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Overview

Ascent360 → LiveRamp → The Trade Desk

Ascent360 supports a direct outbound integration with LiveRamp that allows you to automatically send custom audiences into LiveRamp, which can then distribute those audiences into downstream channels such as The Trade Desk.

A direct integration is strongly preferred over manual uploads because it:

- Enables ongoing, automated audience refreshes
- Removes the need for manual, one-off file uploads to The Trade Desk (TTD), which are not recommended

This setup allows your team to take full advantage of LiveRamp without manual data movement.

What's Required to Set Up the Integration

1. Client Must Sign LiveRamp's UID Agreement

LiveRamp requires the brand itself (the client) to sign their UID agreement.

Agencies or other vendors cannot sign this on the client's behalf.

2. Client Must Submit a Support Ticket to LiveRamp

To begin the integration setup, the client must open a ticket through the [LiveRamp Community Portal](#). Anyone with a LiveRamp seat/login can submit this request.

Purpose of the ticket:

LiveRamp must provide the SFTP credentials required for Ascent360 to deliver the audience files.

The client must request the following from LiveRamp:

- LiveRamp SFTP URL (including the exact folder location)
- Username
- Password
- Port number

These credentials **cannot** be obtained without LiveRamp Support – they must be provided directly to the client by LiveRamp.

3. Ascent360 Requirements & Setup Timeline

Once the client obtains the SFTP credentials and sends them to Ascent360:

- Ascent360 will set up the outbound connection.
- Typical setup turnaround time is **1-3 days**
- After setup, Ascent360 will partner with the client to **test file transfers** and confirm that exports successfully land in LiveRamp

After LiveRamp Receives the Data

LiveRamp can then distribute audiences to downstream destinations such as:

- **The Trade Desk (TTD)**
- Other supported advertising platforms

(Clients can follow LiveRamp's documentation for [Distribute Data to The Trade Desk](#) for these steps.)

How to Get Started

If you'd like to initiate this integration:

- Contact your CSM, or
- Submit a [Help Desk ticket](#) to Ascent360