

# /LiveRamp

## LiveRamp Integrates NVIDIA AI Infrastructure to Unlock Faster AI Model Training and Inference

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*New GPU-optimized infrastructure delivers up to 15x faster model performance for brands and AI partners in LiveRamp clean rooms*

SAN FRANCISCO--(BUSINESS WIRE)--Apr. 27, 2026--

[LiveRamp](#) (NYSE: RAMP), the leader in data collaboration, today announced native support for NVIDIA AI infrastructure, upgrading its clean room architecture to handle the world's most compute-intensive AI workloads. AI partners and brands can now securely and seamlessly train and deploy sophisticated models using LiveRamp clean rooms or via the [LiveRamp Marketplace](#) at up to 15x speed, without exposing data or model weights. By moving to GPU-optimized clean room infrastructure, LiveRamp now supports the most advanced model training and inference.

By implementing GPU-optimized infrastructure, LiveRamp eliminates the technical hurdle of AI partners needing to rearchitect models for CPU-based environments. AI partners can now plug-and-play existing code within LiveRamp's clean rooms. Model providers and brands using Marketplace or Clean Rooms can stitch together disparate datasets with unprecedented scale and ease for AI-driven marketing. This ensures compute-intensive models are trained on the most complete and accurate foundation of insights.

### Marketers Get Faster Results and Easier Access to Advanced AI

- Compress performance optimization timelines, with preliminary tests 15x faster than CPU-based environments
- Overcome data science resource limitations with seamless access to advanced AI models
- Collaborate with model providers for performance optimization while maintaining control and transparency over first-party data

### AI Partners Realize Scaled Distribution, Eliminate Technical Friction, and Protect IP

- Connect your existing, heavy-duty models without the need for complex or time-consuming recoding
- Run proprietary models in a secure clean room to provide campaign optimization, audience selection, and performance prediction services to brands without raw data ever leaving the clean room
- Train and execute models on brand first-party data without exposing proprietary code and model weights to partners

"This integration brings together world-class compute with the identity and data foundation needed to power the next generation of AI in advertising," said Pirouz Nilforoush, President and Co-Founder at inPowered AI. "Training and scaling outcome-driven models on the sell-side requires both massive compute and a secure data foundation. LiveRamp's GPU-enabled clean rooms give us the ability to move faster and operate at greater scale—unlocking more precise decisioning across the open web for brands."

"By upgrading GPU-optimized infrastructure, we're making the highest-performance computing and collaboration easy and accessible to our network of 900+ brands, publishers, and platforms," said Matt Karasick, Chief Product Officer at LiveRamp. "Whether a data scientist is training a predictive model on billions of rows of transactions, or a marketer needs a new model to improve measurement, LiveRamp empowers clients to train and run their most advanced models at scale, without ever compromising data security or proprietary IP."

"GPUs are the engine of the next generation AI marketing tech stack, purpose-built for the most demanding training and inference workloads," said Jamie Allan, Director of AdTech & Digital Marketing Industries at NVIDIA. "Extending the power of NVIDIA's accelerated computing through LiveRamp gives marketers a frictionless foundation to scale their marketing and transform the speed of innovation."

LiveRamp recently expanded its Marketplace to offer data and models for AI training, as well as governed access to a growing ecosystem of partners' AI-powered applications and agents. With its [expanding AI capabilities](#), LiveRamp's data collaboration network connects every signal, agent, surface, and channel to fuel AI-powered marketing that drives exponential performance, grounded in trust. Customers can access these growing capabilities in alignment with their organization's AI policies and the applicable usage guidelines of the underlying AI provider.

This integration is currently in limited release with GA expected later this year. Reach out to [info@liveramp.com](mailto:info@liveramp.com) today to learn more.

### 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://liveramp.com).

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