## RampUp 2025 Recap

March 20, 2025

RAMP Investors & Analysts –

We recently held our annual customer and partner conference, RampUp, in San Francisco, bringing together leaders at the intersection of marketing, technology and data science.

RampUp gets bigger and better every year. This year we had nearly 2,500 attendees and our commercial team hosted over 500 meetings with customers and partners. Event programming included live product demonstrations and 40+ panels and presentations featuring 110 speakers from some of the largest brands in the world, such as P&G, Disney, Uber, Delta, Fidelity and Home Depot – to name a few. Video replays of many sessions are available HERE.

**Four Key Messages at RampUp 2025**

1. **Only LiveRamp's data collaboration network** – with 900+ leading advertisers, platforms, publishers, data providers, and commerce media networks – has the scale, interoperability, and connectivity to deliver the outcomes marketers and media owners need.
2. **LiveRamp is revolutionizing media measurement** with the industry's only scalable solution, enabling seamless, marketing insights from a single platform. We debuted Cross-Media Intelligence, a first-of-its-kind capability that enables marketers to better measure and optimize advertising campaigns anywhere its customers are with access to unified, de-duplicated reporting across screens and platforms.
3. **Scaling commerce media networks to new industries.** More companies realize the power of monetizing data and collaborating to measure the impact. Only LiveRamp can enhance the value and effectiveness of the ad inventory on commerce media networks through improved targeting and measurement capabilities.
4. **Data collaboration, with strong governance, is foundational for AI and agentic marketing solutions.** Data collaboration helps partners leverage data to build more robust AI models and agentic marketing solutions. Governance ensures data owners control how their data is accessed and used. The LiveRamp Data Collaboration platform provides tools to ensure control and transparency is maintained.

**LiveRamp Investor Day 2025**

Coincident with RampUp, we hosted an Investor Day presentation. For those who missed it, the video replay, transcript and presentation are available on our investor relations website (LINK). Also, please see our recap of 10 interesting slides from our Investor Day presentation, available HERE.

As always, we're available to answer any questions. Thank you for your interest in LiveRamp.

Best,
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