



Rubicon Project Announces Integration with LiveRamp's IdentityLink

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Strengthens Commitment to Harmonizing Industry Identifiers

LOS ANGELES--(BUSINESS WIRE)--Oct. 24, 2019-- Rubicon Project (NYSE:RUBI), the global exchange for advertising, today announced an integration with [LiveRamp®](#) (NYSE: RAMP) and its IdentityLink graph. The integration allows identity to be efficiently passed in real time and enables a more consistent view of the consumer.

LiveRamp's IdentityLink is a neutral, privacy-first, people-based identifier. Rubicon Project's implementation of IdentityLink in the bidstream enables DSPs to directly transact on IdentityLinks (IDL), which reduces dependence on cookies, improves addressability, and allows marketers to engage people, rather than devices, to deliver more meaningful experiences. And in an era where budgets are being scrutinized for ROI, every impression bought on IdentityLink can be measured on IdentityLink - giving marketers transparent measurement across Rubicon Project's IdentityLink-enabled inventory.

"With an ever-increasing number of CTV platforms that require cookie syncs, it's become increasingly difficult to construct a comprehensive view of the consumer. Integrating LiveRamp's IdentityLink into our platform as one of the selectable identity providers has created a much more consistent view of the consumer, and allows for a true advanced TV omnichannel marketing approach in real-time," said Bill Simmons, Chief Technology Officer, dataxu.

"This integration is an important part of our overall support for a community-driven identity solution," said Garrett McGrath, Vice President, Product, Rubicon Project. "Browsers are restricting third-party cookies or outright blocking them by default. We continue to observe a decrease in reliance on the third-party cookies, and common identifiers like IdentityLink help limit the spread of proprietary IDs that clog up pages and negatively impact the user experience."

"As robust regulation, browser restrictions, and consumer preferences curtail the effectiveness of cookies, we've built infrastructure with our partners that allows ecosystem-wide use of non-cookie, people-based identifiers," said Travis Clinger, Vice President of Strategic Partnerships, LiveRamp. "The future of marketing requires engagement with people across all consumer channels, and we look forward to continuing to work together with Rubicon Project to make that a reality."

Neutral, people-based IDs, such as IDL, offer a more durable and portable sense of identity. For marketers, using IDL allows for a better understanding of consumers, while IDL decreases the time required for consumers to spend waiting on page loads. This integration benefits the overall digital advertising industry as it promotes the success of independent solutions and the ability of the industry to collaborate to deliver advertising that successfully resonates with consumers.

About Rubicon Project

Founded in 2007, Rubicon Project is one of the world's largest advertising exchanges. The company helps websites and apps thrive by giving them the tools and expertise to sell ads easily and safely. In addition, the world's leading agencies and brands rely on Rubicon Project's technology to execute billions of advertising transactions each month. Rubicon Project is an independent, publicly traded company headquartered in Los Angeles, California.

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.

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For Rubicon Project

Charlste Veith
Head of Global Communications & Marketing, Americas
cveith@rubiconproject.com

For LiveRamp

Alyssa Niemiec on behalf of LiveRamp
liveramp@havasformula.com
619-234-0345