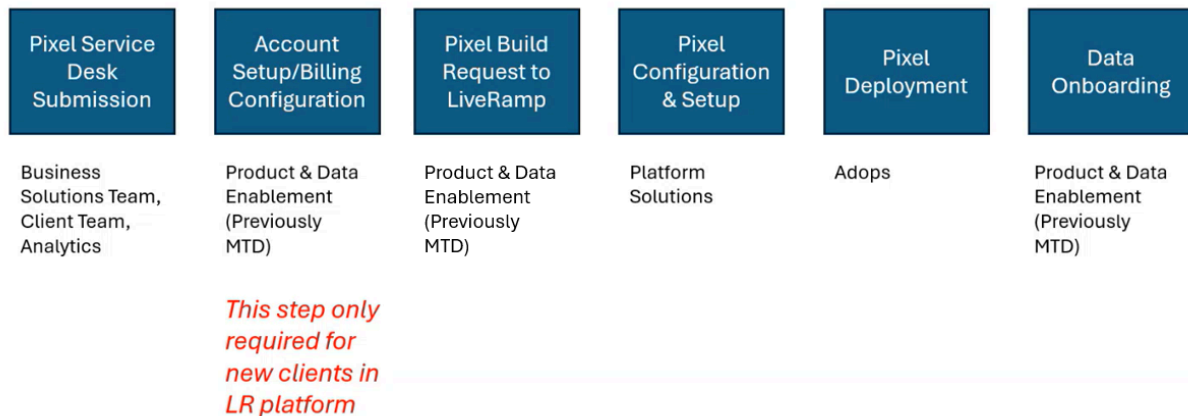# LiveRamp

Product: LiveRamp Client-Side Tag (CST)

Definition: LiveRamp Client-Side Tags are short image scripts that can be used to pass impression-level data (from paid media) or event-level data (from websites) directly to LiveRamp for matching against their network of known users and translated into RampIDs.

The CST workflow matches against 3rd party browser cookies, and therefore the pixel should only be used in desktop/mobile web environments where cookies are prevalent.

LiveRamp packages daily impression/event data post-match into a log file, which is then delivered automatically to Horizon systems.

Workflow:

Pixel Service Desk Submission	Account Setup/Billing Configuration	Pixel Build Request to LiveRamp	Pixel Configuration & Setup	Pixel Deployment	Data Onboarding
Business Solutions Team, Client Team, Analytics	Product & Data Enablement (Previously MTD)	Product & Data Enablement (Previously MTD)	Platform Solutions	Adops	Product & Data Enablement (Previously MTD)
	This step only required for new clients in LR platform				

Fee: $1,850.88 ($1,700 plus tax) per month, per CST (commonly one for media, one for site)

*The billing period for a CST is each calendar month. Any activity ingested by a CST from the 1st of a month through the last day will automatically incur a fee for that month (not including a small threshold to account for test impressions).

For more information, please reference the [official LiveRamp CST documentation](#) or reach out to Platform Solutions.
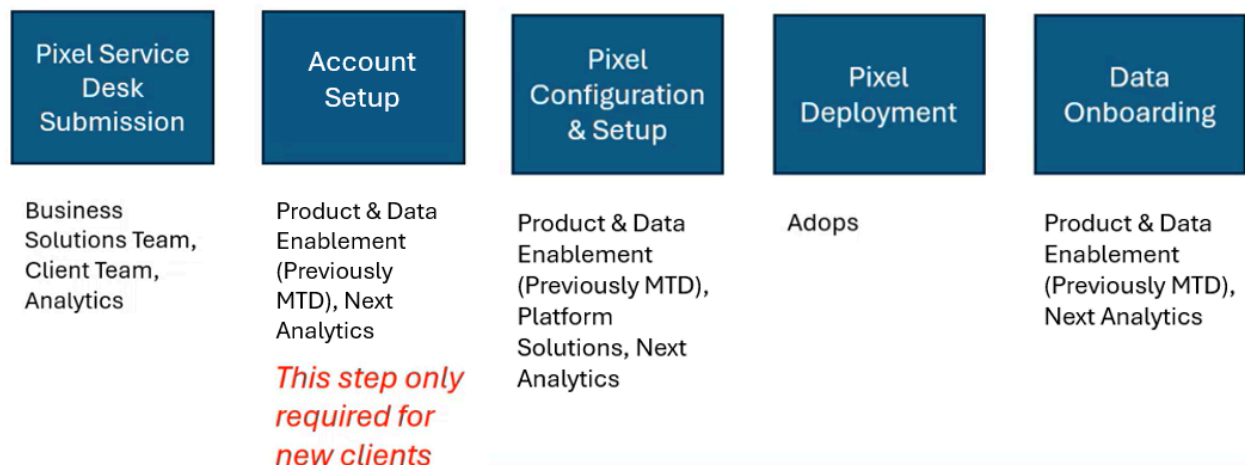
Connect

Product: Connect Pixel / KPI Pixel

Definition: Connect is a Horizon-proprietary pixel-based solution designed to enable closed loop attribution against CTV media, where cookies are absent. Impression data is ingested through the Connect image pixel, while on-site event data is ingested through the KPI javascript pixel.

The Connect workflow matches against hashed IP Addresses, and therefore the media pixel should only be used in CTV environments where IP's are prevalent.

Daily impression/event data is compiled into a log file and exposed through Snowflake views.

Workflow:

Pixel Service Desk Submission	Account Setup	Pixel Configuration & Setup	Pixel Deployment	Data Onboarding
Business Solutions Team, Client Team, Analytics	Product & Data Enablement (Previously MTD), Next Analytics	Product & Data Enablement (Previously MTD), Platform Solutions, Next Analytics	Adops	Product & Data Enablement (Previously MTD), Next Analytics
	This step only required for new clients			

For more information, please reach out to Next Analytics or Product & Data Enablement (MTD).