LiveRamp Expands its Marketplace to Data, Models, and Agents for AI Use Cases

January 6, 2026

Seamless access to high-quality, governed data and models is now available to power and train the next generation of marketing AI use cases

SAN FRANCISCO--(BUSINESS WIRE)--Jan. 6, 2026-- LiveRamp (NYSE: RAMP), the leading data collaboration partner, today announced the expansion of its Data Marketplace to include data and models for AI. Clients can now license data to train AI, license third-party AI models, and gain access to partners' AI-powered applications and agents. This evolution transforms the Data Marketplace into a centralized hub for AI, making it simple and easy for marketers, data scientists, and developers to access and deploy AI powered by real-world, permissioned data.

Through a user-friendly interface, LiveRamp's expanded Marketplace provides governed access to premium data and intelligence for AI use cases, ensuring every interaction is authenticated, purpose-bound, and auditable. Data partners gain a new, transparent way to license their datasets and models with full control and visibility over how, where, and by whom their assets are used, while marketers can power AI use cases, all from one place.

LiveRamp's Data Marketplace now covers three crucial AI use cases for advertising and marketing:

- **License data to train and tune models:** Clients can securely discover, license, and integrate rich, permissioned datasets across consumer behavior, commerce, media engagement, and transaction signals. This seamless data access fills blind spots in consumer intelligence and dramatically improves model scoring and real-time decisioning.
- **License partners' AI models:** Marketers can license a partner's AI model and leverage their first-party data without sensitive information moving or being exposed. Marketers can add valuable partner intelligence and modeling to their own data.
- **License applications powered by AI models:** Coming soon, clients will be able to easily access partner applications and AI agents for use cases including audience building, measurement, media optimization, and more – directly within the LiveRamp Marketplace.

"Just as language is now fuel for AI reasoning, consumers and their attributes help AI drive the most effective possible ad targeting. LiveRamp is essential for allowing Chalice AI to do this privately for advertisers, in trusted execution environments like the LiveRamp Clean Room," said Adam Heimlich, CEO, Chalice. "The unparalleled reach of LiveRamp's network makes it easy for brands to leverage their owned data assets to produce better decisions and more incremental lift from advertising."

Vihan Sharma, Chief Revenue Officer, LiveRamp, added, "The ability for AI systems to safely and seamlessly access and leverage premium, permissioned data will redefine how enterprises build intelligence. By increasing access to the world's most powerful data collaboration network, we can empower the ecosystem with the highest quality signals for superior, responsible performance."

Today's announcement follows several recent product innovations from LiveRamp that fuel AI through frictionless data collaboration, including multi-agent collaboration, AI-powered segmentation, and AI-powered search.

To get started with AI in Marketplace, data partners can onboard AI-ready datasets today. Enterprises or AI developers can request early access. Reach out to info@liveramp.com for more information.

About LiveRamp

LiveRamp is shaping the future of responsible data collaboration between the world's leading brands, retailers, financial services providers, and healthcare innovators. As consumers embrace new AI-driven experiences, the LiveRamp data collaboration network exponentially expands the breadth and accuracy of the data on which marketing AI capabilities operate, powering deeper customer insight and measurable performance on a global scale.

LiveRamp is headquartered in San Francisco, California, with offices worldwide. Learn more at LiveRamp.com.

View source version on businesswire.com: https://www.businesswire.com/news/home/20260106546416/en/

PR@liveramp.com

Source: LiveRamp