



Customer ID to RampID Matching

RampID is LiveRamp's conception of online identity, which unifies various touchpoints to real people. When matching RampID to other people based identifiers, it is important to understand that each has a different conception of who a person is. RampID has several inputs into our graph which ultimately influence how our RampID matches with other customer identifiers and how we resolve those potentially different identifiers into identity connections.

This document can help you understand what decisions LiveRamp makes in how we resolve identity and why that will lead to different many-to-many matching combinations with other identifiers.

About LiveRamp Identity Resolution

Each brand, platform, publisher and data provider will have a different conception of the identifiers tied to a person based on two variables – the data inputs that they receive, and the resolution logic that they use to understand when that data is tied to an individual. LiveRamp’s unique approach is outlined below.

Inputs

The foundations of our identity graph.

Match Network: Paid match partners that send device IDs and cookies linked to hashed PII to LiveRamp, based on observed traffic on their websites, which LiveRamp uses to create or link to an IDL.



Abilitec: The offline data spine of the RampID graph sourced from more than 100 offline data sources going back 45 years. Includes data such as name and postal, phone number, and email address.



Smart Reach: LiveRamp’s opt-in extended match network. Participants, which include major brands, publishers, and more, access a larger pool of match data by volunteering on- or offline data.



Resolution

Our identity graph collects the inputs from our data sources and ties touchpoints to the same person using the following methodology:

Deterministically connect identifiers (cookies, device IDs) to user identifier (hashed PII) using authentication events from match network and Smart Reach. LiveRamp generates a **derived ID** when that user is not found in Abilitec.



When the hashed PII sent from the match partner is confirmed in Abilitec offline data, LiveRamp connects to the corresponding **maintained IDL** or attaches to the existing maintained IDL tied to the same individual.



Household IDLs: An aggregation of all maintained IDLs connected to a single household. Household members are associated algorithmically via Abilitec offline data based on historical signals such as address, last name, and shared devices.



Why Don't Other Identifiers Match 1-to-1 with RampID?

There are a number of specific reasons why RampID does not match with other identifiers.

Under Consolidation

When a destination has multiple records corresponding to one IDL. Discrepancies may occur for the following reasons:

- Destinations may have out-of-date contact data associated to different unique people
- Customers may use different logins on different devices or platforms.



mIDL: XY123456789

Jon Smith
jonsmith@hotmail.com
smith-family@gmail.com

CID 12345

Jon Smith
jonathansmith@gmail.com

CID 45678

Jonathan Smith
smith-family@gmail.com

Over Consolidation

When a destination has a single record that LiveRamp identifies as two distinct IDLs. Discrepancies may occur for the following reasons:

- Multiple people using shared logins
- Logins based on shared identifiers (name and phone, address, email)



mIDL: XY123456789

Jon Smith
jonsmith@hotmail.com
smith-family@gmail.com

mIDL: XY98765432

Jane Smith
smith-family@gmail.com

CID 45678

J Smith
smith-family@gmail.com

Why Don't Other Identifiers Match 1-to-1 with RampID?

There are a number of specific reasons why RampID does not match with other identifiers.

Offline Data Not included in LiveRamp Graph

Abilitec may not have every piece of offline data that an advertiser uses to match to another touchpoint. LiveRamp creates new derived ID for offline data not in our graph. Discrepancies may occur for the following reasons:

- Destination has more updated record than Abilitec graph
- Destination login uses has incorrect or invalid email address that is not used elsewhere online.



CID: 12345

Jon Smith
jonsmith@hotmail.com
jonathan-smith@XYZ.com

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mIDL: XY123456789

Jon Smith
jonathansmith@hotmail.com



dIDL: Xi987654321

Jon Smith
jonathan-smith@XYZ.com

Varying Householding Logic

Every identity provider uses different logic to determine how to group users into households. LiveRamp groups users into households based on several signals that in Abilitec that correlate to cohabitation, such as a history of moving together.

Discrepancies may occur for the following reasons:

- Destination may not have access to offline address data, and rely on probabilistic device data
- Destination groups users into households by weighting signals differently, like grouping users by last name.



HH IDL: 12345

Jon Smith & Jane Doe
123 Oak Road, PA
smith-family@gmail.com

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HH CID: 12345

Jon Smith
123 Oak Road, PA
smith-family@gmail.com

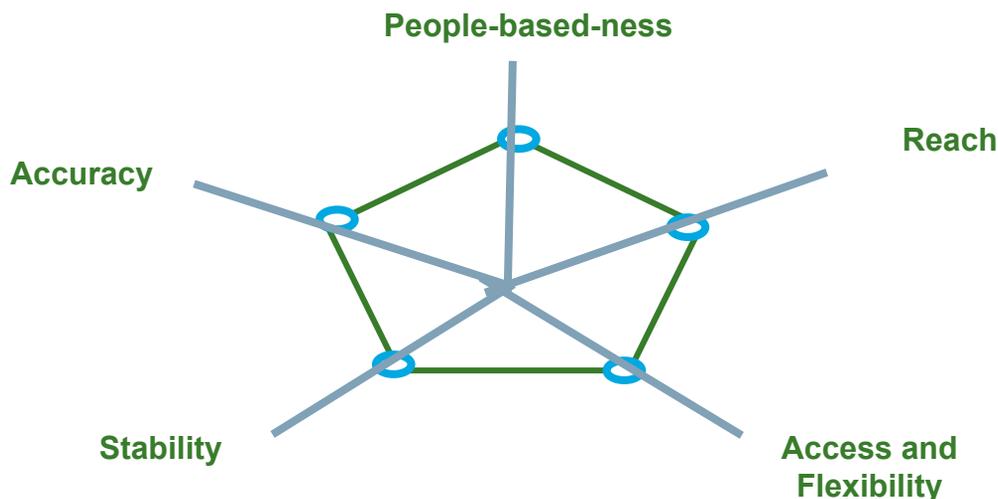


HH CID: 45678

Jane Doe
123 Oak Road, PA
smith-family@gmail.com

5 Dimensions of the LiveRamp Graph

Each identity solution has an identity resolution algorithm that they have tuned over time based on the data they receive and the use cases that they optimize towards. At LiveRamp, we have calibrated our graph resolution based on the following dimensions:



People-based: LiveRamp’s online graph is grounded in offline data using Abilitec, which consolidates users that may use different PII for different logins, or have out-of-date PII associated with them. Conversely, this results in some additional dIDLS for some time when new touchpoints are used that are not yet included in the graph.

Accuracy: LiveRamp only makes deterministic connections between users and cookies, devices, or CIDs, and is tied to a widely sourced and accurate offline graph. The graph is therefore far more accurate than any probabilistic graph or online, cookie-based deterministic graph.

Reach: LiveRamp aims to have a fully comprehensive reach to internet users across every addressable channel – including multiple touchpoints on cookie, devices, offline, and customer IDs for as many customers as possible. Our graph only uses deterministic connections, but reach can be expanded with SmartReach or by leveraging supplemental probabilistic partners through LiveRamp.

Stability: Our graph prioritizes accuracy overtime, and uses offline data that updates less quickly than cookie-spaces that often refresh data after 30 days. This results in more consistent reach, but greater lag time than some cookie-based IDs. Stability improves the ability to conduct accurate measurement of user behavior over longer periods of time.

Flexible & Easy Access: Access varies by market, with strongest penetration in US and Western Europe. Globally, LiveRamp matches with over 500 destinations.