

# Reach Your Audiences on Every Screen

LiveRamp Activation, an evolution of data onboarding, translates your data so you can securely reach the right audiences across the advertising ecosystem, setting the foundation for long-lasting customer relationships.

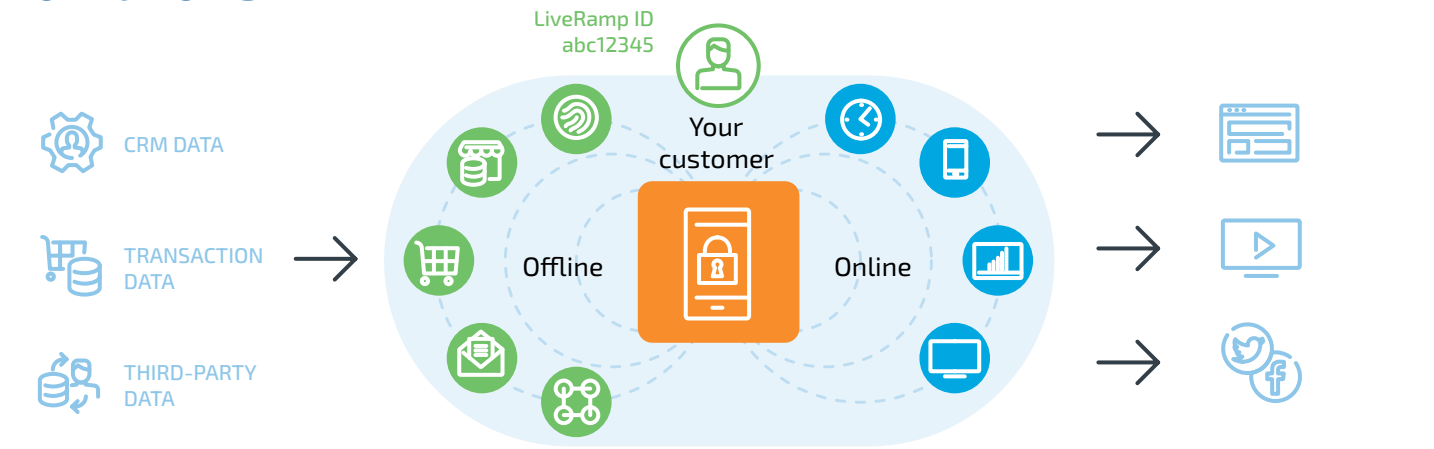
## The Problem

Consumer attention is divided across screens and touchpoints, generating mass amounts of identifiers that are disconnected. This makes it more challenging than ever to leverage data to create exceptional experiences.

## The Solution

LiveRamp's leading identity technology enables precise activation across channels and devices, acting as the translation layer to bridge identity spaces and enabling addressable reach in an ever-evolving industry.

### How it works



Online or offline data is ingested into LiveRamp from a variety of different sources.

PII is stripped during LiveRamp's obfuscation process and replaced with a pseudonymized ID.

From a single platform, audiences are activated across any of our hundreds of destination partners.

### Your Data, Addressable in More Places

**DMPs & DSPs**  
Send audiences to your DMP for cookie-based segmentation, or deliver to your DSP for immediate, people-based activation.

**Search**  
Augment your existing search email lists while also circumventing the need to share PII directly with your search providers.

**Social & Premium**  
Maximize your social media budgets by harnessing direct integrations with the leading social and premium publishers.

**Creative Personalization**  
Take your dynamic creatives to the next level by tailoring every message to every consumer, whether anonymous or known.