/LiveRamp

Real-Time Measurement and Optimization Made Simple with Meta and LiveRamp Authenticated Traffic Solution

Drive optimized targeting and performance on Meta and unlock person-based results while protecting sensitive, personally identifiable consumer information.
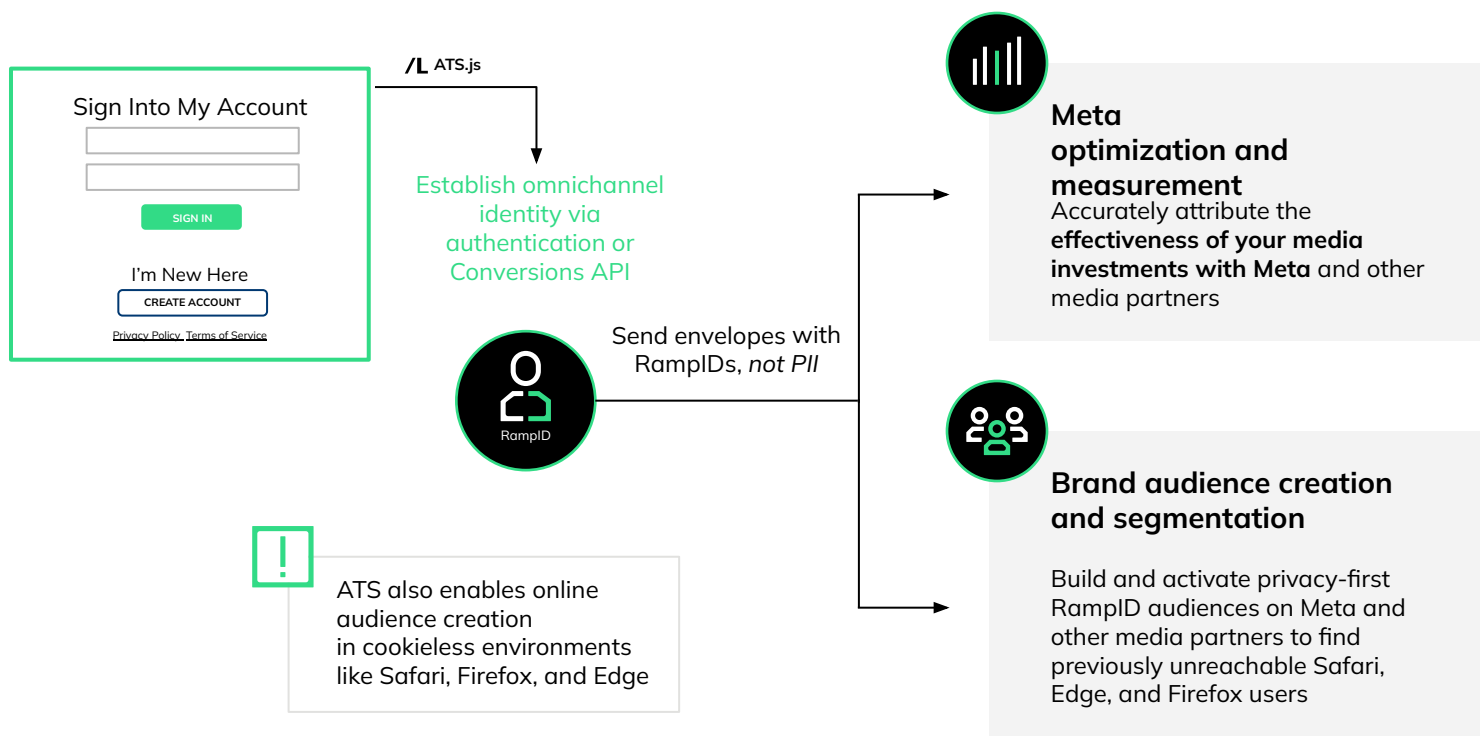
Use LiveRamp Authenticated Traffic Solution to power Meta Conversions API—without sharing any PII

Transform how you use the first-party data that inform the campaigns' optimization and delivery to drive a more efficient cost-per-action with LiveRamp Authenticated Traffic Solution (ATS) in Meta Conversions API.

LiveRamp Authenticated Traffic Solution (ATS) establishes scaled, people-based identity without a reliance on third-party cookies or device-based identifiers by leveraging first-party authentications individuals have with brands and publishers. By anchoring marketing activities on authenticated engagements, marketers can create exceptional experiences and trusted relationships with customers.

Marketers can get a more accurate picture of actual conversions on Meta ads to power optimization and measurement in real-time, unlocking person-based optimizations and targeting to drive better business outcomes and return on investment (ROI).

Accurate person-based marketing on Facebook Ads Manager

Sign Into My Account

SIGN IN

I'm New Here

CREATE ACCOUNT

Privacy Policy Terms of Service

/L ATS.js

Establish omnichannel identity via authentication or Conversions API

RampID

Send envelopes with RampIDs, *not PII*

Meta optimization and measurement
Accurately attribute the **effectiveness of your media investments with Meta** and other media partners

Brand audience creation and segmentation

Build and activate privacy-first RampID audiences on Meta and other media partners to find previously unreachable Safari, Edge, and Firefox users

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ATS also enables online audience creation in cookieless environments like Safari, Firefox, and Edge

Benefits for marketers

Improve customer experiences
Maintain the ability to recognize individuals visiting your site and measure your campaign performance with Meta

Execute key marketing tactics
Ensure continuity for key marketing tactics, such as audience building and retargeting in a post-cookie environment

Implement a sustainable solution
Build your marketing program upon a durable foundation with technology that can withstand changing privacy and browser policies

Privacy-safe and future-proof activation
ATS is the only cookieless solution that is scaled, people-based identity without a reliance on third-party cookies or device-based identifiers

How it works

1. When an individual enters their email or phone number on your site, LiveRamp's code on page captures the PII, hashes the data, and looks up a corresponding RampID for the customer.

2. LiveRamp returns the matching RampID to you in an encrypted identity envelope, which can be stored in your site's first-party cookie or server-side in your CDN layer.

3. Meta—and your other technology partners—can securely access and decrypt the envelope, retrieve the RampID, and use it to support varying marketing use cases.

Seamlessly integrate with your media stack

1. Components needed to connect to Meta Conversions API:

ATS.js code or **ATS API** to translate PII to an encrypted RampID envelope to power recognition

Meta Conversions API adapter [optional] to format the consumer's identity alongside conversion metadata to pass encrypted RampIDs envelopes to Meta's Conversions measurement via CAPI, eliminating the need for a new S2S integration

2. Optional components to unlock additional use cases:

Cookieless tag to capture segment data with a RampID envelope or non-cookie-based client ID

RampID envelope API enables trusted parties to decrypt RampID envelopes to their RampID namespace

RampID transcoding API enables trusted parties to translate RampIDs from one namespace to another (Note: RampIDs are uniquely encoded per partner for privacy and security purposes)