

# Building a Trusted Ecosystem: Call to Action for LiveRamp Brand Customers

## The Trusted Ecosystem

LiveRamp is advocating for a new, better advertising ecosystem with individual rights and trust at its core. We call this the 'trusted ecosystem' and we're making a call to action for the industry to help in its creation.

### The Challenge

People have lost trust in the advertising industry. Regulators and browsers enacted new policies, and third-party cookies now have a clear 'end of life.'

As a result, brands must transition to IdentityLink-based solutions rooted in consumer consent and transparency in order to maintain continuity of programmatic targeting, measurement, and other cookie-related capabilities.

**The time to act is now!**

### The Solution

IdentityLink (IDL) is a people-based identifier that enables addressability throughout the ecosystem. Publishers are deploying the Authenticated Traffic Solution (ATS) so individuals can engage with trusted first parties and data can be transformed into IDLs, thus ending the dependency on cookies.

SSPs and DSPs are well on their way to integrating IDL into their platforms, while LiveRamp expands the infrastructure bridging buy and sell sides in order to connect marketers with individuals.

## Calls to Action

While a timeline has been offered by Google, the reality is that the usefulness of cookies will rapidly decline within the next 12 months. LiveRamp plans to complete the migration from cookies to IdentityLink by December 31, 2020. Thereafter, brands will experience discontinuity of service if technology partners and publishers have not implemented IDL. It's critical for brands to start taking immediate action to protect their ability to engage audiences effectively on the open Internet. Here's how.



### Start Buying and Measuring on IDL

You're already IDL-enabled by being a LiveRamp customer! Allocate campaign budgets to start buying on IDL—either via an IDL-enabled DSP or via an IDL-enabled Deal ID with a SSP and your DSP.



### Check with Your Technology and Publisher Partners

Ask your DSPs to prioritize receiving and sending data on IDL, and to bid on IDL. Ask publisher partners to implement ATS. These actions will ensure continuity of your services after cookies.



### Avoid Untrustworthy Solutions

Steer clear of harmful and unsustainable solutions. Fingerprinting has been identified as an untenable solution by Google and hashed emails may not fully protect privacy.

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## Quick Start Guide to Buying and Measuring on IdentityLink

### Option 1: IDL-Enabled Platforms

1. Inform your DSP that you want to begin buying on IDL
2. Create a new tile in Connect to distribute the data on IDL
3. Create new campaigns/line items in your DSP for corresponding IDL audiences
4. Begin sending data on IDL to your DSP and activate campaigns
5. Request that your DSP provides exposure logs that include IDL and send them to LiveRamp for measurement

### Option 2: IDL-Enabled Deal ID

*A deal ID is a unique number that is used to match buyers and sellers for programmatic direct buys, including Private Marketplace (PMPs), Preferred Deals, and Programmatic Guaranteed (PG).*

1. Work with a LiveRamp partner SSP to select publisher inventory and deal terms
2. Create a new tile in Connect for the SSP
3. Begin sending data to the SSP
4. Create campaigns/line items in your DSP for the Deal ID(s)
5. SSP passes eligible bid request with Deal ID appended to your DSP
6. Request that the SSP provides exposure logs that include IDL and send them to LiveRamp for measurement