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

**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.

Flexible pricing available. Contact us at info@liveramp.com.