

LiveRamp Embedded Identity on Snowflake

LiveRamp's interoperable identity unifies and connects data within Snowflake's Media Data Cloud

Build a modern data foundation with LiveRamp

LiveRamp offers embedded identity solutions that connect, resolve, and translate data, unlocking person-based marketing capabilities and enabling interoperability within the data cloud without relying on hashed or sensitive identifiers.

LiveRamp's native app capabilities are deployed within the client's Snowflake environment, enabling customers to maintain control over their data while opening up LiveRamp identity on-demand to drive a comprehensive, 360-degree view of your customers with enhanced data security and privacy.

Resolve device-based data driving person-based measurement workflows and connect with partners within Snowflake's data cloud, leveraging LiveRamp's transcoding capability and ensuring analytics remain person- (or household-) based in a privacy-safe and secure way.

LiveRamp embedded identity key features:



Privacy-centric identity foundation:

Resolve and translate disparate identifiers into individuals or households across digital, mobile, and connected TV—powering advanced measurement insights without relying on sensitive identifiers.



Scalable deployment:

Take full advantage of LiveRamp identity capabilities, built with privacy-by-design at the center and embedded natively in Snowflake to power audience insights, data collaboration within the data cloud, and advanced measurement—all while protecting your proprietary data and reducing the risk of re-identification.

Benefits



Maintain control over your data

Unlock the power of LiveRamp identity infrastructure within your Snowflake environment by consolidating fragmented consumer touch points to a person-based view, all within your Snowflake account.



Privacy-centric interoperability

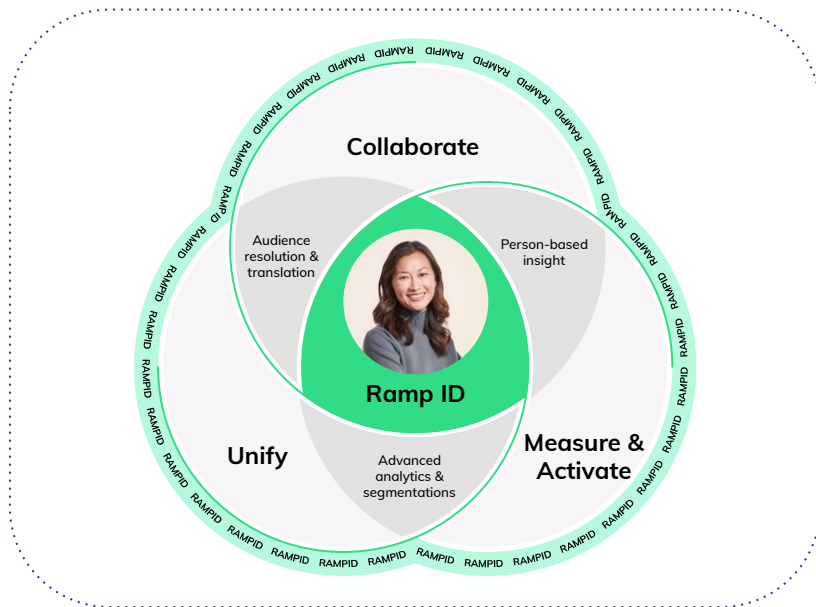
Unlock data interoperability through collaboration without compromising privacy and data security. Minimize the risk of re-identification with LiveRamp's privacy-by-design infrastructure.



Customization with flexibility

Customize based on your workflow needs, driving throughput as needed and saving costs and resources when requirements are more flexible. Manage workflows that make sense for your business.

/LiveRamp



LiveRamp embedded identity powers Snowflake media data cloud

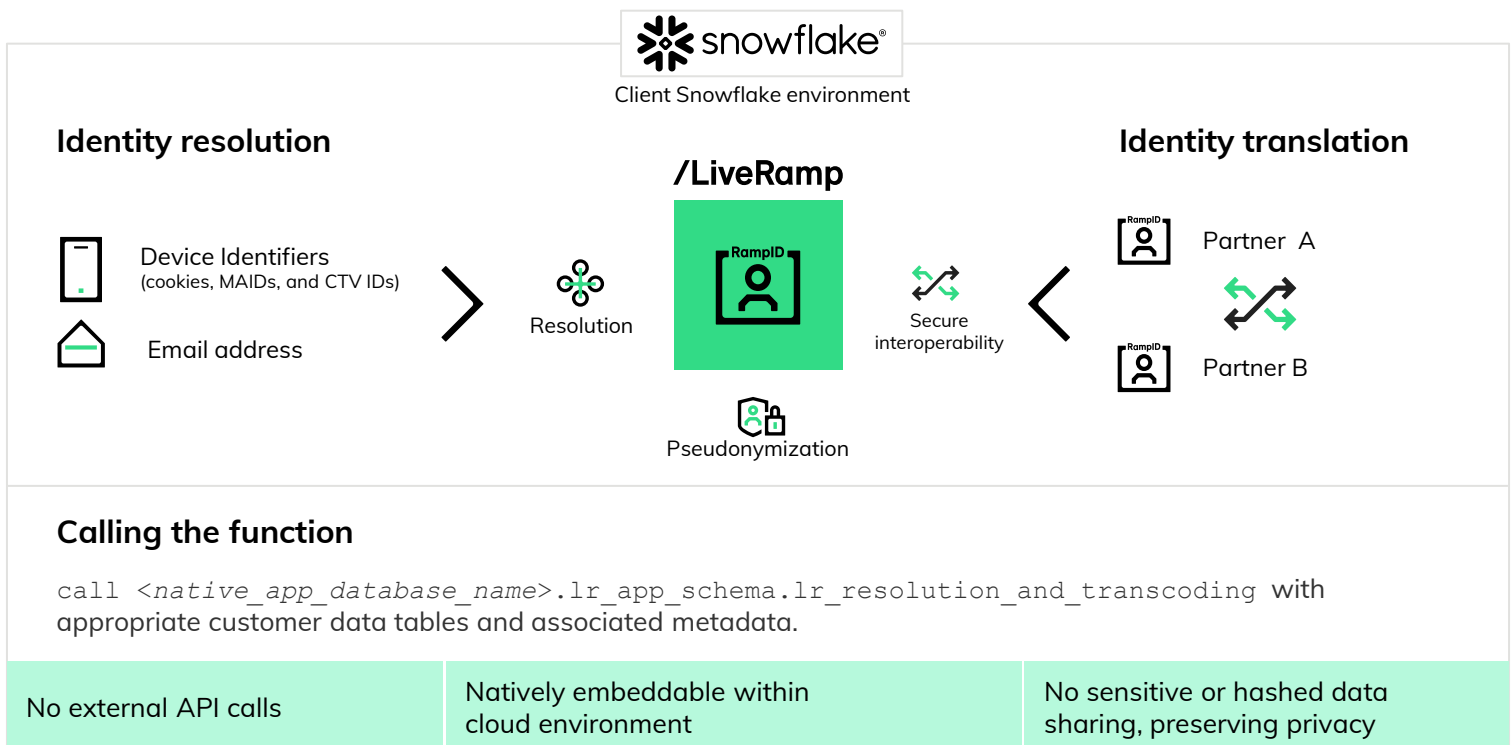
The largest identity graph: Connect disparate consumer touch points across offline and online identifiers to a person-based view.

Minimize data movement: Native apps enable customers to maintain control over their data, opening up a view to LiveRamp's identity resolution and translation capabilities.

Future-proof marketing with RampIDs: LiveRamp's Authenticated Traffic Solution powers advertising built on trust to continue to reach audiences at scale.

Unlock interoperability with the data cloud
Translate resolved data for more accurate insights with partners without worrying about the risk of re-identification.

Data requirement and workflows



We are available in Snowflake's [Data Marketplace](#). Please [reach out to us](#) and learn how to unlock privacy-centric data collaboration and measurement strategies.