

/LiveRamp

LiveRamp Named a Leader in 2025 IDC MarketScape: Worldwide Data Clean Room Technology for Advertising and Marketing Use Cases

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LiveRamp recognized for extensive partner network, interoperable architecture, and native activation

SAN FRANCISCO--(BUSINESS WIRE)--May 15, 2025-- [LiveRamp](#) (NYSE: RAMP), the leading data collaboration partner, today announced it has been recognized as a Leader in the IDC MarketScape: Worldwide Data Clean Room Technology for Advertising and Marketing Use Cases 2025 Vendor Assessment.

“LiveRamp's data clean room stands out for their extensive partner network, focus on identity resolution and connectivity, and commitment to interoperability across platforms,” said Lynne Schneider, Research Director, Data Collaboration & Monetization, and Location & Geospatial Intelligence at IDC. “The ability of the platform to seamlessly integrate with major cloud providers while offering standardized insights and native activation capabilities positions it as a leader in the data collaboration space.”

With the world's most powerful data collaboration network, LiveRamp helps marketers and media owners deliver exceptional experiences and drive measurable performance everywhere it matters. The LiveRamp Clean Room enables secure collaboration of first, second, and third-party data between brands, agencies, media owners, and data partners, within and across clean rooms and clouds. Participants can connect, analyze, and activate data within each party's privacy requirements to unlock new insights and business value while maintaining control, visibility, and governance.

The IDC MarketScape identified several differentiating strengths that contributed to LiveRamp's positioning as a Leader:

- **Extensive partner network:** Access to over 1,000 partners, including major publishers, retailers, platforms, and data providers
- **Interoperable architecture:** Integrates with all major cloud platforms (AWS, Azure, GCP, Databricks, and Snowflake), enabling cross-cloud collaboration with no data copying
- **Native activation:** Direct activation capabilities that allow users to execute campaigns with hundreds of partners directly from the clean room environment

“We believe recognition as a Leader by the IDC MarketScape for the second time is a testament to the value we're helping customers unlock through clean room-powered data collaboration,” said Matt Karasick, Head of Product at LiveRamp. “We've delivered a scalable way for marketers and media owners to cut through a fragmented and complicated ecosystem by unifying data, generating insights, and taking action across the platforms their consumers use most. From matchmaking new partners to enhancing existing clean rooms with turnkey workflows, identity, or activation, LiveRamp delivers flexible solutions tailored to meet any company's goals.”

Learn more about the LiveRamp Clean Room on [our website](#). Download the IDC MarketScape excerpt [here](#).

*Source: IDC MarketScape: Worldwide Data Clean Room Technology for Advertising and Marketing Use Cases 2025 (doc #US52035625, May 2025)

About LiveRamp

LiveRamp is the leading data collaboration partner, empowering marketers and media owners to deliver exceptional experiences and drive measurable performance everywhere it matters with the world's most powerful data collaboration network.

Built on a foundation of strict neutrality, unmatched interoperability, and global scale, LiveRamp enables organizations to maximize measurable outcomes and create lasting business value. Trusted by the world's leading brands, retailers, financial services providers, and healthcare innovators, LiveRamp is shaping the future of responsible data collaboration in an AI-driven, outcomes-focused world.

LiveRamp is headquartered in San Francisco, California, with offices worldwide. Learn more at [LiveRamp.com](#).

About IDC MarketScape

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

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