LiveRamp and Mohegan Launch Industry's First Casino Media Network

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Partnership unlocks new inventory for advertisers to deliver personalized, omnichannel experiences across 200 million monthly casino impressions

SAN FRANCISCO--(BUSINESS WIRE)--Jan. 14, 2025-- LiveRamp (NYSE: RAMP), today announced it is powering the industry's first casino media network for Mohegan, a global leader in casino and entertainment destinations. For the first time, brands can access Mohegan's rich first-party insights to reach guests and players in addition to the ability to measure campaigns across the casino's digital channels and on-premise experiences, including in-app, loyalty programs, slot machines, kiosks, and more.

Ad spending on travel-focused commerce media is forecasted to reach $2.96 billion next year as hospitality, gaming, and entertainment companies unlock their unique behavioral insights for advertiser partners. Mohegan alone captures 200 million impressions per month across its casinos and digital estate, including exclusive insights on visitors' entertainment, dining, and vacation preferences. This unique set of data allows advertisers to immediately discover and activate highly engaged audiences while deepening customer understanding in ways previously not possible.

"By launching the industry's first casino media network, Mohegan is setting a new standard for highly relevant guest experiences that connect consumers with their favorite brands," said Rich Roberts, President of Mohegan Digital. "With the largest and most powerful data collaboration network, LiveRamp was the clear choice to power seamless connectivity and measurement, help us deepen our premier partnerships, and protect customers' data."

LiveRamp's data collaboration technology allows Mohegan to unify its data across sources and deliver an accurate, connected customer view to advertisers across its online and offline channels, maximizing the value of every customer interaction. LiveRamp also supports closed-loop measurement of media network campaigns, which brings the customer journey to life, giving advertisers deeper understanding of customer actions from ad exposure, to on-property visits or online interactions to ensure advertiser ROI.

Vihan Sharma, LiveRamp's Chief Revenue Officer, added, "Mohegan is reimagining the gaming and entertainment industry by leveraging its unique first-party data as the powerful asset it is, forging new paths of innovation that unlock new revenue streams and transform customer experiences. LiveRamp is proud to lead the way in powering media networks across diverse industries and eager to connect advertisers to more high-value audiences as we grow our collaborative ecosystem. That's why we're thrilled to partner with a leading-edge brand such as Mohegan to pioneer new applications of data collaboration."

Visit our website to learn more about LiveRamp's media network offerings or reach out to us at info@liveramp.com.

About LiveRamp

LiveRamp is the data collaboration platform of choice for the world's most innovative companies. A groundbreaking leader in 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. LiveRamp is based in San Francisco, California with offices worldwide. Learn more at LiveRamp.com.

About Mohegan

Mohegan is the owner, developer, and manager of premier entertainment resorts in the United States, Canada, and Northern Asia. Mohegan's U.S. operations include resorts in Connecticut, Pennsylvania, New Jersey, and Nevada; Canadian operations are based in Niagara Falls, Ontario; and Mohegan INSPIRE is located in Incheon, South Korea. The brand's iGaming division, Mohegan Digital, provides cutting-edge online gaming solutions to Mohegan's loyal fan base and meets the digital needs of North American customers. Mohegan is owner and operator of Connecticut Sun, a professional basketball team in the WNBA. For more information on Mohegan and its properties, please visit mohegangaming.com.

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