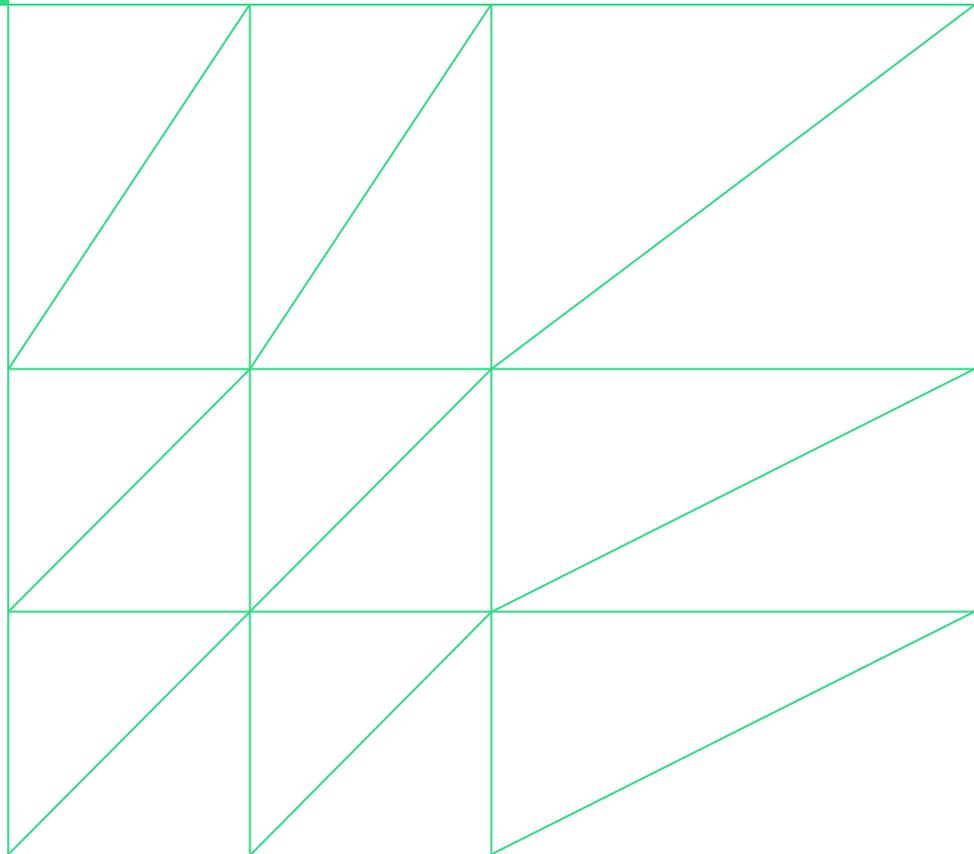


**/LiveRamp**

RampUp 2023

# **Investor Breakfast & Management Q&A**

March 1, 2023



# RampUp 2023



**Scott Howe**  
Chief Executive Officer

# LiveRamp: The Data Collaboration Platform of Choice for the World's Most Innovative Companies

# 1



## The Right Foundation

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Groundbreaking leadership in consumer privacy, data ethics, and foundational identity.

# 2



## Flexible Collaboration

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Complete flexibility to collaborate where data lives, in any cloud or across clouds and on any platform.

# 3



## Premier Global Ecosystem

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Expansive, data-rich network of top-quality partners, customers and publishers for incomparable scale and reach.

# RampUp 2023



## **Vihan Sharma**

EVP of Global Revenue and  
MD of International

# LiveRamp's Role Remains Unchanged as Data Moves to the Cloud

Our core capabilities continue to be essential to our customers' data strategies

## Data Eras...

1990-2010

CRMs

ACXION  
Epsilon  
neustar

2010-20

DMPs

bluekai  
LOTAME  
salesforce krux

2020 - Present

CDPs

  
salesforce  
TWILIO segment

2023+

Clouds  
Cloud Data  
Warehouses  
Data Lakes

aws Microsoft Azure  
Google Cloud  
snowflake

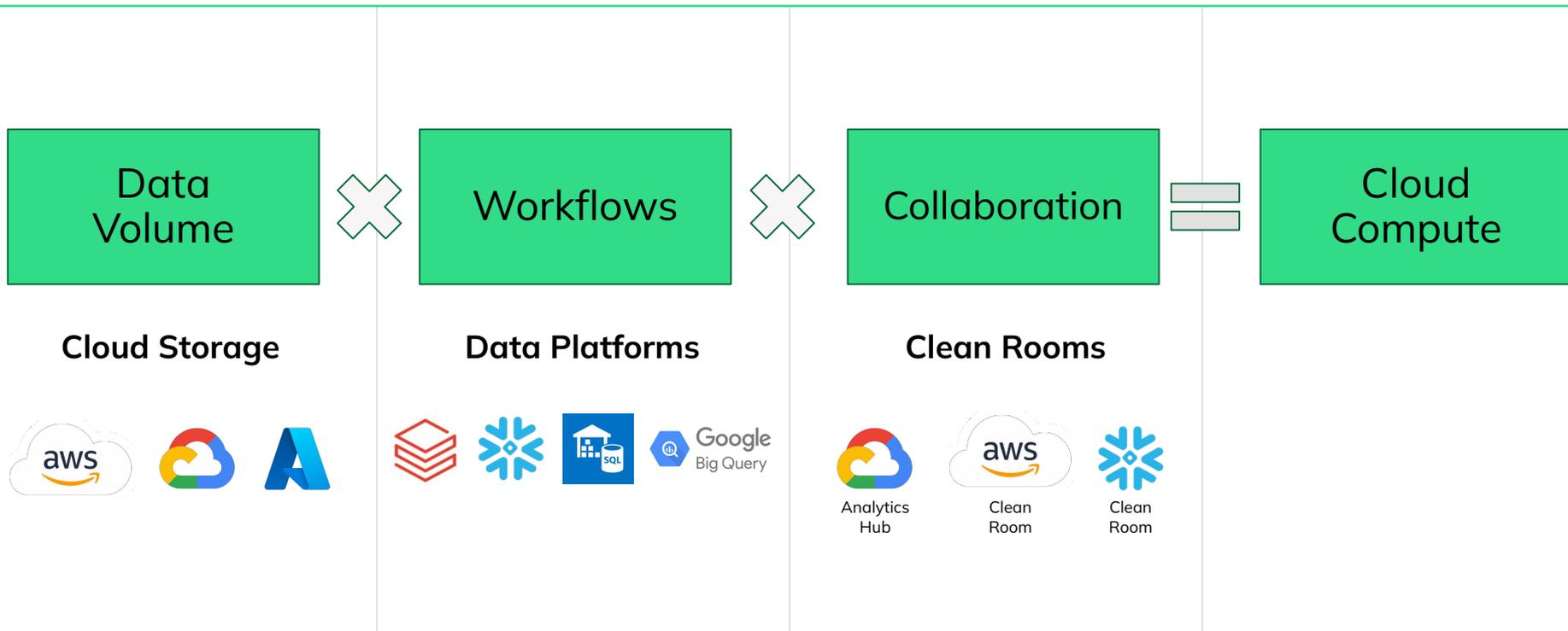
## Our Key Capabilities:

Data Access  
x  
Identity  
x  
Governance  
x  
Connectivity

FY24 is the year we unlock the cloud

# Digital Transformation is Driving More Data to the Cloud

LiveRamp helps cloud platforms access unique workflows to drive their business model



Cloud platforms are seeking additional workflows

# LiveRamp Powers Marketing Workflows for the Clouds

## Identity

- Connect data silos with LiveRamp identity products
- Create a pseudonymous data warehouse to map customer journey
- Secure data by masking personally identifiable information (PII)

## Segmentation & Activation

- Segment audience data across the enterprise
- Activate directly from cloud platforms
- Choose from hundreds of prebuilt integrations

## Collaboration

- Create marketing collaboration hubs across clouds
- Increase match rates between datasets to increase value of your collaboration programs

## Measurement

- Grow data volumes in data warehouses by bringing in impression data
- Resolve impression data to individuals by applying RampID
- Grow compute by connecting impressions to transactions

# LiveRamp Capabilities Natively Enabled in Snowflake

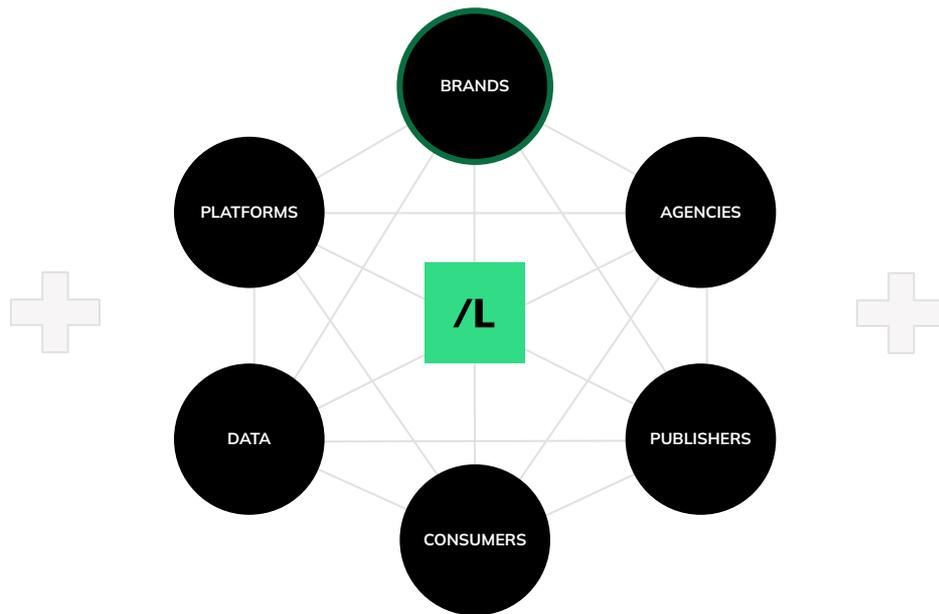
Brands can now easily integrate LiveRamp's capabilities without leaving their Snowflake environment.

## Core Customer Benefits

**Accelerated and enhanced identity match and resolution** on Snowflake to dynamically resolve more data streams while protecting PII.

**Audience activation with enhanced accuracy, connectivity and scale** to reach LiveRamp's hundreds destination partners.

**Marketer-specific user interfaces** to easily manage audience segments directly in Snowflake in a fully self-service capacity.



## /L Key Capabilities



### Data Access

Access to all of the world's data



### Identity

Create single view of the customer



### Governance

Ensure permissions, consent & secure data collaboration



### Connectivity

Connect to every customer interaction

# RampUp 2023



**Travis Clinger**

SVP, Activations & Addressability

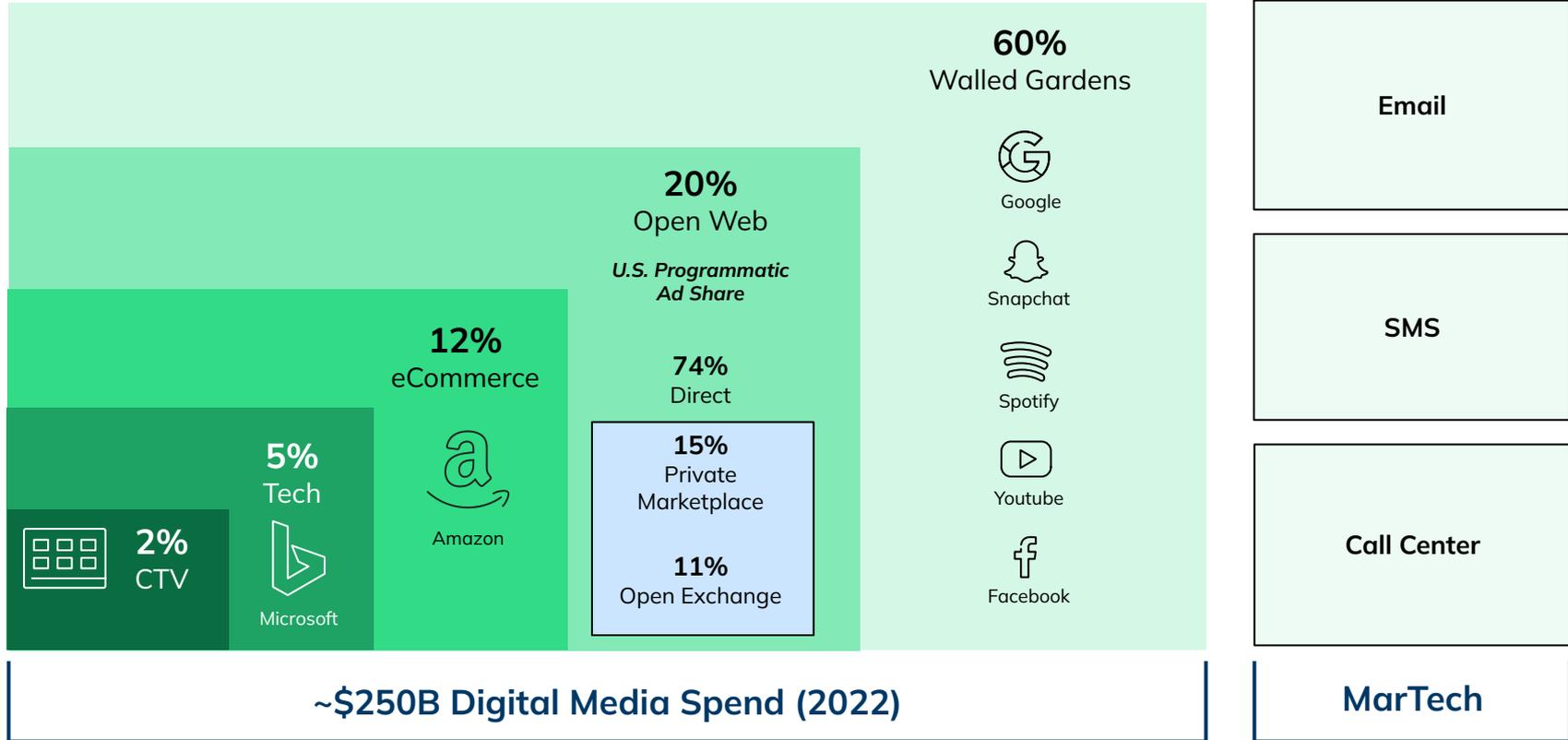
# What You Will Hear From Us Today

- Data driven marketing is critically important - brands need to connect with their customers to compete
- LiveRamp enables every consumer interaction to be addressable and measurable - the value that we provide is far beyond cookies
- Five requirements to thrive in a cookieless and privacy-regulated world - we solve them all and our moat is even stronger
  - ✓ Durable and future-proofed identity (RampID is the industry standard)
  - ✓ Omni-channel connectivity
  - ✓ Industry adoption
  - ✓ Global footprint, and
  - ✓ Scale

We are well beyond the tipping point – at scale today

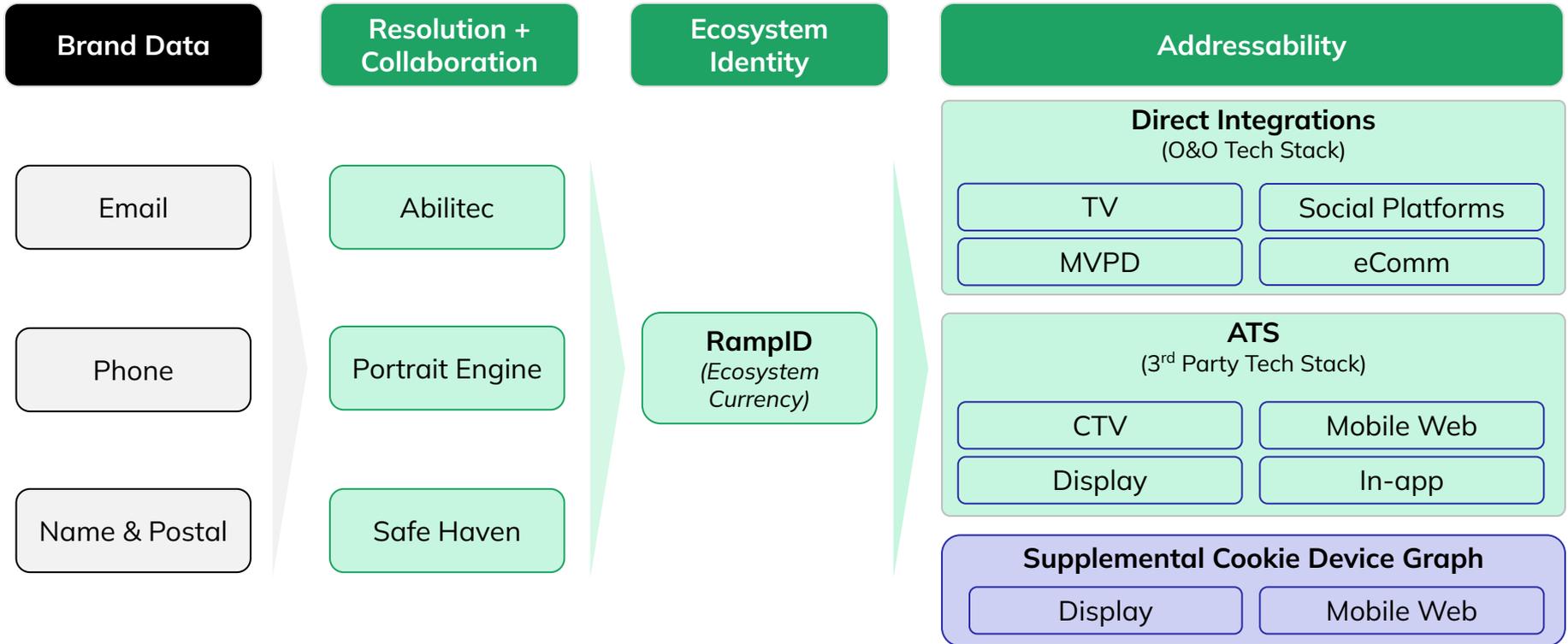
# Addressability is More Than Programmatic

Our value proposition extends far beyond cookies



# LiveRamp Addressability is Future-Proofed

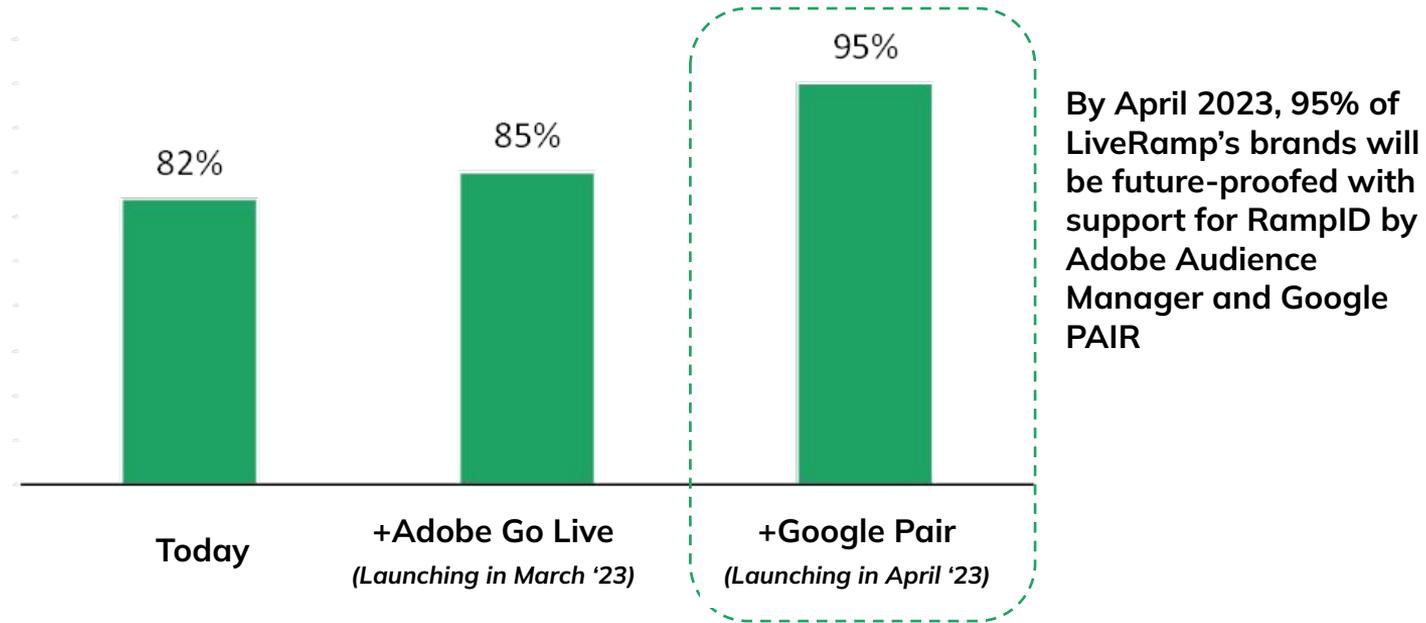
Durable, omnichannel, global and privacy first



# More Than 80% of our Brands are Already Future-Proofed

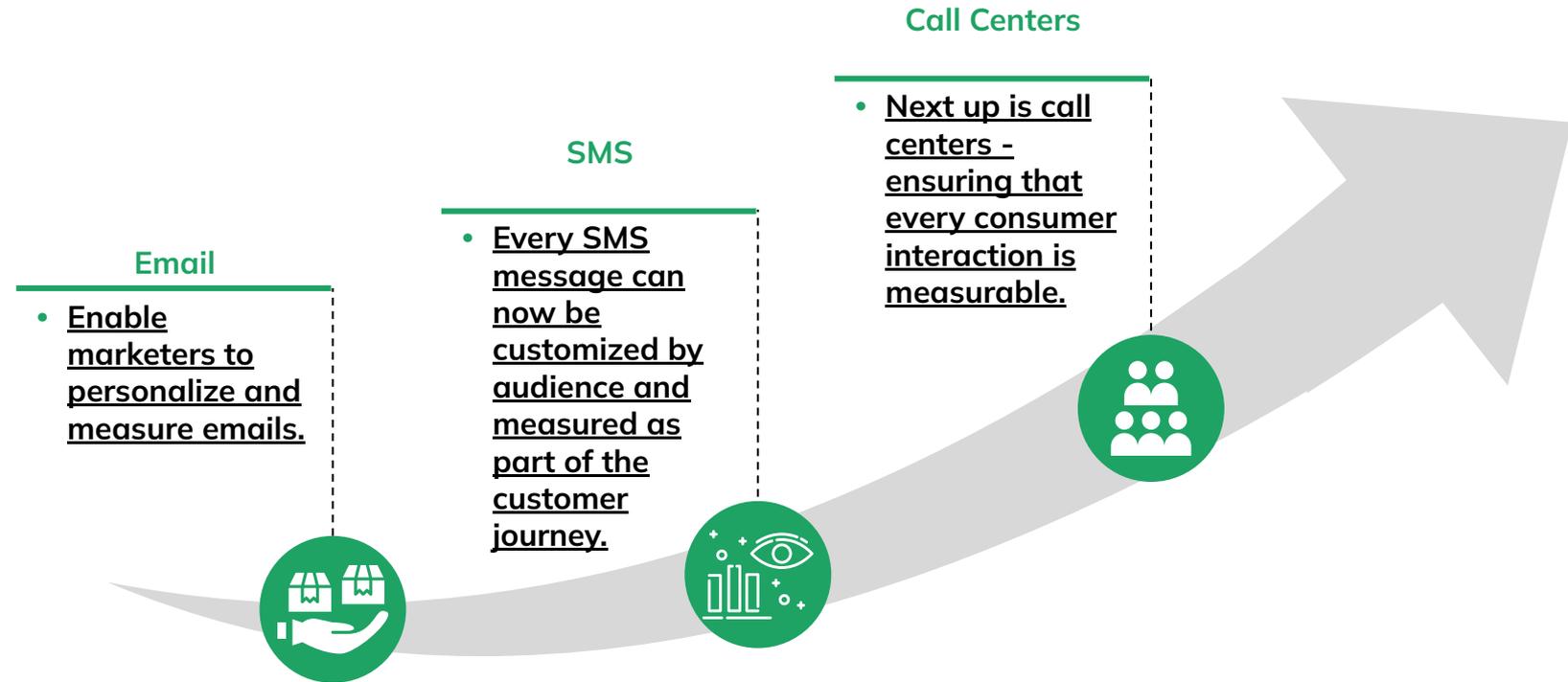
We have line-of-sight to 95% with Adobe Audience Manager and Google PAIR going live in Q1

## % of our brands sending their data to future-proofed destinations



The largest global DSP is now relying on LiveRamp

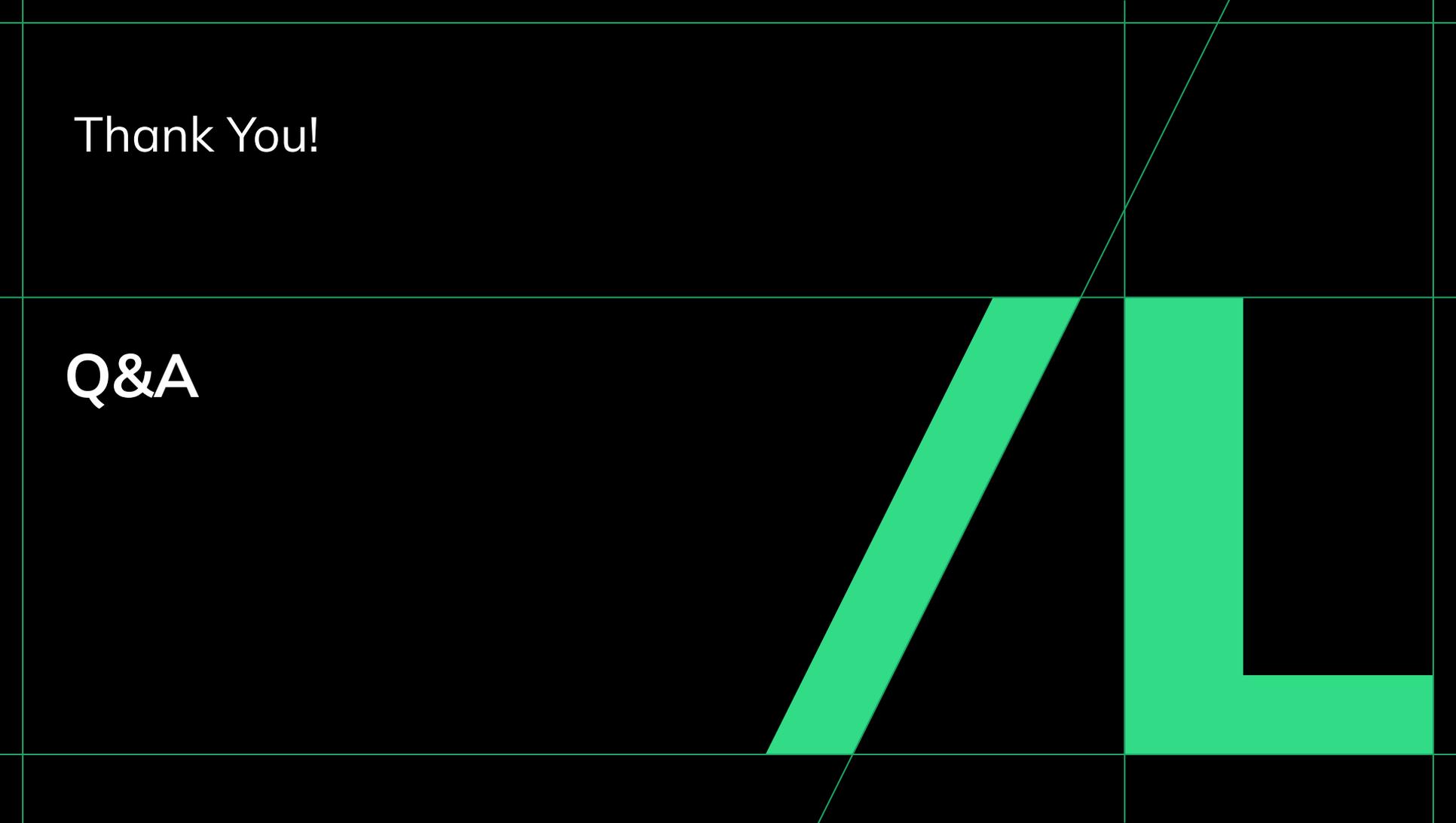
# Our Next Generation of Integrations is Focused on MarTech



Addressability is about connecting marketer data to consumer experiences and expands far beyond traditional media activation and measurement.

Thank You!

Q&A

A decorative graphic on a black background. It features a grid of thin teal lines. A diagonal teal line runs from the top right towards the bottom center. In the lower right quadrant, there are two teal shapes: a diagonal bar and an L-shaped block.