



NEWS RELEASE

LiveRamp Launches Authenticated Traffic Solution to Democratize People-based Identity Across the Open Ecosystem

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Delivers Enhanced Addressability with Better Consumer Visibility and Control

SAN FRANCISCO--(BUSINESS WIRE)-- **LiveRamp®** (NYSE: RAMP), the leading identity platform for exceptional experiences, today announced its Authenticated Traffic Solution (ATS) for publishers and supply-side platforms (SSPs) to expand the company's commitment to creating an open, independent, and collaborative ecosystem to drive the future of digital marketing. Evolving industry trends like increased regulation and third-party cookie restrictions are making it more difficult to reach consumers online than ever before. LiveRamp's solution provides every marketer, platform, and publisher the ability to leverage their data and manage the customer journey with a neutral, privacy-conscious identifier across all inventory—display, mobile, cookieless, and CTV. Additionally, ATS furthers consumer choice and privacy by giving consumers control over how their data is being used, and a single opt-out for destinations leveraging IdentityLink™. The company expects to formally roll out the product in the coming months.

"Our industry needs a more persistent and healthy solution—one that protects the rights of consumers and businesses; ensures a level playing field, visibility and control for all participants; and catalyzes exceptional experiences and results," said Scott Howe, CEO of LiveRamp. "We're launching our Authenticated Traffic Solution for the good of everyone in the industry—so that permissions can be honored while also democratizing identity and data for the good of all participants."

LiveRamp's ongoing commitment to provide an open and scaled identity solution has spurred multiple, complementary efforts: the Advertising ID Consortium embedding IdentityLink into the bidstream; launching the Open Internet Measurement Initiative; providing LiveRamp's identity graph to demand-side platforms free of



charge via IdentityLink for Real-time Bidding; and now expanding that to include cookieless inventory with ATS.

“With recent changes to third-party cookie restrictions and the evolving regulatory landscape, the need for privacy-safe, omnichannel identity solutions that increase consumer visibility and choice is more important than ever,” said Jay Friedman of Goodway Group. “We’re excited to see that LiveRamp has been committed to providing a solution for platforms, marketers and publishers.”

As third-party cookies become less accessible and functional, publishers’ ability to identify visitors and deliver relevant experiences greatly diminishes. Publishers should be able to develop a trusted relationship with consumers and then connect those consumers with marketers—ATS enables the publisher to do just this. ATS provides a safe and transparent solution based on publisher first-party authentications that deliver enhanced addressability and better consumer visibility and control. LiveRamp’s people-based IDs, IdentityLinks, provide a holistic view of consumers because they are grounded in the company’s offline AbiliTec graph and power omnichannel marketing. IdentityLinks provide greater privacy, security, portability and persistence than other identifiers.

With LiveRamp’s Authenticated Traffic Solution, users will have access to the following benefits:

- Give consumers full choice and control over how they interact with marketers with continued access to free content, better privacy controls and better ad experiences
- Increase audience addressability in cookieless environments
- Maximize the scale for campaigns that target their most valuable audiences
- Increase advertiser demand while maintaining a responsive user experience

To learn more information about the Authenticated Traffic Solution, please visit:

<https://liveramp.com/blog/launching-authenticated-traffic-solution-for-publishers>

About LiveRamp

LiveRamp provides the identity platform leveraged by brands and their partners to deliver innovative products and exceptional experiences. LiveRamp IdentityLink connects people, data, and devices across the digital and physical world, powering the people-based marketing revolution and allowing consumers to safely connect with the brands and products they love. For more information, visit www.LiveRamp.com.

View source version on [businesswire.com](https://www.businesswire.com): <https://www.businesswire.com/news/home/20190530005338/en/>

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