

LiveRamp's Embedded Transcoder



Identity translation solution that enables secure interoperability between parties

Why LiveRamp?

- **Latency and scalability**

Responses are near-real-time from the Sagemaker appliance, and resources can be scaled up or down depending on the use case.

- **Data Security and privacy**

Translation services are available within Sagemaker in your Amazon Virtual Private Cloud (Amazon VPC). It's a cloud-based approach with no data transfer, delivering advanced security.

- **Match rate preservation**

Transcoding translates 100% of the RampIDs from one ID space to another without drop off, driving improved addressability analytics, modeling, and insight.

Additional Resources

- [AWS Blog: Power Identity Translation with LiveRamp in Your VPC](#)

Product overview

LiveRamp's Embedded Transcoder enables the translation of encoded RampIDs to another RampID encoding in the client's Virtual Private Cloud (VPC). This minimizes data movement, ensuring client retain control of their data, while opening up interoperability for visibility into person-based data for activation and measurement use cases.

Product features

No external API calls

No external calls are made from the customers' cloud environment, ensuring our customers can maintain control of their data.

Powering Data-driven Marketing Use Cases

Reduce reliance on cookies and device identifiers as the means for activation and measurement, positioning RampID as the currency for interoperability throughout the advertising ecosystem.

100% of RampIDs translated

The Embedded Transcoder translates 100% of the RampIDs from one encoding to another without any data drop-off, truly preserving customers' data from data loss, protecting data quality, and ensuring accuracy to power customers' marketing workflows and use cases.

Flexible infrastructure, built for scale

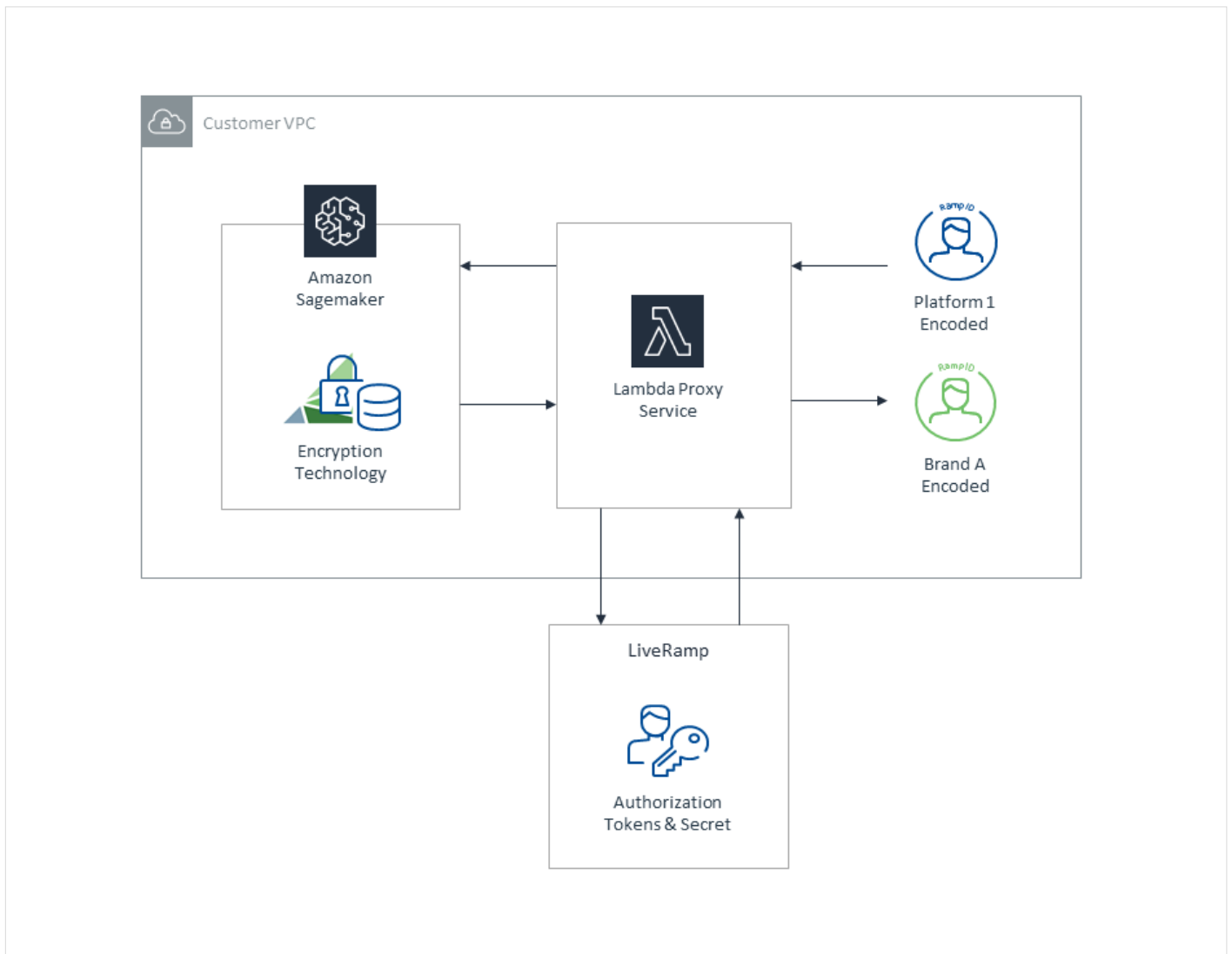
Depending on machine size, our Embedded Transcoder can handle up to 1M transcodes per second and can scale up and down depending on client requirements.

Maximize Privacy and Security

Our patent-pending architecture minimizes risks of re-identification and misuse to ensure data is protected and used safely, minimizes data movement, and enables our customers to keep greater control over their data.

How it works

LiveRamp's Embedded Transcoder is built leveraging AWS SageMaker, implemented directly in the client's VPC and paired with a CloudFormation Template to enable a seamless setup of the service, including creation of the stack, pulling in the appropriate template, and setting up appropriate IAM resources. Processing time can vary, but on average, the entire process takes about 15 minutes to deploy. For more information, reach out to awspartnership@liveramp.com



Differentiators

- Translation available on demand, with no drop-off for RampID-based data.
- Built for scale; supports up to 1 million transcodes per second.
- Data minimization and privacy preservation all on scalable infrastructure to handle customer needs.
- Best-in-class data connectivity available directly within your AWS VPC, no external API calls.
- Privacy centric solution that offers data minimization, reduces data movement, and accelerates time to value by leveraging translation services within the client's VPC.

Solution available in [AWS Marketplace](#)