/LiveRamp snowflake

Identity Resolution and Transcoding for Customer-Obsessed Marketing

The Customer Data Challenge

The decline of cookies and the rise of global consumer privacy regulations have driven marketing teams to focus their hopes on new cloud-hosted data infrastructure. These teams understand that a powerful Single View of Customer built from fragmented customer touchpoint data can help solve the growing challenges in maintaining data quality, enhancing personalization, and consistently measuring and optimizing engaging experiences over the entire customer journey.

Yet many challenges exist for these off-the-shelf infrastructure solutions:

- Most have **poor identity resolution and data enrichment** capabilities, along with a risky reliance on non-durable device identifiers or simplistic hashed emails approaches, which can create universal trackable identifiers that privacy teams are warning of.
- **Most don't plan beyond acquisition of first-party assets**, leaving unresolved the necessities for **a secured identity that can enable collaborative measurement and partner activation** without sharing personally-identifiable information.

Scalable Privacy-Conscious Identity-on-Demand

Our solution embeds the intelligence of LiveRamp's industry-leading identity resolution graphs into two new Snowflake Native App solutions to address these challenges:

LiveRamp Resolution

This native application performs identity resolution using consumer touchpoint fragments with device identifiers. Using LiveRamp's longitudinal person-based identity graph, this application is a perfect preprocessor for many data consolidation projects.
Using LiveRamp's industry-leading person-based technologies, your CDP or resolution logic is made substantially easier and more accurate! [In an example customer test, LiveRamp's identity resolution increased a client's rule-based data consolidation rate from 30% to over 85%.]

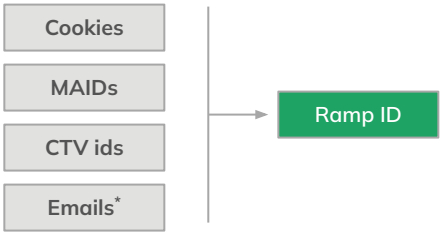
This solution ingests emails or device identifiers and produces pseudonymized records with RampIDs, which can be globally trafficked, measured and joined across the programmatic ecosystem, walled gardens and measurement/service partners.

LiveRamp Transcoding

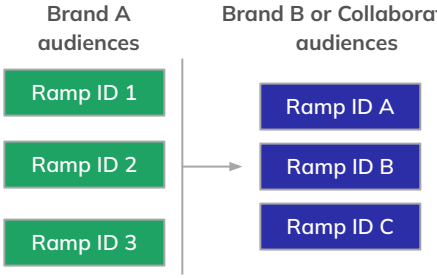
This solution translates RampIDs between partner name spaces to connect data for shared and permissioned analytics, measurement and data modeling.
RampIDs assist data security by *creating different identity spaces for each client brand*. When partner brands want to collaborate with Snowflake's shared views or clean rooms, LiveRamp Transcoding creates a new collaborative identity for partners to use for analytics on combined data without sharing or exposing personally-identifiable consumer information from either partner.

This solution converts a brands segment of RampIDs directly into a partner's identity namespace, or a private collaborative namespace. This unlocks effective data collaboration for measurement, modeling, clean rooms and data creation projects.

LiveRamp Identity Resolution



LiveRamp Identity Transcoding



* email support planned for Summer 2022

Business Challenges Caused by Lack of Enterprise Identity Services

Inaccurate Single View of Customer: caused by poor identity processing limited by simple rule logic on non-durable device strings, with no support for consumer preference or consent handling, no boundaries for known and unknown users and appropriate data usage, and no reconciliation of single view with downstream operational systems

Poor Media Reach: hashed emails, like cookies, have limited person-based addressability and durability, they increase privacy risks from universal tracking and have no regeneration capacity if leaked

Inaccurate Measurement: without person-based durable identifiers on all channels, segment performance and attribution suffers, testing is less accurate, and omni-channel journey analytics is impossible

Insecure Data Collaboration without a privacy-centric identity solution, collaborative data joins can have poor match rates and increase risk of leaking customer personally-identifiable information

Enhancements For Your Snowflake Instance

We believe **good Snowflake solutions should be natively hosted**, easily leveraging built-in functionality and technologies; this maximizes the value of your investments, reduces duplicative functionality, simplifies platform training, and offers the surest path for accessing new Snowflake features and enhancements.

Whether your are enhancing a CDP, enriching data, increasing your advertising reach, optimizing TV media, or collaborating on new data sets or measurement currencies, we can deliver improved outcomes and a faster path to ROI.

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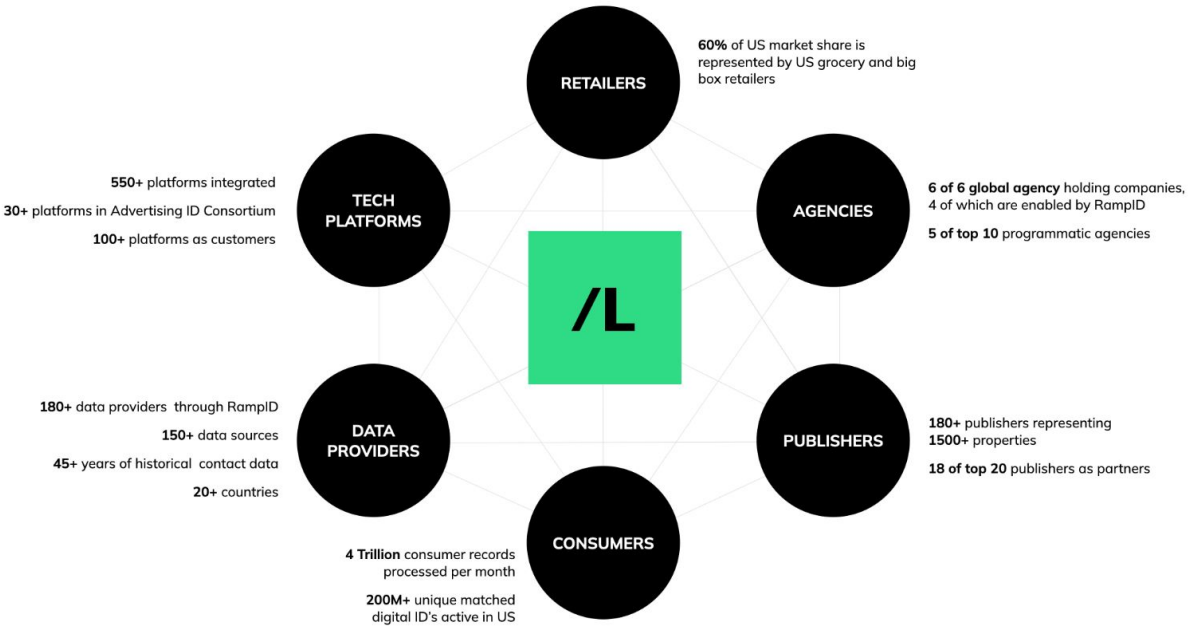
RampID's Ecosystem Powered by Privacy-Conscious Consumer Identity

LiveRamp's Partner Network is Unrivaled



LiveRamp is a Leader in Privacy & Security

LiveRamp is Approved by these industry bodies for Privacy and Security

Data Ethics Leadership

LiveRamp's privacy compliance is led by a team of privacy experts based in the EU under the supervision of LiveRamp's European Data Protection Officer.

LiveRamp as a Processor

Acting as a data processor, LiveRamp will only process data on documented instructions from its clients and enforces strict retention period of directly identifiable personal data.

Recurring Compliance Audits

LiveRamp has adopted security standards SOC 2 & ISO 27001.
LiveRamp are reviewed initially, and then annually thereafter, to ensure compliance.

Compliance and Active Participation: Industry & Regulatory Bodies

LiveRamp works closely with applicable industry self-regulatory bodies and monitors guidance and developments regularly to ensure our policies evolve.

Trusted Partner to Publishers & Consumers

In 2019 LiveRamp acquired Faktor, an industry leading CMP to help publishers and consumers navigate the complexity around compliance.

Privacy by Design

In-platform data protection concepts: Pseudonymisation; Purpose Limitation; Data Minimisation; SAR. Only pseudonymised data is retained and partners specify what data is shared for what purpose and for how long. Semi-automated processing of SARs.