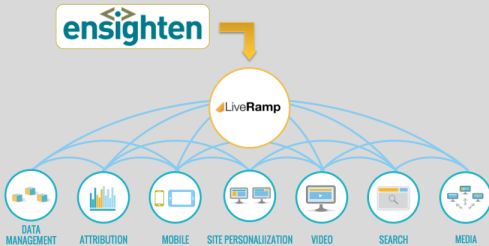


Ensignten Activate Data Distribution with LiveRamp

Distribute audience segments from Ensignten Activate to 100+ marketing applications and networks



The Problem: Brands are unable to use omni-channel first-party data to improve marketing performance.

The Solution: Collect omni-channel data in Ensignten Activate and distribute first-party audience segments through LiveRamp to DMPs, DSPs, personalization platforms, and measurement platforms.

DATA OWNERSHIP AND DISTRIBUTION

Ensignten Activate collects omni-channel data and allows you to create first-party audience segments.



Ensignten Activate first-party based audience segments are sent to LiveRamp for distribution.



LiveRamp delivers your Activate audience segments to the destination platforms of your choice.



USE CASES AND BENEFITS

Omni-channel Marketing: reach the same audience with personalized messages across display, search, video, and more

Cross-Device Marketing: reach the same audience across mobile and desktop devices

Addressable TV: target Activate audiences via Dish, Directv, Comcast and Cablevision networks

Look-alike modeling: create a segment in Activate and expand that audience by using a look-alike modeling application

Measurement: create a segment in Activate and measure how that audience performs compared to other audiences

“Ensignten played a big part in enabling the Microsoft Store to achieve close to 800 percent online revenue growth over the last few years by improving customer experience and targeting, and overall marketing agility, I am very excited about this Ensignten and LiveRamp partnership, which opens the door to leveraging our omni-channel customer data across all channels and devices.”

Bill Bazley, Director of Marketing at Microsoft Store

About Ensignten

Ensignten, the global leader in omni-channel data and tag management, is changing the face of digital marketing by transforming the way enterprises collect, own and act on their customer data across every marketing channel and device. Using the company's Agile Marketing Platform (AMP), enterprises can now achieve true 1:1 marketing while accelerating the execution of their marketing initiatives and delivering superior user experiences.

Powered by its unique hybrid-tag technology, the Ensignten platform processes tag requests across 150+ countries, for companies transacting over \$1.9 trillion in revenue. The world's leading brands (Microsoft, Capital One, United Airlines, T-Mobile and Walmart) are achieving marketing agility through Ensignten's single line of code implementation

About LiveRamp

LiveRamp connects data across more than 100 digital marketing applications. By onboarding customer data into the measurement, targeting, and personalization applications developed by our partners, we help leading brands eliminate data silos and run more efficient marketing programs.