

Rubikloud Partners with LiveRamp to Bring Consumer Level Predictive Analytics to Retailers and Brands

TORONTO – May 4, 2016 — Rubikloud™, a leading machine intelligence platform for retailers, today announced a partnership with LiveRamp™, the leading provider of data connectivity and onboarding services. Through the partnership, Rubikloud will leverage LiveRamp Customer Link to connect data from multiple first and third party sources within Rubikloud's predictive insights platform.

"Marketers are turning to predictive analytics to bring a new level of insight to their marketing strategies," said Travis May, President and GM of LiveRamp. "With access to more sources of data linked at the consumer level, Rubikloud clients can now benefit from a people-based approach to predictive analytics."

Through the partnership, LiveRamp's data connectivity services enable brands to anonymize and link first-party CRM data and third-party data from a broad range of sources at the consumer level, enabling people-based measurement within Rubikloud's platform. Clients can now increase their reach as a result of the extensive, privacy-safe data sets for understanding customer journeys that span multiple digital channels and mobile devices over time.

"Together, LiveRamp and Rubikloud can give clients access to a much richer set of data at the consumer level. Brands and retailers are always looking for a more complete data picture, to accurately serve their customers. Our partnership brings clients one step closer to this vision," said Rubikloud Founder and CEO Kerry Liu.

About Rubikloud

Rubikloud is a leading machine intelligence platform for retailers. Rubikloud's big-data architecture fields retailer data from multiple sources, then cleans and processes it — making it compatible with advanced machine-learning techniques. Rubikloud employs its unrivaled data science to understand customer behaviors, ranging from product affinity and price sensitivity, to response prediction and demand forecasts. The Toronto-based company founded by CEO Kerry Liu currently works with over a dozen global multi-billion dollar retailers. Investors include Horizons Ventures, which manages the global technology investments of Li Ka Shing, Access Industries, and the MaRS Investment Accelerator Fund. www.Rubikloud.com.

About LiveRamp

LiveRamp connects more than 300 digital marketing platforms and data providers. We help marketers eliminate data silos and unlock greater value from the tools they use every day. By onboarding and unifying customer data across disparate systems, we provide the connectivity brands need to reach consumers across channels and measure the impact of marketing on sales. LiveRamp is an Acxiom

company delivering privacy safe solutions to market and honoring the best-practices of leading associations including the Digital Advertising Alliance's (DAA) ICON and App Choices programs. For more information, visit www.liveramp.com.

For more information, contact:

Michael Colgan

Factory PR

443 699 0260

Michael@FactoryPR.com