

# Enhance your data strategy to target, prove impact, and build customer intelligence with Data Marketplace

A comprehensive data strategy is often constrained by gaps in data because:

- Consumer data is incomplete or unavailable
- Data access is burdened by operational hurdles
- Privacy-compliance uncertainty surrounds third-party data

Companies need easy access to safe, externally sourced data to develop a more effective strategy.

## 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.



### Simplified Data Access

Through a relationship with LiveRamp, gain access to global data from the world's top providers and utilize it across technology and media platforms, agencies, analytics environments, and TV partners.



### Flexible By Design

From flat-fee licensing to CPM to percent of media, there are pricing options that fit your use case needs. Choose the data and pricing model that are right for you, and the data will be translated to the identity space you require.



### Explore Data; Employ Innovative Strategies

Discover and test the possibilities of overlaps, segmentation, and data appends, then plan and analyze your data strategy to improve targeting, measurement, and customer intelligence.



### Confident Buying in an Evolving World

Our strict review of data partners ensures compliance with relevant industry standards and privacy regulations, such as confirming consumers are provided notice, opt-out, and choice management.

## What Can You Do with Data Marketplace?



### Targeting

Drive engagement from your best customers and find new valuable prospects. Activating Data Marketplace audiences will help you reach high-value consumers across programmatic, social, and advanced TV.



### Data Science

Third-party data can serve as the foundation of your customer and competitive intelligence. Develop comprehensive insights on current and prospective customers by joining existing customer data with third-party attributes.



### Measurement

Uncover insights, prove impact, refine your strategy, and take action. Third-party data empowers you to understand the full impact of your marketing spend so you can make more informed investment decisions.



### Segment Building

Overlap first- and third-party data to produce richer and more relevant segments for highly effective campaigns. Optimize your reach to target audiences in a combination of segments.

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## Data Marketplace Product Pillars

### 1 Discoverable

Search and find the right data using unbiased tools that provide all data partners the same opportunity to convey differentiated information in a standardized format so you can easily evaluate your options.

### 2 Safe

Data Marketplace is purpose-built with guardrails so buyers are assured that data is used as it was intended.

### 3 Compliant

Data partners are rigorously reviewed for consumer-privacy compliance so buyers' interests are protected as privacy regulations evolve.

### 4 Streamlined

Data Marketplace speeds up access to data through automated API workflows. A simplified procurement and contractual process removes operational hurdles that normally slow you down.

### 5 Distribution

With integrations among top media and technology platforms across the marketing ecosystem, our identity translation technology enables activation of your desired audience to the destination of your choice.