

Take Control of Your Audience Strategy with AI-Powered Segmentation

Bring Together Your 1P, 2P, and 3P Datasets to Build High-Precision Audiences That Fuel Activation and Growth Across All Media Channels



- **Unify Your 1P Data:** Start with a clean, accurate view of what you know about your customers today from CRM and loyalty programs, transaction and conversion activity, mobile app and web events, and other direct touchpoints.
- **Generate New Insights with 2P & 3P Data:** Unlock permissioned 2P collaboration and 3P Marketplace data to overlap segments, enrich customer audiences, and find new prospects.
- **Fuel Growth with Lookalikes:** Expand your audiences with fast, effective lookalike modeling options integrated seamlessly into the same segmentation workflow. With off-the-shelf options, you can get started quickly with no data science expertise required.
- **Build at the Speed of AI:** Describe your audience using natural language while AI interprets your commands and renders audiences in the visual builder. Our human in the loop approach lets you review and manipulate logic on the fly using more prompts or an integrated manual rule builder.

WHY LIVERAMP



OWN YOUR STRATEGY

Segment once and activate everywhere with an integrated full suite of audience planning tools across all the datasets you need to take control of your audience strategy.



ACTIVATE & MEASURE

Create audience splits to support lift measurement or A/B testing and activate them to any of the 500+ destination partners in our network directly from the builder.



MAXIMIZE REACH

Drive more value from every ad dollar with the most accurate, complete view of your customers possible—powered by RampID.