

**/LiveRamp**

# **RampUp 2026 Investor & Analyst Presentation**

**March 5, 2026**

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Scott Howe, Chief Executive Officer

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## Our Role in AI-powered Marketing

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Matt Karasick, Chief Product Officer

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Scott Howe, Chief Executive Officer

Lauren Dillard, Chief Financial Officer

Dave Eisenberg, Chief Strategy Officer

Travis Clinger, Chief Connectivity & Ecosystem Officer

Matt Karasick, Chief Product Officer

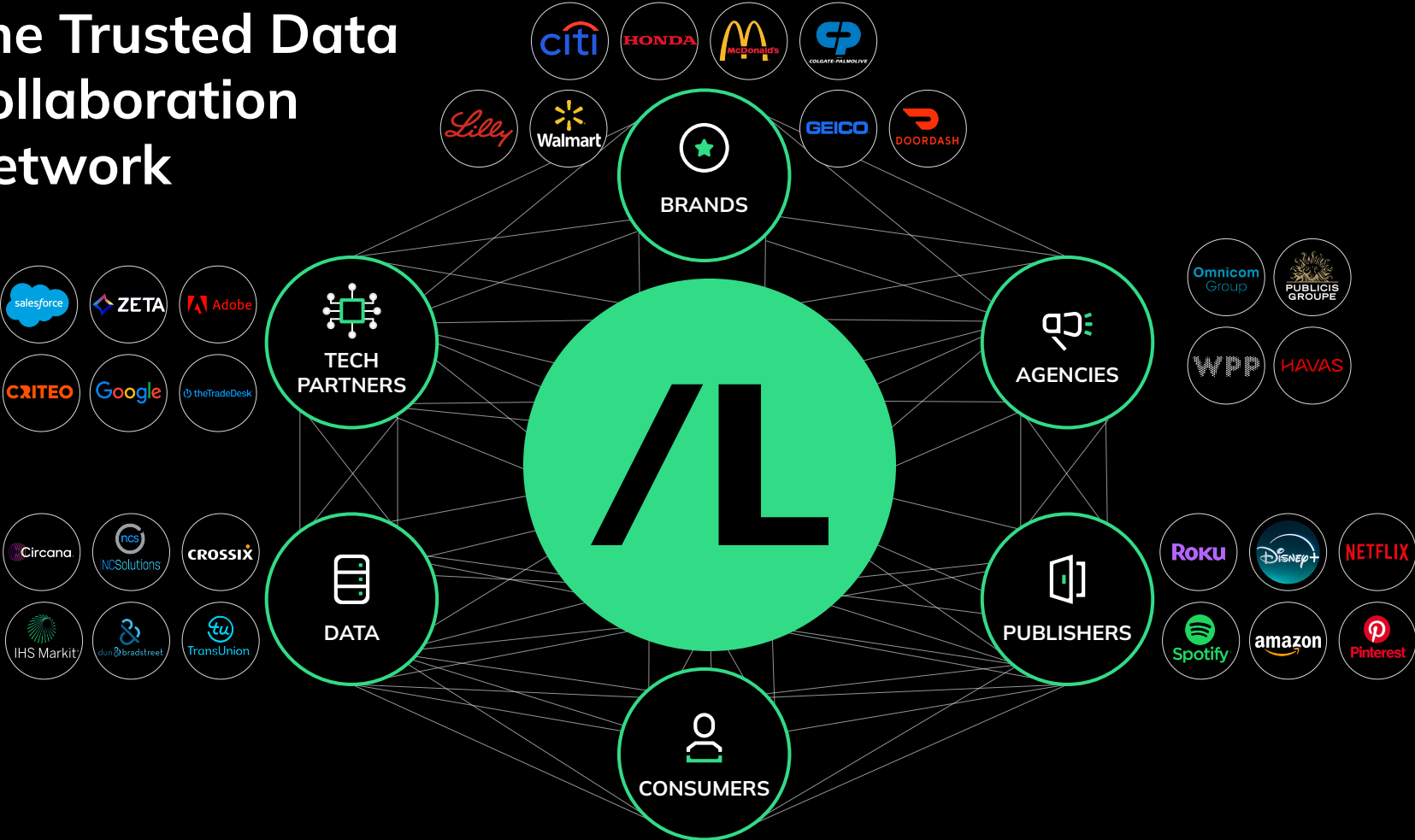
# AI is a Tailwind for our Business – Here's Why



**Scott Howe**  
Chief Executive Officer



# The Trusted Data Collaboration Network



# The forces reshaping the advertising industry



Shift in where and how consumers discover, decide, and buy – including new surfaces

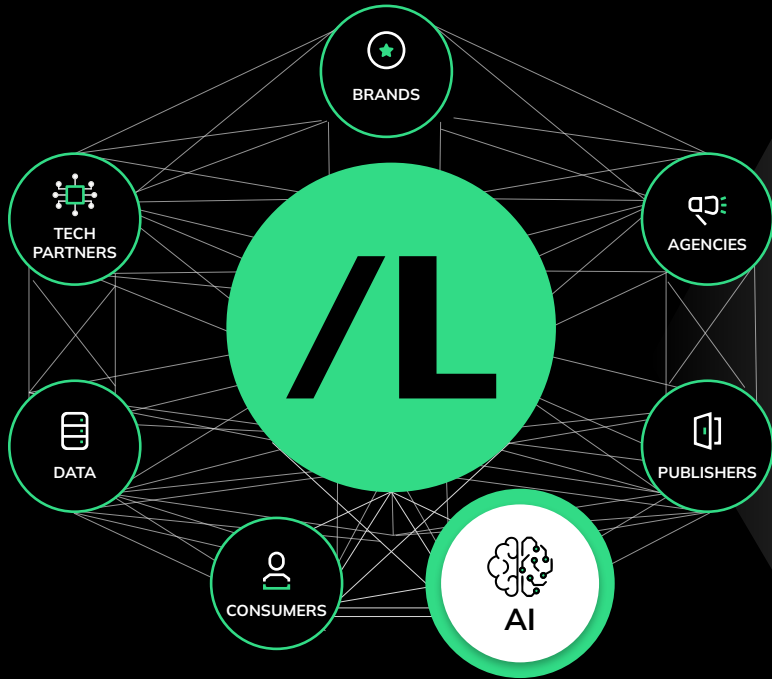


Specialized agents and models will accelerate marketing throughput but also increase data fragmentation



Data and identity signals consolidate at the foundation

# Our competitive advantages are even more powerful in AI-driven world



## Our Competitive Advantage

### IDENTITY

Largest, most accurate consented identity graph to deliver precise consumer view

### INTEROPERABILITY

Industry's only interoperable platform – connect data from anywhere to anywhere, across any cloud and any partner

### DATA GOVERNANCE

Enterprise grade data controls and protection – leader in privacy enhancing technologies, including clean rooms and advanced encryption

### NETWORK SCALE

Largest data collaboration network with connectivity to thousands of partners

# LiveRamp's role in AI-powered marketing



**Travis  
Clinger**

Chief Connectivity  
& Ecosystem Officer



**Matt  
Karasick**

Chief Product  
Officer



# The forces reshaping the advertising industry



Shift in where and how consumers discover, decide, and buy – including new surfaces

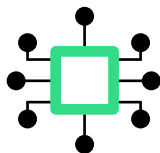


Specialized agents and models will accelerate marketing throughput but also increase data fragmentation.



Data and identity signals consolidate at the foundation.

# AI partnerships to unlock new use cases



**Powered by AI. Enabling AI.**

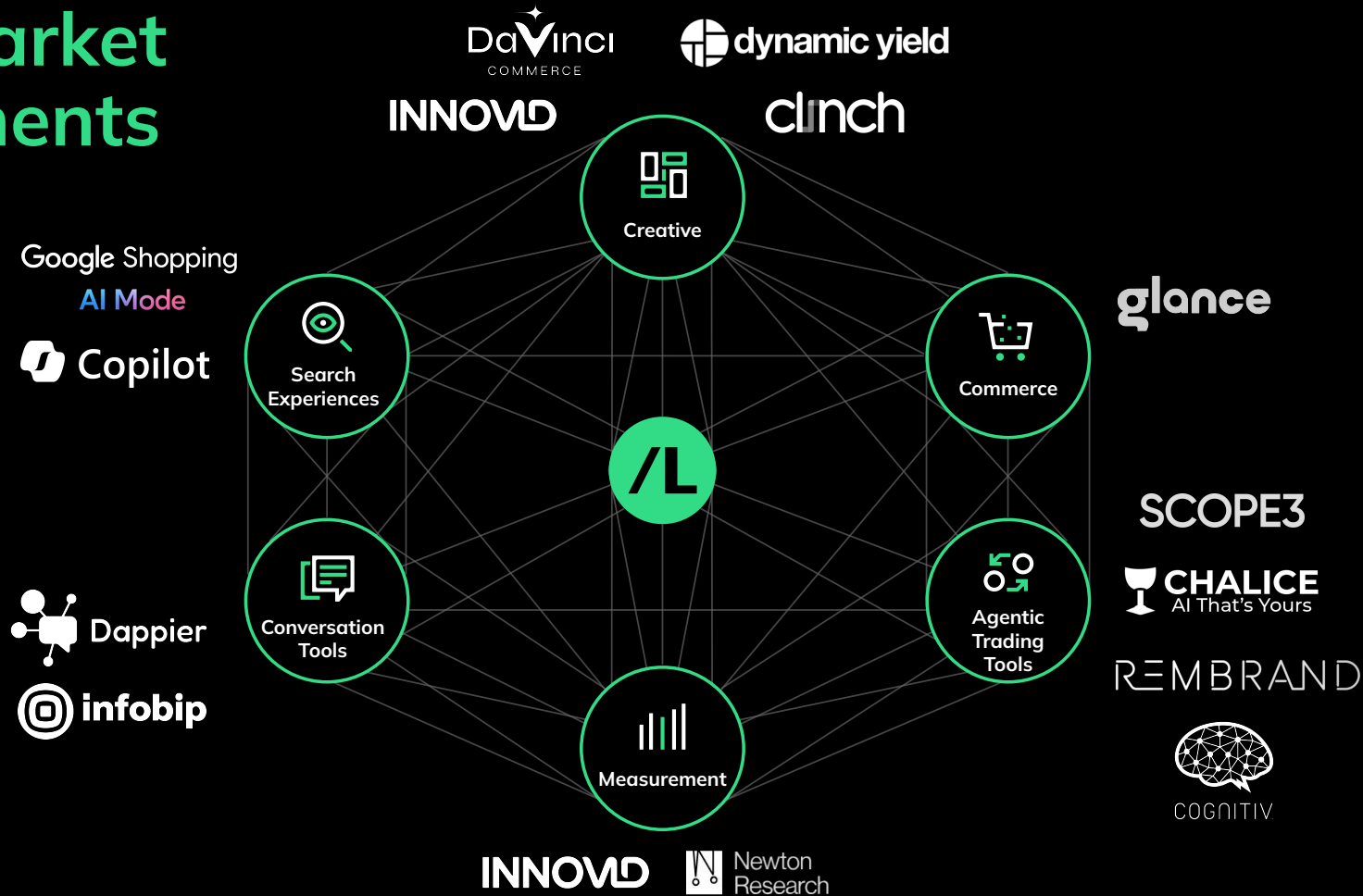
Fueling the next wave of consumer discovery and surfaces



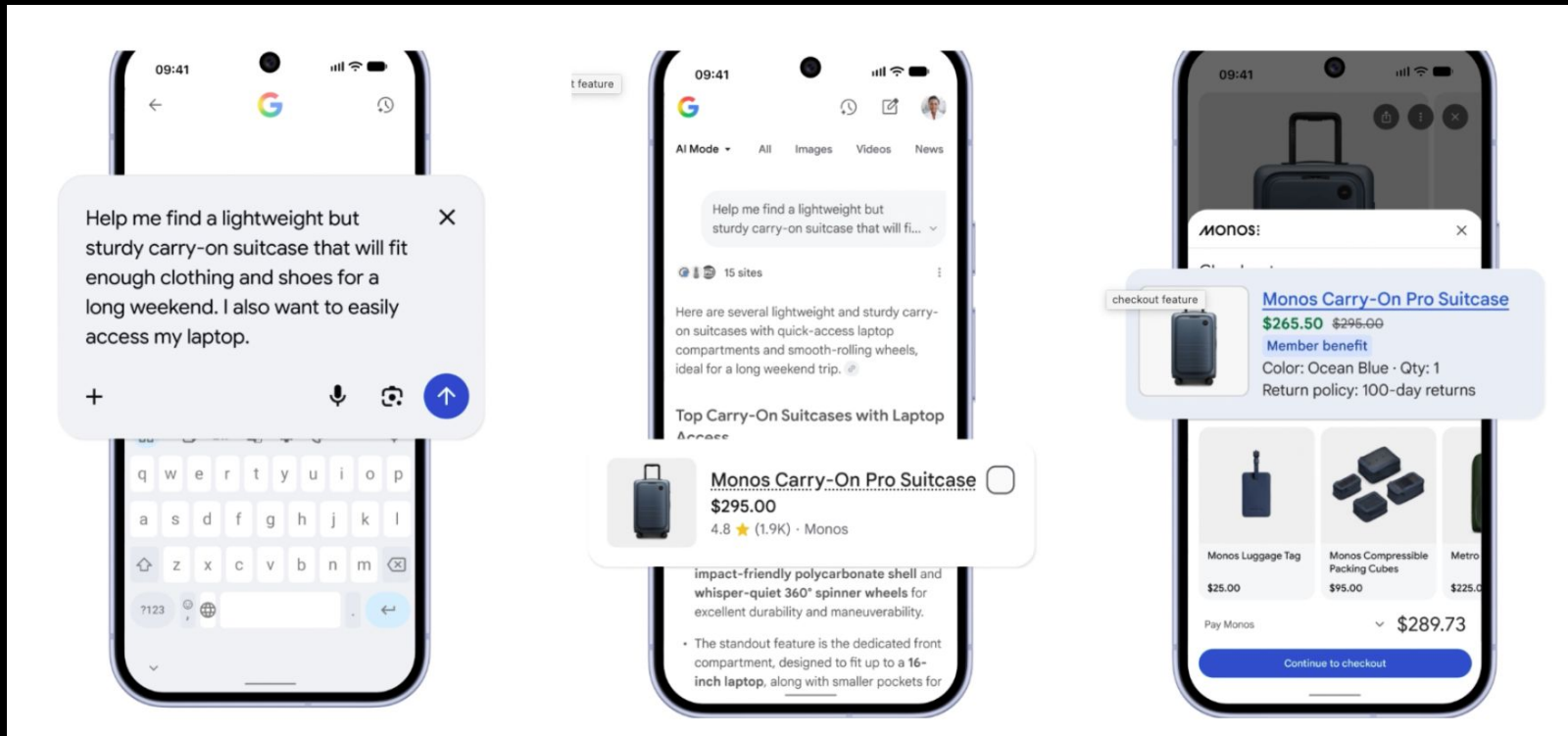
Google Shopping  
AI Mode



# AI market segments



# Powering personalized shopping in Google Shopping AI Mode



# The forces reshaping the advertising industry



Shift in where and how consumers discover, decide, and buy – including new surfaces



Specialized agents and models will accelerate marketing throughput but also increase data fragmentation



Data and identity signals consolidate at the foundation

# Saquan operates in a human dependent, friction-filled ecosystem.



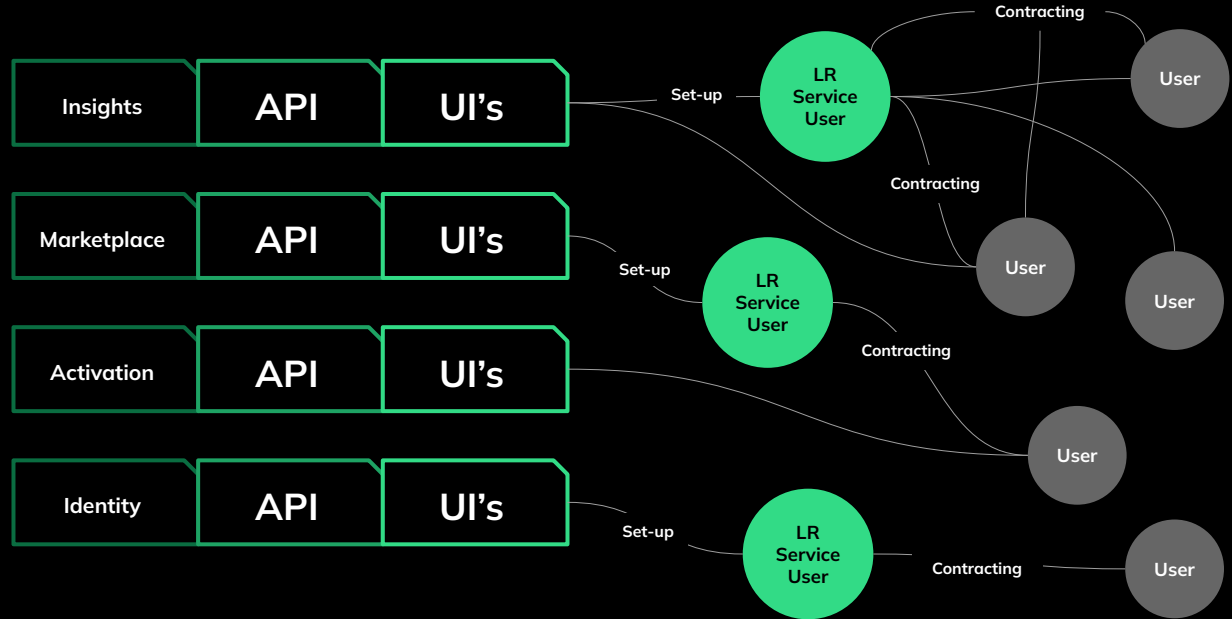
Test a data-driven way to predict the next sports gear a person will purchase based on what they already play.

# Saquan operates in a human dependent, friction-filled ecosystem.



Test a data-driven way to predict the next sports gear a person will purchase based on what they already play.

## DATA COLLABORATION PLATFORM



# Agentic workflows deliver scale and outcomes

The screenshot displays the LiveRamp RMN Assistant interface. On the left is a dark sidebar with navigation options: LiveRamp, Build Segment, Salty Snack Co., LiveRamp AI, Search, Dashboard, Data In, Marketplace, Data Management, Data Out, Insights, and Clean Rooms. The main area is titled 'RMN Assistant' and contains a chat conversation. A user message asks for optimization recommendations for a Diet Cola campaign. The AI response provides a list of underperforming campaign IDs and suggests focusing on 'JBP - Everyday Grocery'.

LiveRamp

RMN Assistant

Build Segment

Salty Snack Co.

LiveRamp AI

Search

Dashboard

Data In

Marketplace

Data Management

Data Out

Insights

Clean Rooms

My latest campaigns for x-selling with our Diet Cola is showing lift with heavy beverage buyers but underperforming with light buyers. Recommend some optimizations for where I should spend more and what I should suppress across my RMN partner channels to improve performance of the campaigns

LiveRamp AI

Based on available insights and your saved Joint Business Plan objective "Grow share of category by 2%", the underperforming campaign IDs look to be:

- ssc0\_2468: Q1 Cola Loyalists – Cross-Sell
- ssc0\_8101: Q1 Diet Cola – Snack Pairing
- ssc0\_3697: Q1 Chips n' Dip Combo

Are these the campaigns and JBP objectives we should focus on analyzing?

JBP - Everyday Grocery  
Objective: Grow share of category by 2%

Ask me anything about your campaigns, segments, or insights...

+ New Chat   Recent Chats

AI-generated messages. Please verify results and contact LiveRamp for help.

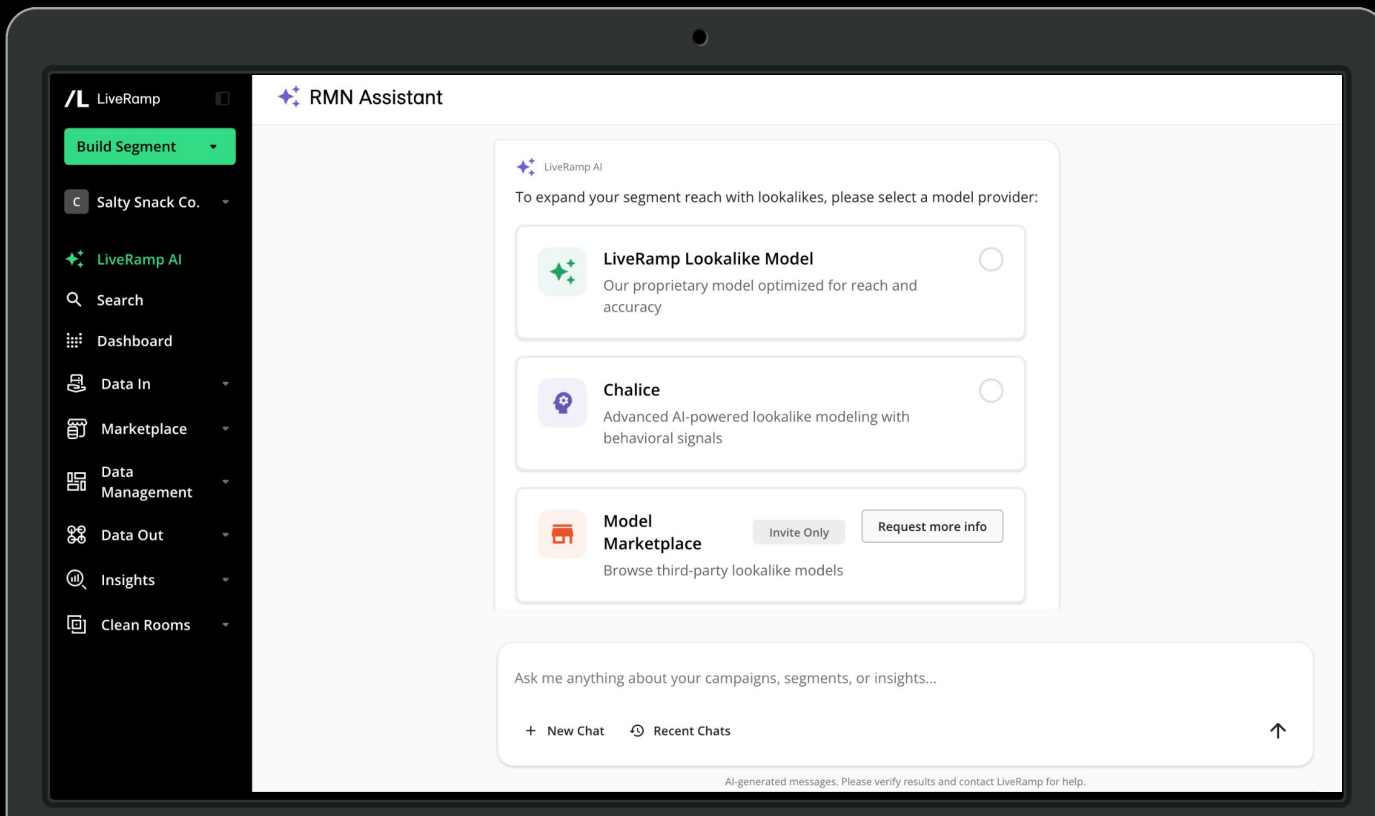
# Agentic workflows deliver scale and outcomes

The screenshot displays the LiveRamp RMN Assistant interface. On the left is a dark sidebar with navigation options: LiveRamp, Build Segment, Salty Snack Co., LiveRamp AI, Search, Dashboard, Data In, Marketplace, Data Management, Data Out, Insights, and Clean Rooms. The main content area is titled 'RMN Assistant' and features a 'LiveRamp AI' chat header. The AI message states: 'Based on your campaign performance and clean room data, here are new audience segments I recommend creating to improve your targeting. You can ask me questions about any of these segments:'. A highlighted segment is 'Medium Snack + Heavy Beverage Cross-Shoppers' with a reach of 4.3M and an acquisition icon. The description reads: 'Customers who regularly buy snacks and have high beverage spend, but are not currently targeted by your Diet Cola campaigns.' Below this is an 'AI Rationale' box: 'This segment shops snacks 2x/month and has high beverage spend. They show 87% behavioral overlap with your high-performing heavy buyer segment but are completely untapped by current Diet Cola campaigns. High conversion potential with minimal cannibalization risk.' At the bottom of the chat area are buttons for 'New Chat' and 'Recent Chats', and a disclaimer: 'AI-generated messages. Please verify results and contact LiveRamp for help.'

# Agents are specialized and purpose-built

The screenshot displays the LiveRamp RMN Assistant interface. On the left is a dark sidebar with the LiveRamp logo and navigation items: Build Segment, Salty Snack Co., LiveRamp AI, Search, Dashboard, Data In, Marketplace, Data Management, Data Out, Insights, and Clean Rooms. The main content area is titled 'RMN Assistant' and shows a chat conversation. The first message is a system message: 'LiveRamp AI' with a workflow diagram showing 'Insights Agent' pointing to 'Segmentation Agent' and the text 'Handoff complete'. The second message is from 'LiveRamp AI' stating: 'I've received the recommendations from the Insights Agent. Creating your segments now.' The third message is partially visible, starting with 'Creating segments...'. Below the messages is a 'Scroll for more' button, a text input field with the placeholder 'Ask me anything about your campaigns, segments, or insights...', and buttons for '+ New Chat' and 'Recent Chats'. At the bottom, a small disclaimer reads: 'AI-generated messages. Please verify results and contact LiveRamp for help.'

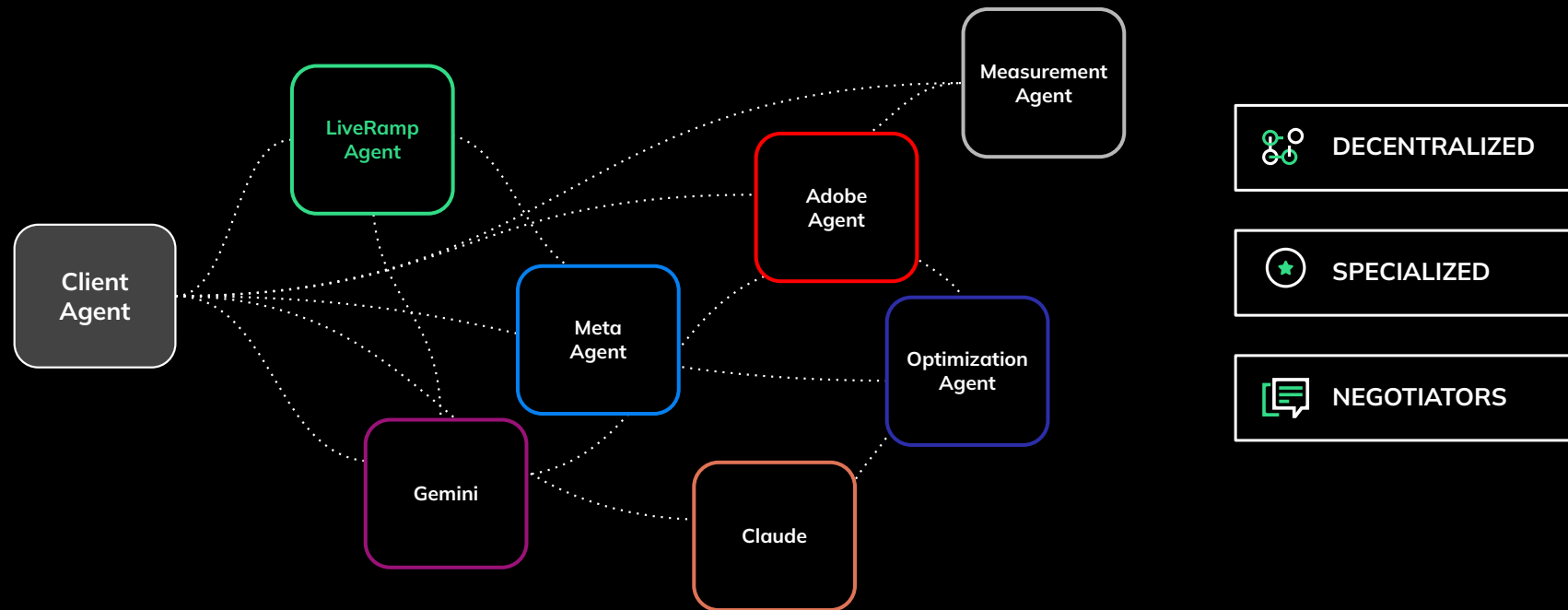
# Agents will be developed by the entire ecosystem



# Multiple ways to tap into LiveRamp's network and capabilities

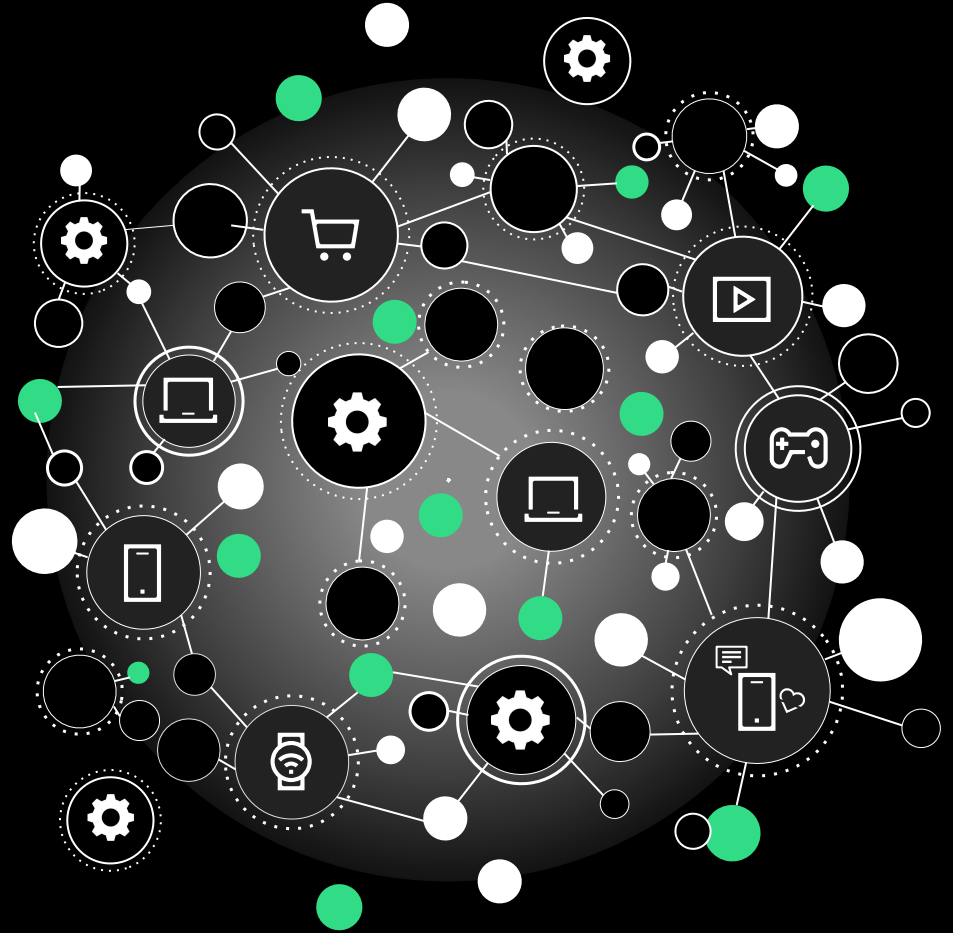


# Agents will multiply, but they're only as good as the data signals they can access



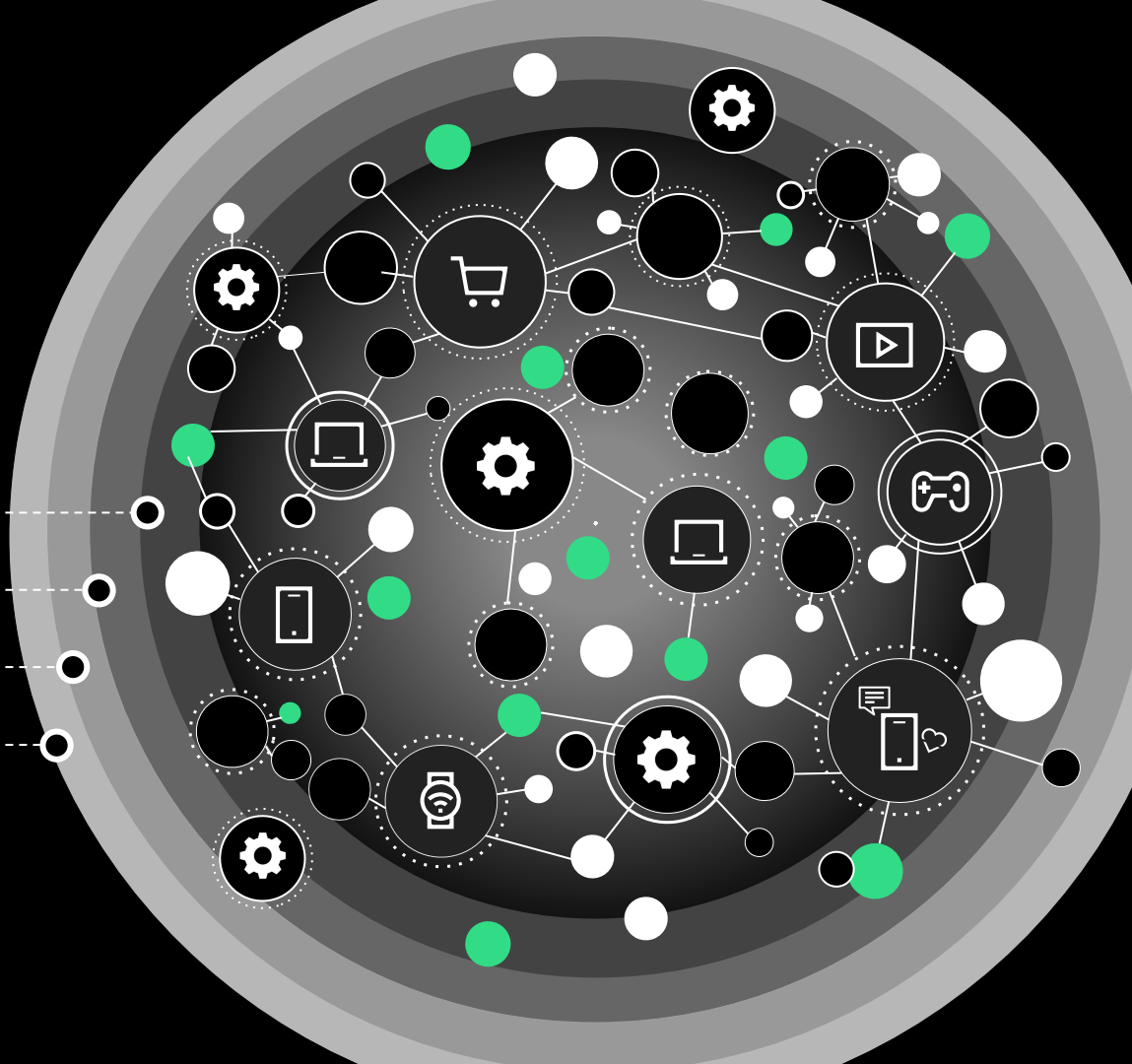
# AI fragmentation requires a neutral partner to connect the data

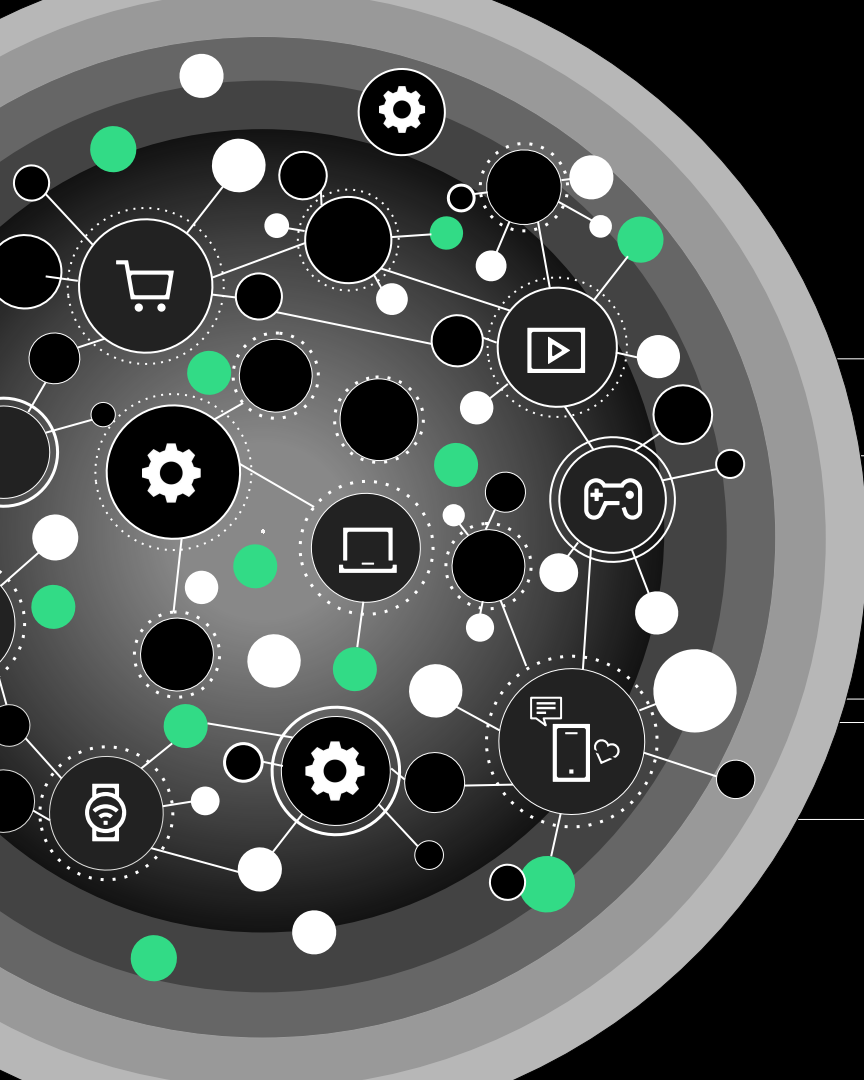
Separate from media execution,  
optimization and measurement



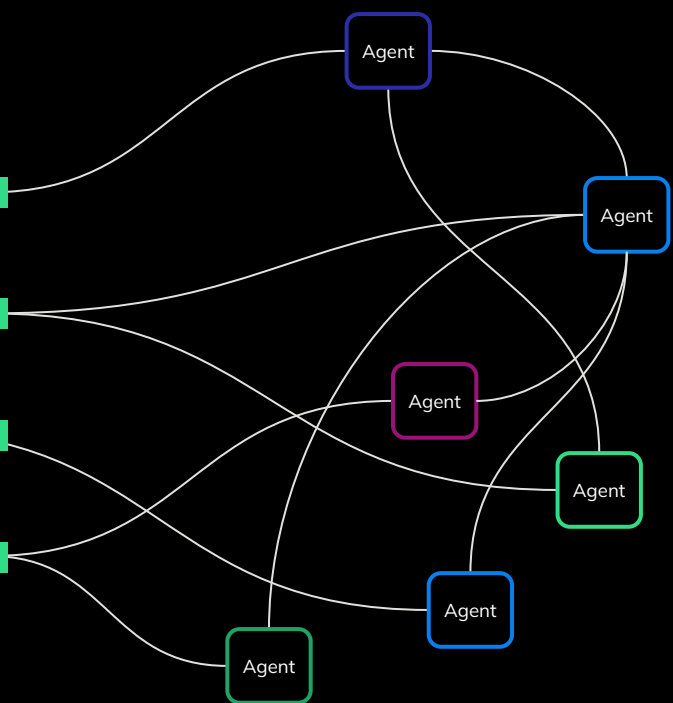
# LiveRamp's Data Collaboration Network

The Foundation of a  
Connected AI Ecosystem





- PLAN & SEGMENT
- ACTIVATE
- MEASURE
- OPTIMIZE



# Q&A



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Chief Executive Officer



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