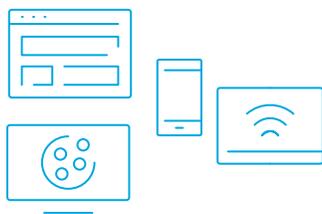


Connections without Cookies: Maintaining Addressability in a Cookieless World

LiveRamp has rallied the industry to build an open, scaled, and privacy-first addressability solution that provides an improved online experience for consumers, advertisers, and publishers.

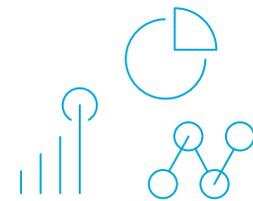
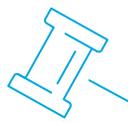
End to End Addressability on RampID

RampID is embedded across the ecosystem enabling marketers to target one-to-one at scale and accurately attribute the effectiveness of their media investments—**without the use of third-party cookies**



Identify Consumers Through a Trusted Value Exchange

LiveRamp enables addressability without third-party cookies via the Authenticated Traffic Solution. By identifying consumers at the inventory source, LiveRamp provides the highest possible match of inventory to advertiser audience data.



Connect Audience Data & Transact on IDL

Audience data is passed in the bid stream via a DSP-specific encoded RampID. DSPs can decide and transact on RampID.

Measure Outcomes on IDL

Every impression purchased on RampID is measurable via exposure logs produced by DSPs or SSPs, providing transparent measurement and more accurate attribution.

Addressability on RampID

Key Benefits

Enhanced Privacy & Security

Provides consumers with greater transparency and choice as well as more secure use of data across the ecosystem

Precision at Scale

Preserves people-based addressability on Chrome and unlocks incremental reach on Safari and Firefox

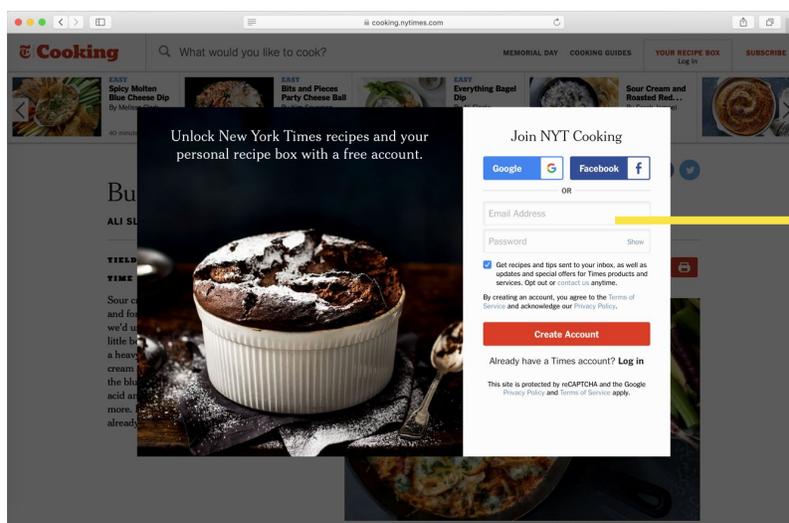
Improved Attribution

Every impression bought on RampID is measurable enabling accurate and transparent media attribution

Authenticated Traffic Solution: Enabling Addressability Without Cookies

Addressability Without Third-Party Cookies

The Authenticated Traffic Solution (ATS) ensures future addressability on Chrome and unlocks valuable audiences and inventory today on Safari and Firefox by leveraging publisher first-party authentication events to provide addressability without third-party cookies



Privacy-First Solution

- ATS provides a clear value exchange between the publisher and consumer
- Publisher must provide consumer with clear notice and choice on how their data will be used and provide a link to the LiveRamp opt-out
- LiveRamp reviews the publisher's privacy policy before the publisher can implement ATS

How It Works

- When a consumer enters their email or phone number, LiveRamp's code on page captures the PII and looks up the corresponding RampID
- LiveRamp returns the matched RampID to the publisher in an encrypted envelope and the publisher stores it in a first party-cookie context
- SSP can decrypt the envelope, encode the RampID for each DSPs and pass the IDL to DSPs in the bid request
- Advertisers can target and IDL-enriched inventory and measure the effectiveness of their investments