The LiveRamp API Suite

LiveRamp offers several APIs to automate your workflows, increasing efficiency across our products.

Manage Your Identity with the Identity APIs

Programmatically configure your identity strategy to meet your business objectives. The Identity API Suite offers several APIs to meet your use cases.

API Function	Current Capabilities	Use Cases
Capture	Capture identifier (MAIDs, CTVs, envelopes, cookies) and data associated with the identifier (site data, behavioral data, segment data, campaign data)	• Build an audience for analytics, activation, targeting • Send back an exposure file for measurement attribution
Resolve using the AbiliTec API or Retrieval API	Resolve PII to known identifiers (AbiliTec Link, Doc ID, CID/Platform ID)	• Consolidate identity fragments across multiple systems to a single customer record • Protect sensitive customer data in the known environment • Create a common ID key for data exchange in the known realm
	Resolve PII to anonymous identifiers (IDL)	• Resolve sensitive customer data to an anonymous identifier • Protect sensitive customer data in the the anonymous environment • Create a common ID key for data exchange in the anonymous realm
	Resolve device (browser, smart TV, mobile device) to an identity envelope	• Enable commuting data to a partner in the partner's ID space using authenticated data (during the same session)
Translate with the IDL Transcoding API or IDL Envelope API	Translate from one IDL encoding to another IDL encoding ("Transcode") (IDL Transcoding API)	• Enable sending data to a partner in the partner's ID space
	Translate from one identity envelope to another partner's IDL ("Envelope") (IDL Envelope API)	• More secured movement of data than on an IDL

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Data Activation with the Activation API

The Activation API enables customers to activate PII-based and device-based segment data on popular platforms so you can reach your audiences on every screen.

API Function	Current capabilities
Destination and Distribution Management	Create and view destination accounts
Segmentation	View segments and receive alert status for configuration changes by Destination

Access Third-party Data with the Data Marketplace Buyer API

The Data Marketplace Buyer API seamlessly automates third-party data workflows, driving cost savings for platforms while providing more options for buyers.

API Function	Current capabilities
Activate Third-party Data	• Access catalog of data providers and segments available for purchase • Request delivery of segments to be surfaced in your platform for purchase by clients