

Improving Addressability Across the Open Internet



LiveRamp introduces Authenticated Traffic Solution (ATS) to provide audience addressability in a privacy-first manner

Commitment to the Ecosystem

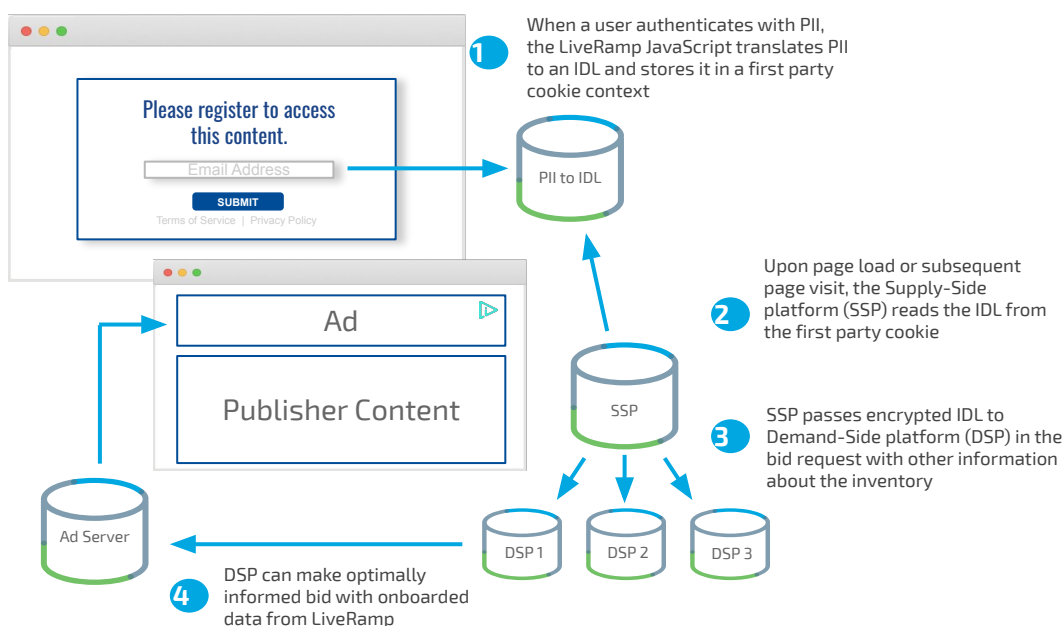
LiveRamp's core competency is building identity solutions across the siloed environments of the digital ecosystem while increasing consumer visibility and choice to improve online experiences. In pursuit of providing people-based addressability, LiveRamp has diversified its identity graph for maximum performance without cookies.

Embedded Identity Services

Publishers have long understood the value of their content with providing marketers access to their user base. LiveRamp's **Authenticated Traffic Solution (ATS)** will match 200 million people across premium publishers and platforms, delivering a higher find rate of known audiences within each integrated partner. With ATS, marketers can directly address publisher's users in a privacy-conscious manner.

How it Works

The Authenticated Traffic Solution (ATS) allows partners to match consented PII and return back an IdentityLink in real time, enabling targeting on authenticated, cookieless inventory across the open internet.



Targeting

Activate first and third party data across destinations while maintaining quality find rates on audiences

Measurement

Attribute every impression to an IdentityLink, enabling more accurate measurement

Consumer Choice & Privacy

LiveRamp enables single-opt outs for all platforms leveraging IDL