LiveRamp Launches Agentic Partner Program to Fast-Track Agentic Deployments for Customers

June 17, 2026

LiveRamp Agent Builders (LAB) program will supercharge library of purpose-built agents for marketers

SAN FRANCISCO--(BUSINESS WIRE)--Jun. 17, 2026-- LiveRamp (NYSE: RAMP), the leader in data collaboration, today announced LiveRamp Agent Builders (LAB), a new program to bring more partner-built agents into its network and accelerate marketers' ability to transform planning, measurement, activation, and data transformation with AI. During LAB's pilot period, brands will have access to agents from all of the AI companies participating in the program, enabling customers to focus on finding tools that create value.

"We're continuing to make it easier for partners to bring agents onto our platform, and with it, unlocking more selection and easier deployment for customers prioritizing value and returns, all while continuing to build neutrality and trust into data collaboration," said Matt Karasick, Chief Product Officer at LiveRamp. "The closer we get to streamlining every priority marketers have on their agentic buying checklists, the faster we'll be able to help them drive value from agents, and tap the exponential potential these new tools drive."

Following LiveRamp making AI-powered agents and applications available through its Marketplace, LAB further lowers the barriers to entry:

- **Marketers** receive access to agents participating in the LAB pilot program, and can deploy agents for new or existing workflows using the LiveRamp platform.
- **Partners** can leverage LiveRamp's APIs and MCP servers to make their agents available to all of LiveRamp's customers in tandem with the LiveRamp team.

LAB's Founding Partners include agent solutions that are already available to LiveRamp's customers, including **SemantIQ**, which enables health and life sciences marketers to use AI-native workflows within the LiveRamp Clean Room to build, analyze, and activate healthcare provider audiences and generate faster media intelligence; **Newton Research**, which deploys intelligent agents to unlock unlimited analytics and media optimization across data environments, including LiveRamp's Cross Media Intelligence, turning measurement into insights; **Akkio**, which enables media teams to move from audience discovery through analysis, segment creation, and activation, all in a single agentic workflow; and **Datalinx**, which automates the standardization, mapping, and maintenance of client first-party data and taxonomies for use across LiveRamp products.

- "AI agents have the potential to transform how healthcare marketing teams interact with complex media and claims data, but only if they operate within governed, auditable environments. By deploying SemantIQ within the LiveRamp Clean Room, we're helping teams accelerate speed to insight and make better-informed decisions across audience creation, media analytics, planning, and optimization." – Manik Khanna, Co-founder & CEO, SemantIQ
- Albertsons Media Collective is already working with founding partner Newton Research's agent: "At Albertsons Media Collective, we're focused on advancing how data collaboration supports more effective marketing and measurement. LiveRamp has built the infrastructure that makes agentic data collaboration real, and we're excited to put it into practice with LAB partners like Newton Research. Together, we're unlocking comprehensive analytics across data environments, turning the full value of Cross-Media Intelligence into insights that inform decisions." – Liz Roche, Albertsons Media Collective
- "Akkio's and LiveRamp's partnership gives media teams a faster path from 'What audience should we target?' to a segment that's built, validated, and ready to activate, without the manual handoffs." - Jon Reilly, CEO and Co-Founder, Akkio
- "We've produced great results for LiveRamp before, including delivering 99+% data mapping accuracy into Cross-Media Intelligence in minutes, and are excited to contribute as a founding partner in LAB. LiveRamp has built the essential infrastructure for helping brands connect, activate, and maximize the value of their data. Datalinx is designed to accelerate that process by automating the preparation, maintenance, and shaping of first-party data products, so customers can launch high-value use cases with LiveRamp's products as quickly as possible." – Joe Luchs, CEO, Datalinx

LiveRamp will continue to build on the success of the Founding Partners by opening up the LAB program to limited release, making it available to more marketers and agentic builders. To learn more about the program, please reach out to LAB@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.

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/20260617773132/en/

PR Contact
David Okubo
PR@liveramp.com

Source: LiveRamp