

ANALYTIC PARTNERS AND LIVERAMP TRUE UNIFIED MEASUREMENT WITH IDENTITY RESOLUTION

Analytic Partners helps businesses turn data into expertise. The ability to onboard and link first party data to marketing activities enables users to gain a full view of the efficiency and effectiveness of their campaigns. With Analytic Partners and LiveRamp, clients can benefit from best-in-class identity resolution with powerful unified measurement and optimization solutions.



MARKETERS

- ▲ Access LiveRamp's best in class identity resolution solution
- ▲ Pass first party customer data within LiveRamp to tie and match to ingested marketing activity exposure data within LiveRamp's privacy safe environment.

LIVERAMP

- ▲ Through partnerships with registration-based web partners, LiveRamp resolves each identifier to a LiveRamp IdentityLink ID via Abilitec.

ANALYTIC PARTNERS

- ▲ Analytic Partners assists to ingest digital and offline media data into the LiveRamp platform, at the person level.
- ▲ Leverages that data to connect to additional feeds for a holistic measurement approach

Using LiveRamp IdentityLink, Analytic Partners can create a comprehensive view of interactions at the person and household level. This unified view, that includes online and offline, provides insights to enhance holistic measurement across strategies and tactics and provide optimizations to increase efficiency and effectiveness across marketing plans.

LEARN HOW WE CAN HELP YOU TURN DATA INTO EXPERTISE
Visit AnalyticPartners.com

ANALYTIC PARTNERS AND LIVERAMP

ANALYTICS INSIGHTS ARE THE BEGINNING, NOT THE END

Bring together data from the wide range of marketing and non-marketing activities that brands leverage — campaign impression data from display, video, mobile and search, website traffic, traditional advertising impressions, email, direct mail, survey panel data, purchase data and 3rd party data — and connect it all to a unique person ID. Analytic Partners can leverage LiveRamp as the identity resolution partner to anonymize and link first-party data to marketing and non-marketing events in a privacy-conscious way. This works seamlessly with our GPS Enterprise analytics platform where we can intake data, deliver insights and empower data-driven decision making.

