

In this article:

- [Overview](#)
- [What's Required to Set Up the Integration](#)
- [After LiveRamp Receives the Data](#)
- [How to Get Started](#)

## 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