

## PEOPLE-BASED MARKETING WITH AMOBEE

# Increase your addressable scale in cookieless environments

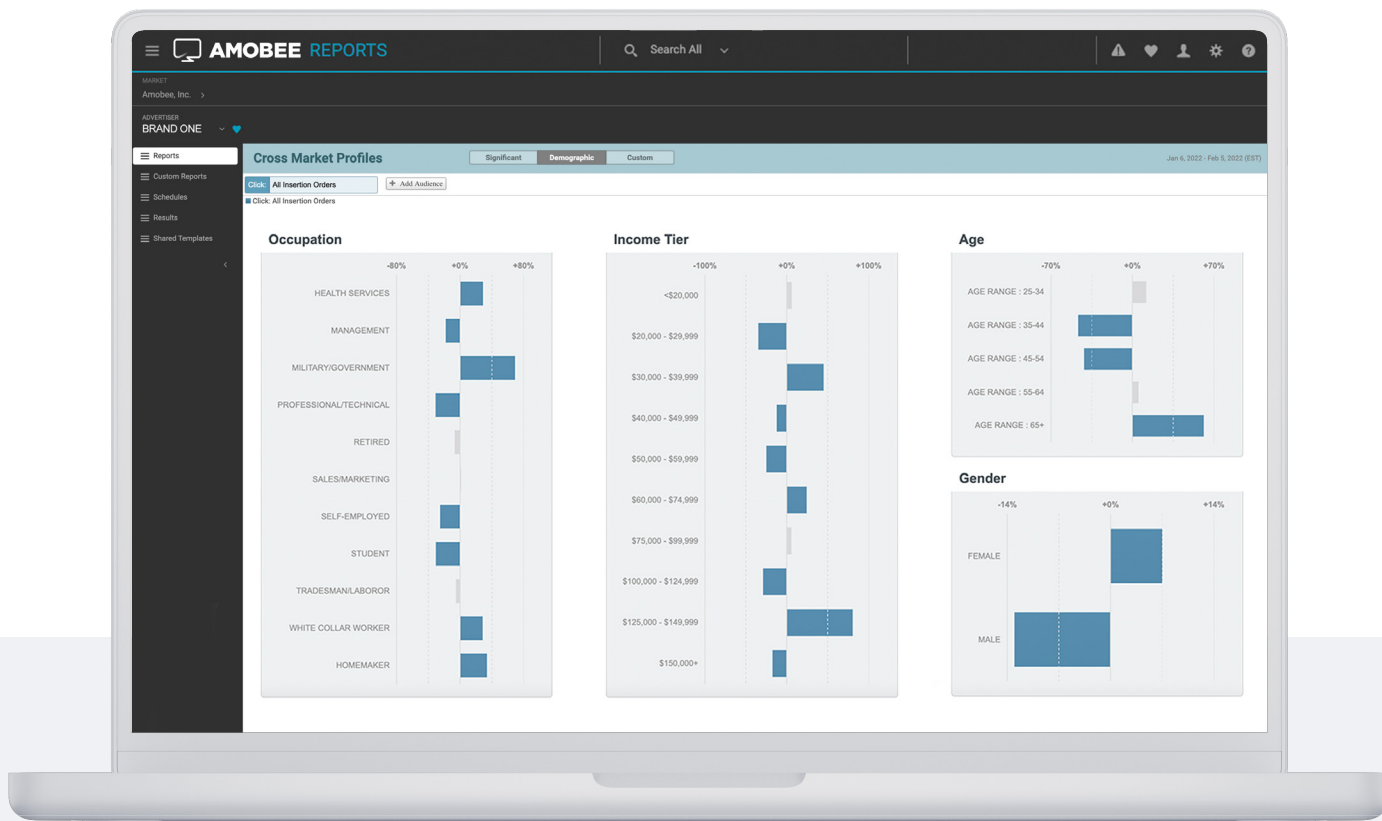
Amobee and LiveRamp's partnership features unique opportunities for you to reach your addressable audiences at scale and effectively measure your ROI without 3rd party cookies. Leveraging both LiveRamp's pseudonymous, people-based identifier, RampID, and Amobee's DSP technologies, marketers can effectively target, optimize and report at the person and household level in a privacy-first way.

### Reach your audience with accuracy and scale

- Create robust person-based and household-based profiles.
- Engage your audience across authenticated publisher inventory on desktop, mobile and CTV devices.
- Manage the ability to execute key marketing tactics, such as ad exposure frequency at the person and/or household level.
- Access previously unreachable inventory in cookieless environments including Safari, Firefox, and Edge with RampID.
- Activate offline customer records across digital channels and reach them in a people-based manner.

### Achieve greater audience addressability

- Increase your reach on cookieless inventory.
- Enhance your customer engagement across all devices in a privacy-safe way.
- Reduce data loss often experienced through multiple cookie syncs.
- Gain more accurate insights through consolidated analytics, measurement, and attribution across channels.



## Bid directly on RampID without 3rd party cookies or device identifiers

LiveRamp enables marketers to reach their audiences in a people-based manner across publishers supporting LiveRamp Authenticated Traffic Solution. By connecting 1st party data with authenticated audiences within premium publisher environments—enhanced by RampID, a privacy-conscious, people-based identifier—advertisers can leverage a durable and scalable solution for bidding on impressions where 3rd party cookies and device identifiers are not available. Further, brands are able to effectively understand the value of their media investments through improved omnichannel measurement and attribution.

