

Coupled with The MediaGrid's Identity & Addressability solutions, our Data Marketplace allows curators the ability to onboard their first-party data with LiveRamp IdentityLink (IDL) or leverage third-party data to package these audiences with brand-safe, premium inventory across ad formats and devices to use within their preferred DSPs.

With curation, buyers and sellers move closer together to result in better match rates, more detailed reporting and analytics, and visibility across all inventory across display, video, mobile app, and connected TV.

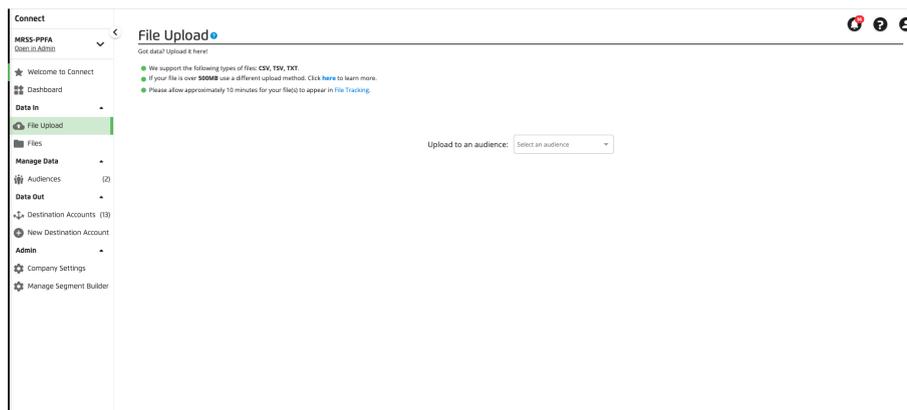
First-party Data Onboarding with LiveRamp

The typical onboarding workflow first involves uploading customer data (such as PII identifiers and segment data), which LiveRamp will then match to the anonymous, universal identifiers called [RampIDs](#) in LiveRamp's Identity Graph.

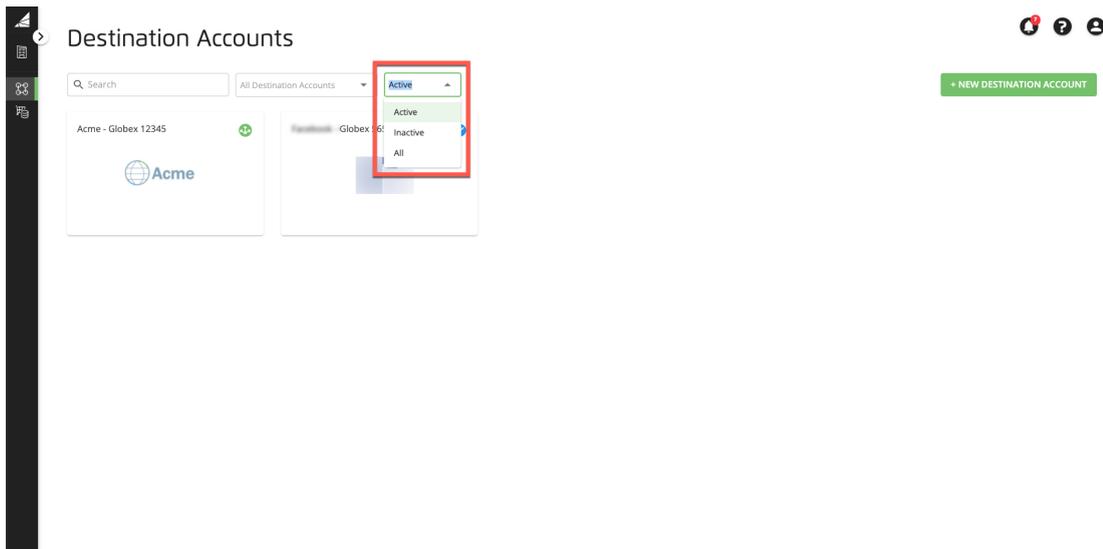
Once you decide which destination platforms you want to distribute your data to, LiveRamp translate these RampIDs into the platform-specific identifiers (cookies, mobile device IDs, custom IDs, etc.) to be used within Deal creation.

To leverage first-party data from LiveRamp in The MediaGrid platform, curators will leverage the LiveRamp Connect UI to deploy audiences.

1. To start, you'll want setup IPONWEB as a data destination (<https://docs.liveramp.com/connect/en/activate-a-new-destination-account.html>)
2. If you've already set up IPONWEB destination, you will follow these steps.
3. Navigate to file upload in the Connect UI. Select the CRM files you wish to upload.



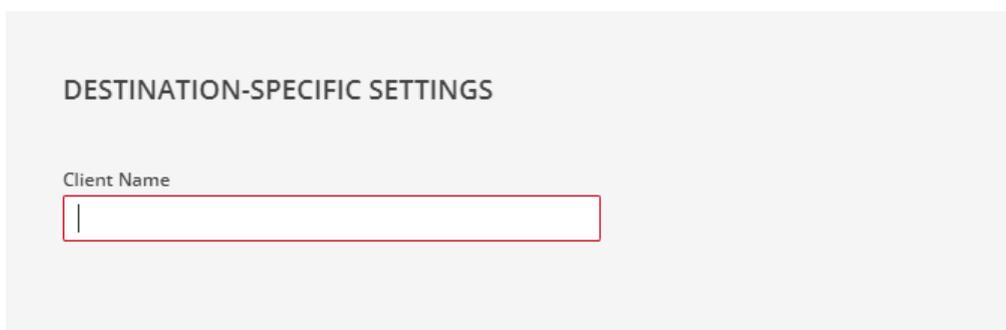
- Once that file has been uploaded and the IPONWEB destination, you will navigate to the Destination accounts to find the IPONWEB tile and ensure it is active.



- Within the UI, you will notice two "IPONWEB" options to select from. Please select "IPONWEB Onboarding" as shown below:



- Once you've selected this tile, there is a field called "Destination-Specific Settings" with a section for Client Name. Within this field, please input information as follows: [Curation seat ID]_[curation seat Name]_[Data Segment Name], (or however you prefer to name the data segment).



- Once you activate, click the Segment Distribution page for that account. Select the segments to distribute to this destination by checking the checkboxes left of the segment name. You'll be able

to check off the segment(s) and add it to distribution within the IPONWEB tile.

< Segment Distribution Showing 7 of 7 fields

This is where you can see and manage the delivery of segments to Acme - Globex 12345.

Search: Audience Label Active/Inactive

DELIVERY JOB STATUS MORE

NAME	STATUS			
AGE	DISTRIBUTED	788	462	514
Female 18 to 24				
gals				
GENDER	DISTRIBUTED	670	375	423
High Income	DISTRIBUTED	670	375	421
High Income 18-24	IN PROGRESS	26	6	17
INTERESTS				

Acme - Globex 12345
 7 fields selected
 Edit Distribution Account View in Admin

Add to distribution REMOVE FROM DISTRIBUTION

Acme

8. Click Add to Distribution to start the distribution of your selected segments.

< Segment Distribution Showing 3 of 3 fields

This is where you can see and manage the delivery of segments to Acme - Globex 12345.

Search: Audience Label Inactive

DELIVERY JOB STATUS MORE

NAME	STATUS			
Female 18 to 24				
gals				
INTERESTS				

Acme - Globex 12345
 7 fields selected
 Edit Distribution Account View in Admin

Add to distribution REMOVE FROM DISTRIBUTION

Acme

9. Email integrations@themediagrid.com with the segment & our integrations team will confirm the segment will be made available (Turnaround time 48-72 hours)

Enabling third-party data:

1. View what segments are available; right now, it will be Acxiom
 - a. Gender
 - b. Age

Data Segments

ADD FILTER CREATE

Start typing to search

1-10 of 20756 Per page: 10 1 2 3 4 5 > >>

ID	Name	Data Provider	Data Fee	Segment Category	Links	Actions
1	Acxiom US Demographic > Age > Five-Year Range > 18-24	LiveRamp	\$0.60	Standard	Supply deals	

2. Segments will be available in Segment Targeting section under LiveRamp Data Marketplace

Segment Targeting

Data Provider: LiveRamp Data Marketplace

Segment Targeting String: () AND OR NOT

ID ↓	Name	Data Provider	Data fee	Segment Category	Links	Actions
26294	Acxiom - US - Demographic - Gender Male	LiveRamp Data Marketplace	\$0.60	Acxiom	Supply deals	🗑️
26293	Acxiom - US - Demographic - Gender Female	LiveRamp Data Marketplace	\$0.60	Acxiom	Supply deals	🗑️
26292	Acxiom - US - Demographic - Age 55 - 59	LiveRamp Data Marketplace	\$0.60	Acxiom	Supply deals	🗑️
26291	Acxiom - US - Demographic - Age 65+	LiveRamp Data Marketplace	\$0.60	Acxiom	Supply deals	🗑️
26290	Acxiom - US - Demographic - Age 30-34	LiveRamp Data Marketplace	\$0.60	Acxiom	Supply deals	🗑️
26289	Acxiom - US - Demographic - Age 50-54	LiveRamp Data Marketplace	\$0.60	Acxiom	Supply deals	🗑️
26288	Acxiom - US - Demographic - Age 60 - 64	LiveRamp Data Marketplace	\$0.00	Acxiom	Supply deals	🗑️
26287	Acxiom - US - Demographic - Age 45-49	LiveRamp Data Marketplace	\$0.60	Acxiom	Supply deals	🗑️
26286	Acxiom - US - Demographic - Age 25-29	LiveRamp Data Marketplace	\$0.60	Acxiom	Supply deals	🗑️
26285	Acxiom - US - Demographic - Age 40-44	LiveRamp Data Marketplace	\$0.60	Acxiom	Supply deals	🗑️
26232	Acxiom - US - Demographic - Country of Origin...	LiveRamp Data Marketplace	\$1.10	Acxiom	Supply deals	🗑️
26228	Acxiom - US - Demographic - Age 18-24	LiveRamp Data Marketplace	\$0.60	Acxiom	Supply deals	🗑️
26227	Acxiom - US - Demographic - Age 35-39	LiveRamp Data Marketplace	\$0.60	Acxiom	Supply deals	🗑️

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- Curator will be billed from the IPONWEB team for usage (based on CPM). Using the Data Fee key, you can see the total billable costs for data in Slicer.

Client	Avails to DSP ↑	Impressions	DSP Media Cost ⁽¹⁾	Supply Media Cost ⁽¹⁾	Data fee ⁽¹⁾
Total 1 Item	1,644,923,320 100%	45,051	87.24	42.99	47.90
2 IPONWEB	1,644,923,320 100%	45,051	87.24	42.99	47.90
Total 1 Item	1,644,923,320 100%	45,051	87.24	42.99	47.90

Requesting third-party data segment:

To gauge interest in demand, we will also be offering the ability to request additional data segments.

- [Share a list of available segments](#)
- Email integrations@themediagrid.com with desired segment & our integrations team will confirm the segment will be made available (Turnaround time 48-72 hours)
- Segments will be available in Segment Targeting section under LiveRamp Data Marketplace

The screenshot shows a 'Supply Deal' window with a 'Segment Targeting' section. The 'Data Provider' is 'Liveramp'. The 'Segment Targeting String' is '1983044555'. The interface includes a 'Back' button, a progress indicator for '2. Main Targeting', and a 'Next' button.

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- Curator will be billed for usage (based on CPM)