



## LiveRamp's Industry Solutions for Retail Achieve "Google Cloud Partner of the Year" Award

April 9, 2024

*LiveRamp selected as leading partner for delivering solutions that advance activation, measurement, collaboration, and connectivity for the post-cookie world*

SAN FRANCISCO--(BUSINESS WIRE)--Apr. 9, 2024-- [LiveRamp](#) (NYSE: RAMP), the leading data collaboration platform, today announced it has received the 2024 Google Cloud Partner of the Year Award for "Industry Solution - Technology: Retail." LiveRamp was recognized for delivering solutions that help retailers and brands unlock the value of marketing data and analytics in Google Cloud. The accolade follows LiveRamp's [recognition](#) as Google Cloud's "Global Industry Technology Partner of the Year" in 2023.

"Google Cloud's Partner Awards celebrate the transformative impact and value that partners have delivered for customers," said Kevin Ichhpurani, Corporate Vice President, Global Ecosystem and Channels at Google Cloud. "We're proud to announce LiveRamp as a 2024 Google Cloud Partner Award winner and recognize their achievements enabling customer success from the past year."

As the ecosystem responds to critical changes including signal loss and stricter privacy requirements, LiveRamp has advanced outcomes in addressability, activation, measurement, and collaboration for Google Cloud retail and CPG customers such as [Dollar General Media Network](#), [Majid Al-Futtaim](#), [Kraft-Heinz](#), and others. Following its acquisition of Habu, LiveRamp increased the flexibility of its clean room offering with a marketer-friendly Google Analytics Hub integration that supports core retail and supplier partnerships. To further extend reach to consented audiences, LiveRamp's Data Collaboration Platform was selected as a key [launch partner](#) for Google Display & Video 360's Publisher Advertiser Identity Reconciliation (PAIR), which enables publishers and advertisers across 21 global regions to target relevant ads leveraging first-party data and without using third-party signals. Through LiveRamp's recent Google Cloud-embedded identity solutions, brands can minimize data movement and enhance the security and connectivity data by accelerating modeling workflows for DataOps and MLOps teams using Looker and CortexAI.

"Over the past year, LiveRamp has increased its focus on creating powerful retail solutions that enhance Google Cloud's rich data services, unlocking the value of first-party customer data in a time when many marketing teams are navigating signal loss, evolving global data regulations, and a fragmented customer journey," said Erin Boelkens, VP of Product, Identity at LiveRamp. "In close collaboration with Google Cloud, we will continue to help data science teams and retail and CPG marketers accelerate privacy-centric data collaboration, identity resolution, and measurement and analytics that uncover transformative insights for their business."

As LiveRamp continues to deepen its integrations with BigQuery, customers can expect more embedded identity solutions that safely resolve and translate entities at the individual and household level. By creating a consistent foundation of connectivity across all consumer touchpoints, enterprises can increase the accuracy and precision of audience activation and campaign measurement while reducing the need for data movement.

In all, LiveRamp's flexible solutions support BigQuery, CortexAI, Google Analytics Hub, Google Ads, Google Ads Data Hub, Google PAIR, and Looker with additional connectivity to LiveRamp's ecosystem of 900 global partners.

Learn more about LiveRamp's solutions for Google Cloud on our [website](#) and in our ebook, "[5 Ways Retailers and Consumer Brands Can Maximize Value with AI](#)". Contact [googlecloudpartnerships@liveramp.com](mailto:googlecloudpartnerships@liveramp.com) to learn more.

### About LiveRamp

LiveRamp is the leader in data collaboration for the world's most innovative companies. A groundbreaking leader in consumer privacy, data ethics, and foundational identity, LiveRamp is setting the new standard for building a connected customer view with unmatched clarity and context while protecting precious brand and consumer trust. LiveRamp offers complete flexibility to collaborate wherever data lives to support the widest range of data collaboration use cases—within organizations, between brands, and across its premier global network of top-quality partners.

Hundreds of global innovators, from iconic consumer brands and tech giants to banks, retailers, and healthcare leaders turn to LiveRamp to build enduring brand and business value by deepening customer engagement and loyalty, activating new partnerships, and maximizing the value of their first-party data while staying on the forefront of rapidly evolving compliance and privacy requirements. LiveRamp is based in San Francisco, California with offices worldwide. Learn more at [www.liveramp.com](http://www.liveramp.com).

View source version on [businesswire.com](https://www.businesswire.com/news/home/20240409256738/en/): <https://www.businesswire.com/news/home/20240409256738/en/>

Michelle Millsap  
[pr@liveramp.com](mailto:pr@liveramp.com)

Source: LiveRamp