LiveRamp Debuts New AI Capabilities Including Agentic Tools, Segmentation, and Search

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SAN FRANCISCO--(BUSINESS WIRE)--Oct. 1, 2025-- LiveRamp (NYSE: RAMP) today introduced new AI tools to its platform, including new agentic AI solutions that leverage the power of its data collaboration network to deliver superior customer outcomes. LiveRamp is now the first platform to give autonomous AI agents the ability to collaborate with governed access to identity, segmentation, activation, and measurement solutions, so marketers can plan smarter campaigns, optimize investments, and prove impact everywhere it matters. Customers will be able to access these new AI capabilities in accordance with their organization's AI policies.

Introducing agentic orchestration for marketing

LiveRamp can now connect the trillions of signals from its network to enhance AI with better data, enabling intelligent, secure data collaboration at scale for the agentic ecosystem. Through this consolidation of data and signals, LiveRamp can power multi-agent collaboration throughout the marketing lifecycle with connectivity and governance built in.

"AI agents are only as smart as the data they can access, and LiveRamp is uniquely positioned to fuel them with superior signals at the right time to personalize in new ways," said Matt Karasick, head of product at LiveRamp. "Our interoperability and enterprise-grade governance allow marketers to leverage any agent, anywhere, with the complete context and trusted data necessary to operate at the speed of AI. Today, the power of AI joins the power of the LiveRamp network, delivering better outcomes with drastically less effort."

LiveRamp's new agentic orchestration lets marketers connect their own agents, or partner agents, through APIs. With controlled access to LiveRamp's identity, segmentation, activation, measurement, clean rooms, and insights from 900 partners, marketers can use their preferred agents to make faster, better decisions across the marketing lifecycle. As LiveRamp continues to lead and advocate for AI standards across the industry, including ecosystem forums, marketers have the option to benefit from using standardized AI use cases for orchestration.

Simplifying workflows with new AI-powered capabilities

LiveRamp also introduced two new AI-powered features:

- **AI-Powered Segmentation:** An industry-first solution that enables marketers to instantly create precise, multi-source (first-party, second-party, or third-party) audience segments using natural language prompts. Marketers can now explore, build, and activate segments in just minutes.
- **AI-Powered Search:** The LiveRamp Data Marketplace is now enhanced with AI-powered search, making the discovery of third-party audiences seamless. The new interface surfaces high-value segments, dramatically accelerating marketers' time-to-value.

"Enhancing the use of third-party data with AI unlocks even more value for marketers at the frontier of AI," said Evan Hills, Chief Commercial Officer at Dstillery. "Bringing these tools together will make it easier than ever to tap the strength of third-party data, making activating the highest performing audiences faster and more streamlined than ever before."

"LiveRamp's AI investments continue to accelerate marketers' ability to tap the best solutions from across the ecosystem, bringing value not just for marketers, but every part of the marketing stack," said Michael Gorman, Chief Product Officer at Predactiv. "With LiveRamp and Predactiv helping to unlock AI-powered targeting, marketers have an opportunity to drive considerable improvements in performance."

Boosting marketers' connectivity with new destinations

LiveRamp continues to expand its data collaboration network, adding over 25 partner integrations and unlocking more AI use case opportunities for marketers. These destinations include Netflix.

About LiveRamp

LiveRamp is the leading data collaboration partner, empowering brands, publishers, and platforms 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.

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