LiveRamp Unlocks Identity-Driven Marketing with Unity to Power Better Returns in Gaming

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SAN FRANCISCO--(BUSINESS WIRE)--Apr. 2, 2026-- LiveRamp (NYSE: RAMP), the leader in data collaboration, today announced an expanded partnership with Unity (NYSE: U), the world's leading game engine, to improve marketers' effectiveness reaching mobile users, as well as powering better marketing returns. The partnership will make LiveRamp's durable, interoperable identifier – RampID – available across Unity Exchange, enabling marketers, agencies, and platforms to apply identity-based buying strategies within Unity's mobile ecosystem, which includes 2.9B monthly active devices in mobile environments globally, and 256M in the U.S.

Historically, brands, agencies, and platforms had to rely on mobile identifiers and other alternatives to market within mobile environments. Now, LiveRamp and Unity are leveraging RampID so that marketers can tap identity within gaming and mobile, with the same consistency as other parts of the consumer journey, unlocking omnichannel marketing that reaches consumers in games as seamlessly as anywhere else they spend time.

By enabling RampID across the Unity Exchange, Unity is increasing the addressability of gaming inventory and helping advertisers extend their identity-driven strategies into mobile apps at scale. Marketers can then tap their deep first-party data to reach the right consumers at the right time.

"Marketers want to be able to activate across every channel and reach their target customers quickly and seamlessly, and the partnership between LiveRamp and Unity extends this even further into gaming, at scale," said Matthew Hogg, SVP, Connectivity & Ecosystem at LiveRamp. "Unity is tapping RampID to unlock a critical capability for marketers to extend identity and seamlessly drive omnichannel activation, now including gaming."

"Identity strategies only create value when they can be applied in the environments where people actually spend time on mobile," said Chris Feo, SVP, Programmatic at Unity. "Making RampID available across Unity Exchange gives brands, agencies, and platforms a seamless way to extend addressable planning into mobile gaming as part of how they already approach identity across digital media."

To learn more about RampID on Unity Exchange, contact ATS@liveramp.com.

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.

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