

Quadrant Partners with LiveRamp To Expand APAC Audience Data

Driving a shared mission of providing advertisers and marketers with actionable real-world insights aligned to digital signals

Expanded availability of Quadrant Audiences data in Asia Pacific. Currently available in Australia and New Zealand, with plans to roll out to the rest of APAC in early 2020

Quadrant's mission to be a globally recognised audience data provider shares synergies with LiveRamp's reputation for quality and transparency

More of the world's leading adtech and advertising platforms will enjoy easy access to Quadrant's data in 2020 SYDNEY, 22 JANUARY 2020 – Quadrant.io, the leading data and technology provider specialising in high-quality mobile location-based data, has partnered with LiveRamp, the leading identity platform powering exceptional customer experiences, to bring its best-in-class audience data to the LiveRamp platform and its marketplace of data buyers across Asia Pacific.

LiveRamp IdentityLink connects people, data, and devices across the digital and physical worlds, powers the people-based marketing revolution and allows consumers to safely connect with the brands and products they love. Quadrant, meanwhile, provides purpose-built mobile location-based audience data that helps advertisers and marketers understand and meet their unique campaign needs. Quadrant's primary focus on location data caters to an essential need of this group to understand real-world behaviour, movement, and intent.

Julien Escande, Commercial Director at Quadrant.io, said: "We're delighted to partner with LiveRamp as we continue to expand the availability of our high-quality audience data to advertisers and marketers across Asia Pacific. This partnership will be invaluable to Quadrant in opening up new channels where our data can be found and purchased based on customers' needs. We look forward to seeing more of our audience data making its way onto some of the world's leading advertising and adtech platforms, through LiveRamp."

Natalya Pollard, Country Manager for ANZ at LiveRamp, said: "LiveRamp prides itself on enabling customers to access only the highest quality audience data and empowering customers to innovate by making data accessible and meaningful. This partnership with Quadrant sees us continuing to deliver on that commitment. Starting today, Quadrant's audience data will be available through hundreds of integrations we have in Australia and New Zealand, with plans to include the wider APAC region. As we expand the range of data available on our platform, our customers continue to enjoy more choice and selection while not compromising on quality."

LiveRamp has distinguished itself as the world's leading identity-resolution platform. A key part of this is around resolving various identities and identifiers across the omnichannel spectrum of mobile, cookies, and real-world assets. Quadrant's real-world location and audience data, meanwhile, makes it a perfect fit for the LiveRamp platform and customer needs. Together, Quadrant and LiveRamp share the mission of providing advertisers and marketers with actionable real-world insights aligned to digital signals.

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About Quadrant.io

Quadrant is a data and technology organisation specialised in high quality mobile location-based data. Quadrant provides purpose-built mobile location data feeds that help you understand and meet your customers' needs. Quadrant's primary focus is on location data, which is an essential tool in understanding the behaviour of potential customers.

About LiveRamp

LiveRamp provides the identity platform leveraged by brands and their partners to deliver innovative products and exceptional experiences. LiveRamp IdentityLink connects people, data, and devices across the digital and physical worlds, powering the people-based marketing revolution and allowing consumers to safely connect with the brands and products they love. For more information, visit www.LiveRamp.com.au.

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