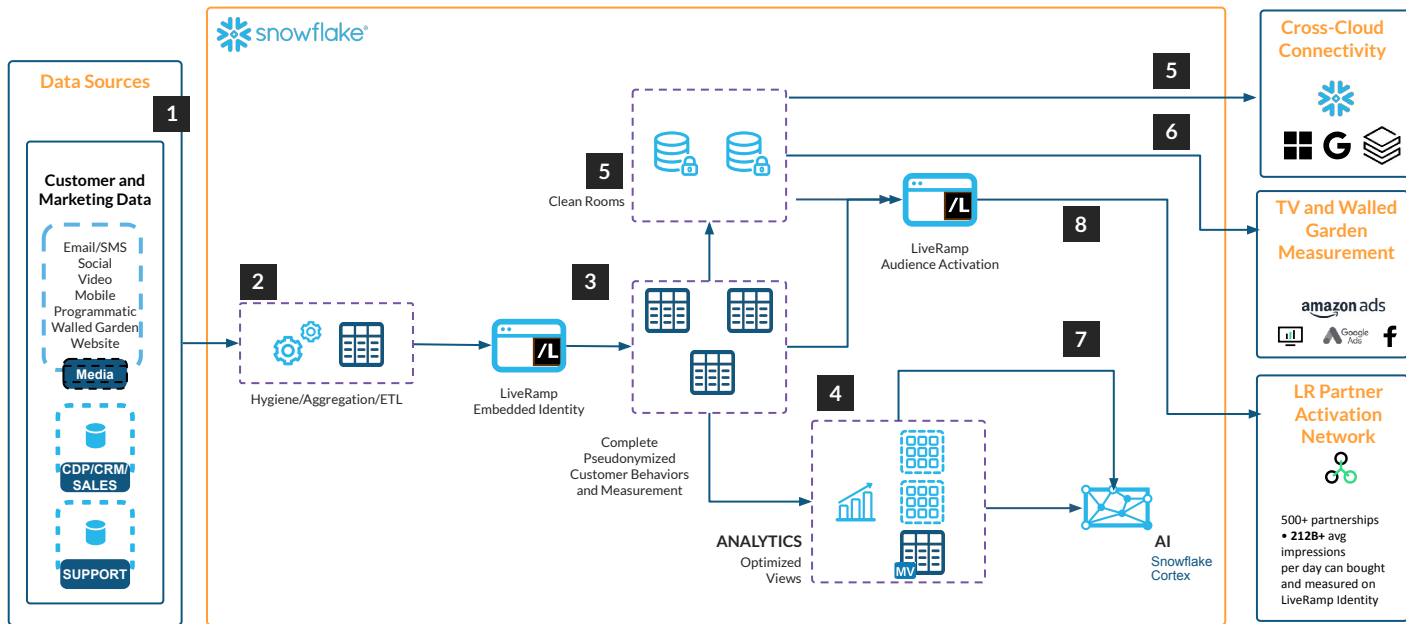


LIVERAMP ENHANCED MARKETING INFRASTRUCTURE REFERENCE ARCHITECTURE



OBJECTIVE

By providing a unified view of the customer journey through LiveRamp's Embedded Identity Native App marketers can improve targeting, measurement, and attribution, ultimately driving better business outcomes.

LiveRamp Identity also supports greater connectivity in partner collaborations and through LiveRamp's audience activation network, driving both reach and precision for greater customer loyalty, growth and marketing efficiency.

Lastly, LiveRamp Identity accelerates AI model training and Gen AI production through the pseudonymized format of LiveRamp Identity, removing sensitive customer identifiers while increasing joins between profiles and performance signals.

DESCRIPTION

- 1** Customer signals from marketing, advertising, shopping, brand touchpoints, social channels; all ingested from streaming + batch sources.
- 2** Integration of signals from ETL/ELT processing and available hygiene services
- 3** Customer touchpoints and measurement connected (customer, prospect, individual, household) through LiveRamp Embedded Identity Native App
- 4** Pseudonymized, unified customer records become complete source for customer and journey analytics, behavioral modeling, visualization and AI.
- 5** Snowflake and LiveRamp clean room supported to securely share audience and performance signals with cross-cloud partners with enhanced data connectivity from LR Identity.
- 6** LR clean room connects to walled garden media measurement, LR's de-duplicated TV audiences, and applies Gen AI for query and report creation.
- 7** Cortex AI creates hyper-personalized collateral and enables natural queries on all aspects of customer/brand behavior by accessing the privacy-centered customer behavioral data connected by LiveRamp Identity
- 8** Activate audiences across LR's high performance Media Activation Network either directly from warehouse or clean room when permitted.

