



NEWS RELEASE

LiveRamp Extends IdentityLink™ to B2B Marketers

3/6/2019

Identity resolution with company-level intelligence empowers B2B marketers to tap into the value of company- and people-based marketing

SAN FRANCISCO--(BUSINESS WIRE)-- **LiveRamp®** (NYSE: RAMP), the identity platform powering exceptional experiences, today launched **LiveRamp B2B**, extending its IdentityLink™ identity resolution platform to business-to-business (B2B) marketers. LiveRamp B2B is a global suite of solutions tailor-made for B2B marketers, enabling greater marketing efficiency, precision and reach than ever before. Built on top of LiveRamp's best-in-class solutions for B2C marketers, LiveRamp B2B empowers B2B marketers to activate their first-party data, access the best third-party audiences globally, and measure the impact of their marketing initiatives, all in a privacy-conscious way. Together, these solutions provide a true omnichannel view of the B2B customer, which in turn ensures that people receive personalized messages that aid in the discovery of relevant products and services for their professional lives with control, transparency, and choice.

"B2B marketers have historically lacked solutions that enable them to unlock the value of their first-party data and leverage third-party data to power their marketing initiatives, including Account Based Marketing, and measure the results of their marketing spend," said Pieter De Temmerman, COO of LiveRamp B2B. "By providing a global enterprise suite of B2B marketing solutions, LiveRamp B2B now enables omnichannel B2B onboarding, marketing, and analytics in a way that enables B2B marketers to see measurable marketing results."

According to Forrester Research, Inc., B2B marketers can achieve better business outcomes by prioritizing tools and tactics designed to "personalize, automate and analyze interactions with customers across channels." LiveRamp B2B helps marketers reach these goals by enabling them to identify and reach their target audience with a level of precision and personalization with ease at an unprecedented scale.

"As a longtime B2C customer of LiveRamp, we know the value identity resolution brings to reaching the customer at

the right time in the right channel,” said Gavin Warrener, Director of B2B Marketing of T-Mobile. “Now, we’re able to leverage LiveRamp B2B to better reach and understand our B2B customers in new ways, harnessing accurate identity at the professional and account level.”

Brands can now take advantage of IdentityLink services specifically tailored for B2B audiences, in the more than 150 markets where LiveRamp operates. LiveRamp has the largest open, people-centric identity graph, ingesting more than 7 billion records per minute and connecting to more than 550 destinations. People-centric targeting and measurement should be at the core of every marketer’s approach and LiveRamp’s graph provides sufficient scale to meet marketers’ needs.

For more information about LiveRamp B2B, visit <https://b2b.liveramp.com/>.

About LiveRamp

LiveRamp provides the identity platform leveraged by brands and their partners to deliver innovative products and exceptional experiences. LiveRamp IdentityLink connects people, data, and devices across the digital and physical world, powering the people-based marketing revolution and allowing consumers to safely connect with the brands and products they love. For more information, visit www.LiveRamp.com.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20190306005236/en/): <https://www.businesswire.com/news/home/20190306005236/en/>

Havas Formula on behalf of LiveRamp

Alyssa Niemiec, 650-862-8920

liveramp@havasformula.com

Source: LiveRamp