

# /LiveRamp

## LiveRamp Launches Agentic AI Upgrades to Power Smarter Growth, Planning, and Measurement

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*Platform updates multiply effectiveness of agent-powered marketing*

SAN FRANCISCO--(BUSINESS WIRE)--Mar. 3, 2026-- [LiveRamp](#) (NYSE: RAMP), the leader in data collaboration, today announced the launch of new AI capabilities designed to transform how marketers plan, execute, measure, and optimize campaigns agentially. As part of the updates, LiveRamp is introducing agent-powered access to the LiveRamp platform, enabling specialized AI agents to autonomously collaborate with any partner, helping the marketing ecosystem move from manual, fragmented workflows to intelligent, governed execution that delivers exponential performance. Customers will be able to access these new capabilities in alignment with their organization's AI policies and the applicable usage guidelines of the underlying AI provider.

"We're making it possible for AI agents to do what marketers have been doing manually — build audiences, measure cross-media performance, and optimize spend — but faster and within the governed environment our customers already trust," said Matt Karasick, Chief Product Officer at LiveRamp. "The agents from Newton Research and SemantIQ are live today, and they're the first of many partners we're bringing onto the platform."

### Deploying agents today to build smarter audiences, improve measurement, and optimize media

Building on [January's announcement](#), LiveRamp clients can now license partners' AI-powered agents and applications. This expansion empowers marketers to execute on their end-to-end marketing via agents — from audience building to measurement and media optimization — with governed access to premium data, all from one central hub.

LiveRamp is building partnerships across the ecosystem to power end-to-end marketing workflows with agents. For example:

- Using **SemantIQ**, health and life science marketers can build and activate healthcare provider audiences from the LiveRamp Clean Room.
- Using **Newton Research**, marketers can unlock instant measurement insights from LiveRamp's [Cross-Media Intelligence](#) using simple natural language questions.
- LiveRamp continues to build new agentic partnerships across all categories — powering audience planning, segmentation, optimization, and measurement — unlocking new opportunities.

"LiveRamp and Newton Research have leaned in together to help marketers use AI to drive quantifiable performance increases, today," said John Hoctor, CEO and Co-founder at Newton Research. "As Newton Research unlocks media performance gains from analytics with specially-trained intelligent agents, and LiveRamp streamlines adoption of these next-gen agents, every marketer will be able to easily tap the power of AI as part of their everyday workflows."

### Powering agents with improved capabilities to drive best-in-class performance

LiveRamp is also introducing new, flexible tools for precision growth and smarter planning, available through the LiveRamp platform and via agents. Marketers utilizing these new capabilities via agents can continuously optimize audience performance across channels.

Today's updates include the ability for marketers to build and expand audiences using enhanced lookalike modeling across first-, second-, and third-party data, as well as to apply a single identity-powered control group across surfaces and channels to measure performance consistently. This update makes it easier and quicker for marketers to manage experimentation, which can be further compounded with the speed and scalability of agents.

"Building a strong identity foundation has given us confidence in the accuracy, completeness, and precision of our data. As we progress to applying AI-powered lookalike modeling to scale reach for our suppliers and advertisers, we're able to develop high-quality models that help us identify the right audiences and engage them in the ways they want to be reached," said Austin Leonard, VP and GM, DG Media Network.

"With data security and consumer privacy protected at every step, we can use AI and data collaboration to model, build, and recommend higher-quality audiences with confidence, driving stronger marketing results and enabling us to scale more efficiently," said Thomas Atkins, Executive Director of Media, MGM Resorts International.

"Marketers have historically struggled with incorporating lookalike audiences due to three main friction points: data, workflow, and connectivity," said Ananda Chakravarty, Research VP for Retail Insights at IDC. "With this release, LiveRamp addresses these factors by sourcing from first-, second-, and third-party data, adapting to workflows, and ensuring seamless connectivity and activation across the ecosystem, resulting in a marketer focused solution."

Learn more about how LiveRamp can help your company drive marketing impact at [liveramp.com/our-platform](https://liveramp.com/our-platform).

### 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](https://www.liveramp.com).

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