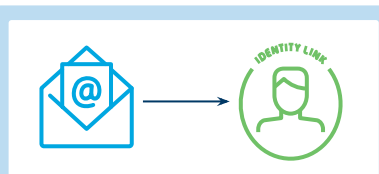
### Common Use Cases:

Offline audience targeting

Audience suppression

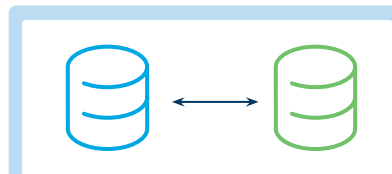
Combine first- and third-party data

Transcode identity between partner spaces



### IDL Retrieval API

Enable customers to upload PII directly into your platform and return a durable ID for real-time activation.



### IDL Transcoding API

Enable trusted parties to translate IDs from one platform to another.

### Benefits:

Improve addressability

Increase the speed of activating offline data

Encoded for privacy and security purposes

## Additional outputs make it easier to incorporate resolution logic

### Individual Link

Return a person ID that is resolved from PII-based data to the most accurate individual per record.

### Household Link

Return a household ID to recognize consumers who live together and move together.

### Match Metadata

Indicate which step of the match cascade a match occurred, and which components were used in making a match.