

Smaato + LiveRamp Integration: All About RampIDs

Learn how to deliver relevant experiences that protect your users' privacy.

At Smaato, we are a privacy-first company, and we put the utmost value on ensuring that users have the transparency and controls that they desire to customize their advertising experience.

While we don't want to lose the benefits of addressability, we do want a privacy-compliant solution. That's where our partner LiveRamp comes in.

Authenticated Traffic Solution (ATS) & RampID

We're proud to partner with LiveRamp, giving our publishers access to their authenticated framework. Through this partnership, you can activate your first-party data without compromising user privacy. How? When publishers pass a "RampID" in the bid request, marketers reach an individual in a privacy-centric manner across channels. As a result, marketers are able to make more informed bids, which improves fill rates and drives up eCPMs.



Source: LiveRamp

What is a RampID?

The RampID is a pseudonymous, person-based identifier. An individual RampID is associated with many different devices, but is not traceable back to an individual. As a result, patterns of behavior, associated devices, and more can all be used to help address this consumer without ever knowing exactly who they are.

Essentially, a RampID unifies publishers' inventory across multiple screens, channels, and devices to improve the consumer experience.

Key Benefits

There are many key benefits for publishers with this RampID addressability solution, including:



Stronger CPMs

Marketers are willing to pay more for authenticated traffic, so CPMs are higher.



Better Fill Rates

Authenticated traffic brings higher CPMs, and inventory is more likely to be filled.



Boosted Revenue

Stronger CPMs + better fill = an increase in publisher revenue.



Improved User Experience

Users more relevant advertising and frequency-capped messaging for a better UX.



Greater Controls for Users

Consumers are also able to easily opt out of this flow.



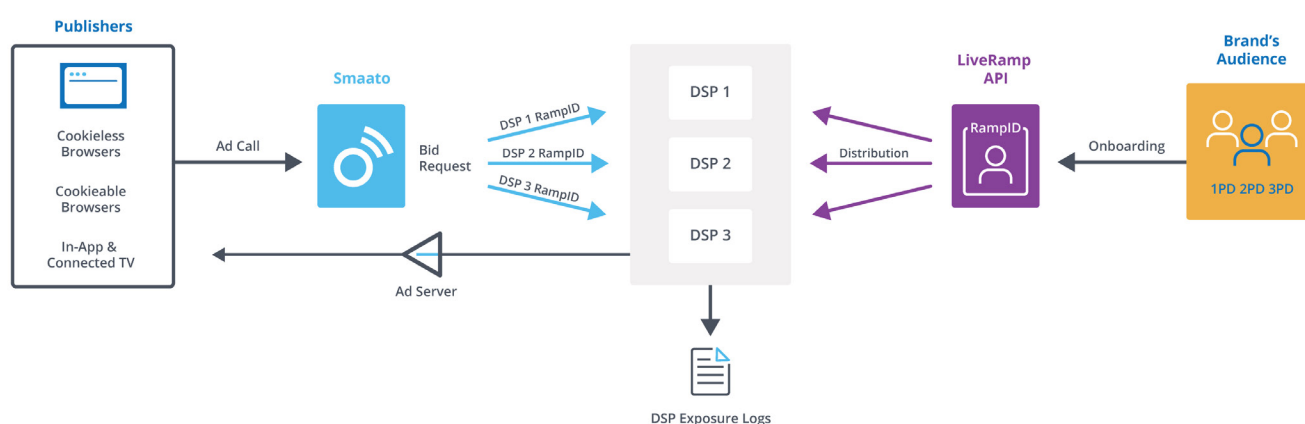
Brand Sentiment Improvement

With more control and a better experience, brand favorability improves.

How This End-to-End Solution Works:

1. A Publisher implements the Authenticated Traffic Solution (ATS), taking consented personally-identifying information (PII) to source a RampID Envelope from LiveRamp's ID Graph.
2. Header Bidders and SDKs like PreBid are able to retrieve the RampID Envelope from the publisher, and send it along to an SSP.
3. Sidecar-enabled SSPs, like Smaato, are able to decrypt the Envelope using LiveRamp's Sidecar appliance, and can append the bid request to its DSP partners with RampID.
4. DSPs use this improved addressability to make a more informed bid, which translates to higher eCPMs and better fill rates for publishers.

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As a result, publishers can provide high-value person-based inventory to marketers with stronger CPMs and fill rate, while providing a more meaningful user experience. Most importantly, user privacy is protected through pseudonymization.

Getting Started

In order to pass RampIDs, publishers need to be integrated with LiveRamp. If you need help getting set up with a LiveRamp integration, get in touch with your client partner manager, and we'll give you a hand getting connected.

Once you are integrated, it's simple to get started: connect with your client partner manager, and we can confirm that the requests are integrated with RampIDs. That's it!

We'll take care of appending them and passing DSP-specific IDs on to our demand partners. As soon as we've confirmed that the information you are sending is correct, you're ready to reap the rewards of RampID-activated inventory.

Get in touch at www.smaato.com.

Smaato's digital ad tech platform is the only omnichannel ad server and monetization solution with controls to make monetization simple. Publishers can bring their first-party data and manage all inventory in one place. Marketers get access to the highest-quality inventory so they can reach audiences around the world and on any device. Headquartered in San Francisco, Smaato is part of Verve Group, a Media and Games Invest (MGI) company, with additional offices in Hamburg, New York, Beijing, and Singapore. Learn more at www.smaato.com.