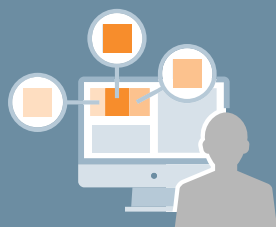


# Dynamic Creative Optimization

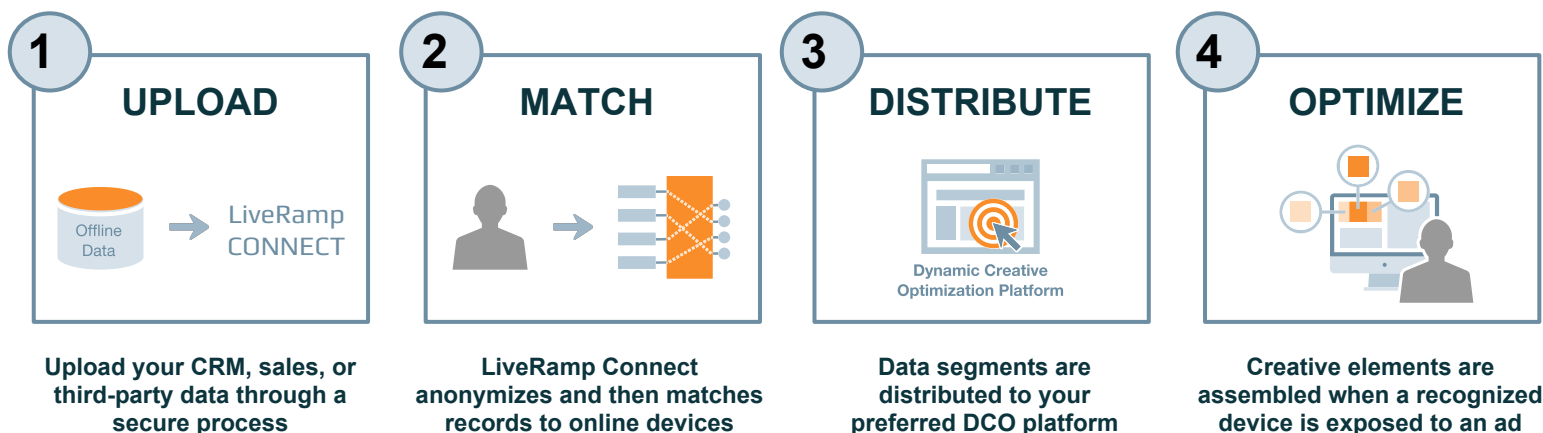
Tailor your ad creative for each consumer



**THE PROBLEM:** Your customer data is inaccessible for optimizing ad creative

**THE SOLUTION:** Use LiveRamp Connect to onboard customer data into your preferred media platform for serving dynamic ads in search, display, video, mobile, and email

## How it Works



## Benefits

- ▲ **Optimize Ad Creative for Each Consumer**  
Present the best combination of product images, call-to-action messages, and creative designs to each consumer
- ▲ **Increase Return on Ad Spend**  
Achieve higher levels of engagement and lift by optimizing creative based on purchase history and other attributes in your CRM system
- ▲ **Deliver a Better Customer Experience**  
Send the same audience segment data to multiple DCO platforms to deliver 1-to-1 experiences across channels
- ▲ **Gain a Competitive Edge**  
Create 1-to-1 customer experiences that drive higher loyalty and brand affinity

## Features

- ▲ Integrations with more than 200 marketing platforms and data providers
- ▲ Advanced security and privacy-safe matching
- ▲ 1-to-1 exact matching of anonymized records
- ▲ 30-55 percent match rates
- ▲ More than 20 billion records onboarded each month

## Integration Examples

