Ensighten Activate collects omni-channel data and allows you to create first-party audience segments. Ensighten Activate first-party based audience segments are sent to LiveRamp for distribution. LiveRamp delivers your Activate audience segments to the destination platforms of your choice.

**The Problem:** Brands are unable to use omni-channel first-party data to improve marketing performance.

**The Solution:** Collect omni-channel data in Ensighten Activate and distribute first-party audience segments through LiveRamp to DMPs, DSPs, personalization platforms, and measurement platforms.

**DATA OWNERSHIP AND DISTRIBUTION**

Ensighten Activate collects omni-channel data and allows you to create first-party audience segments. Ensighten Activate first-party based audience segments are sent to LiveRamp for distribution.

**USE CASES AND BENEFITS**

- **Omni-channel Marketing:** reach the same audience with personalized messages across display, search, video, and more
- **Cross-Device Marketing:** reach the same audience across mobile and desktop devices
- **Addressable TV:** target Activate audiences via Dish, Directv, Comcast and Cablevision networks
- **Look-alike modeling:** create a segment in Activate and expand that audience by using a look-alike modeling application
- **Measurement:** create a segment in Activate and measure how that audience performs compared to other audiences

“Ensighten played a big part in enabling the Microsoft Store to achieve close to 800 percent online revenue growth over the last few years by improving customer experience and targeting, and overall marketing agility. I am very excited about this Ensighten and LiveRamp partnership, which opens the door to leveraging our omni-channel customer data across all channels and devices.”

Bill Bazley, Director of Marketing at Microsoft Store
About Ensighten

Ensighten, the global leader in omni-channel data and tag management, is changing the face of digital marketing by transforming the way enterprises collect, own and act on their customer data across every marketing channel and device. Using the company’s Agile Marketing Platform (AMP), enterprises can now achieve true 1:1 marketing while accelerating the execution of their marketing initiatives and delivering superior user experiences.

Powered by its unique hybrid-tag technology, the Ensighten platform processes tag requests across 150+ countries, for companies transacting over $1.9 trillion in revenue. The world’s leading brands (Microsoft, Capital One, United Airlines, T-Mobile and Walmart) are achieving marketing agility through Ensighten’s single line of code implementation.

About LiveRamp

LiveRamp connects data across more than 100 digital marketing applications. By onboarding customer data into the measurement, targeting, and personalization applications developed by our partners, we help leading brands eliminate data silos and run more efficient marketing programs.