

LiveRamp Data Marketplace Buyer API

(Beta Program)



Seamlessly Connect to the LiveRamp Data Marketplace

The Data Marketplace Buyer API automates third-party data workflows, driving cost savings for platforms while providing more options for buyers.



Reduce Manual Work

Save time by automating third-party data supply workflows against our buyer API.



Increased Options For Your Clients

Your clients can easily access LiveRamp's complete catalog of segments from 160+ premium data providers.



White-Labeled Experience

Clients can avoid having to log into any LiveRamp assets with an embedded Data Marketplace experience.



Eliminate Hosting Costs

Segments will no longer need to be hosted on your servers when leveraging our buyer API.



No Maintenance

Real-time updates include metadata, current pricing, and the latest Data Marketplace features.



Faster Scaling

On-demand activation of segments enabling faster scaling for your clients.

Data Marketplace: simplified access to safe, global third-party data

We've built Data Marketplace with ease-of-use, security, and neutrality in mind. Discover and evaluate privacy-centric data partners for all your marketing and analytic needs.