



Recap of RampUp 2026

April 1, 2026

RAMP Investors & Analysts –

We recently held our annual customer conference, RampUp, in San Francisco. Widely considered a can't miss event for the entire sector, RampUp is the physical manifestation of our network business that connects the entire digital advertising ecosystem – from brand advertisers to digital publishers to commerce media networks to tech and data platforms.

The conference was a resounding success, with more than 2,300 registered attendees from 550+ companies and our sales team hosted over 600 customer meetings. We had 40+ presentations and panels featuring 100+ speakers, including representatives from our largest customers and partners, such as General Motors, JPMorgan Chase, Uber, Publicis, Netflix, Google and Meta — to name a few. Video replays of these sessions are available [HERE](#). Please check them out at your convenience.

Three key themes from the RampUp 2026:

- 1. Winning in the AI era requires data collaboration.** AI is only as strong as the data and network behind it. CEO Scott Howe said, *"AI is a war for signal because what everyone recognizes is the best data isn't the stuff that's in the public domain. That's commoditized, it's available to everyone. It's all the stuff that sits in the private domain. If you can control the usage and limit it to enterprise use as opposed to allowing it to go into the public LLM, there's a tremendous opportunity here."*
- 2. LiveRamp helps customers move faster.** Our scaled, interoperable network with built-in identity and data governance, helps our customers connect data, unlock insights, and enable AI-powered solutions that are driving results.
- 3. The LiveRamp Platform is Agent-Operable.** We introduced 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 improved performance ([LINK](#)).

Finally, we hosted a presentation and Q&A for analysts and investors. We explained how AI is a tailwind for our business, driving incremental growth in network data volume as AI agents accelerate and automate marketing workflows. **The video replay and slide presentation are available on our [investor relations website](#).**

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

Best,

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