Eliminate data silos quickly & easily with low minimum costs

Amplify your online marketing by connecting offline CRM data to online marketing platforms for a true "surround sound" customer experience.

Chances are you have hundreds of data points about your customers which could provide valuable insight into your customers' preferences and behaviors. By onboarding your CRM data with LBDigital, you'll be able to unleash those offline insights and run highly targeted digital campaigns leading to better results!

What exciting things can you do with offline data linked to online identifiers? You can start with targeting, suppression, lookalike modeling, attribution, analysis, customer insights, and much more.

Why choose LBDigital for your onboarding partner?

As a Premier Reseller of LiveRamp's data onboarding services for SMBs, we provide a unique opportunity for small to medium-size advertisers, agencies, and one-time programs to incorporate offline CRM data into online campaigns and digital platforms.

If you need a hand with audience expansion, identity linkage, custom segments, top-rated demographics, CTV, social, email, postal, append, or customer insights, LBDigital has your back on those too!

How do you ensure privacy compliance?

- You post your data directly to LiveRamp's secure platform, we do not touch the data.
- Privacy is addressed by stripping all PII [personally identifiable information] during the onboarding process.
- Data is anonymized as cookies, mobile IDs or unique identifiers for delivery to your digital platform.

How does your pricing structure work?

- $3CPM on impressions served, with a first month minimum fee of $500. Impressions are to be reported and billed monthly with 30 day payment terms.
- If there is another use case, cost is based on input quantity with the same pricing as above.
- Tiered volume discount pricing is offered for 1MM+ records.

Getting started is easy - what we need from you:

- Your company name, address, website, billing email
- Owner of the CRM list
- Email of person/s who will upload the file
- File name/s + number of records
- File layout – necessary to determine audience key
- Use case - targeting or other?
- Consumer or business records
- US or international records
- Flight dates
- Maintain any fields or segmentation
- Destination and instructions for DSP/DMP

File Formatting Requirements:

- Basic file formatting requirements are a .csv or .txt rectangular file with a header row.
- First name and last name must be in separate fields.
- File name may not have any special characters or spaces - use underscores, CamelCase, or hyphens.
- Data can be onboarded using email address and/or name/postal address and/or phone number.
- Separately, we can also onboard data with cookies, maids, hashed emails, or anonymized ids.
- Files may contain up to 250 segments, and each segment must contain 100+ records for privacy reasons.
- Segments with 100 or more values will need to be onboarded as enumerated to be able to select values.

Ready to get going with Data Onboarding?

We can't wait to get you started so please give us a call or drop us a line via the contact details below.