

Default Question Block

We appreciate your participation in this survey. Your input holds significant importance in influencing the direction of LiveRamp's AI products and shaping the trajectory of our innovations.

For the context of this survey, AI refers to any instance of machine learning, natural language processing, or generative algorithms that aids/automates a process.

We encourage you to share your thoughts and concerns regarding the integration of AI in our forthcoming product concepts.

Entry is optional and full terms and conditions for the prize draw can be viewed [here](#).

Are you an existing LiveRamp Employee?

☐ Yes

☐ No

What LiveRamp products do you directly use? (select all that apply)

- ☐ Connect/Activation
- ☐ Connect/Measurement
- ☐ Advanced TV
- ☐ Safe Haven
- ☐ Privacy Manager/ATS
- ☐ Data Plus Math
- ☐ Data Marketplace
- ☐ Onboarding
- ☐ Data Collaboration Platform / Clean Room
- ☐ Identity Resolution
- ☐ None. I don't use LiveRamp products directly

Which one of these options best describes your primary role or responsibilities ?

- ☐ Product Management
- ☐ Product Design
- ☐ Marketing
- ☐ Customer Support
- ☐ Technical Writing
- ☐ Sales

- ☐ Data Ethics
- ☐ Data Science / Statistics Analytics
- ☐ Engineering
- ☐ Human Resources
- ☐ Operations
- ☐ Executive
- ☐ Business Administration & Strategy
- ☐ Legal
- ☐ Other. Please specify

What generative AI programs have you used or experimented with? (Please select all that apply)

- ☐ ChatGPT
- ☐ DALL·E
- ☐ MedLM
- ☐ Midjourney
- ☐ Bard
- ☐ Other (please specify)
- ☐ None.

How do you envision LiveRamp incorporating AI to better serve our customers' needs? In what ways could AI at

LiveRamp contribute to helping customers reach their goals?



Do you agree or disagree that the **risks of AI** being used in LiveRamp **outweigh the potential benefits**?

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

As a LiveRamp employee, think through the core tasks **users perform on our platform** and sort them into the following categories based on what you would want LiveRamp to provide.

	User has no input into the AI, they trust the outcomes & decisions, their process is more automated	User has some oversight on the AI, they sign off on some outcomes, their process is semi-automated	User has complete oversight on the AI, they sign off on each outcome, their process is more manual	LiveRamp should not use AI for this step
Finding and evaluating partner tools, services, or data that address your business needs and use cases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Matching identifiers and resolving identities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uploading data to LiveRamp and ensuring successful processing of data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building an audience/segment according to certain specifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activating data at end-destination platforms and ensuring data was successfully processed/delivered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Checking, formatting, and preprocessing data for ingestion, activation, or analysis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Creating & interpreting SQL queries or Python scripts on data for analysis, measurement, complex segment creation, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Debugging (i.e. platform errors, code)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing & managing data with partners for collaboration use cases and analysis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding answers in Help Documentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thinking about the marketing & advertising related tasks **you perform (whether using LiveRamp or not)**, please sort each task into the following categories:

	I DON'T want to use AI for this step	I want to use AI for this step but I am not	I am using AI for this step	I don't know
Finding and evaluating partner tools, services, or data that address your business needs and use cases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Matching identifiers and resolving identities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uploading data to a third party tool and ensuring successful processing of data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building an audience/segment according to certain specifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activating data at end-destination platforms and ensuring data was successfully processed/delivered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Checking, formatting, and preprocessing data for ingestion, activation, or analysis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating & interpreting SQL queries or Python scripts on data for analysis, measurement, complex segment creation, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	I DON'T want to use AI for this step	I want to use AI for this step but I am not	I am using AI for this step	I don't know
Debugging (i.e. platform errors, code)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing & managing data with partners for collaboration use cases and analysis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding answers in Help Documentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You indicated that you would NOT like LiveRamp to use AI for some tasks please provide more context.

You indicated that you use AI for some tasks. How satisfied or unsatisfied are you with the current AI solution(s) you have employed?

- ☐ Extremely dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat satisfied
- ☐ Extremely satisfied

Why are you unsatisfied with your current AI solution(s)?

You indicated that you use AI for some tasks. Before using an existing AI solution, what were your **top concerns**, if you had any?

- ☐ Privacy and data security
- ☐ Accuracy of AI-driven insights
- ☐ Ethical considerations in data usage
- ☐ Control and configurability over the AI process
- ☐ Transparency in and understanding of how an AI outcome was reached
- ☐ The inability of AI systems to capture human complexity
- ☐ Other (please specify):
- ☐ No Concerns

How did your **opinion change**, if at all, after you started using the AI solution?

You indicated that you would like to use AI but are not doing it currently for some tasks. What are **the reasons that you are not using AI?** (select all that apply)

- ☐ Technical resource limitations
- ☐ Work prioritization
- ☐ Privacy / security concerns
- ☐ Ethical concerns in data usage
- ☐ Potential inaccuracies of AI
- ☐ Lack of configurability / control in AI outcomes
- ☐ Lack of transparency / explainability in how an AI decision/outcome is made
- ☐ The inability of AI systems to capture human complexity
- ☐ I don't have an option to use AI at work
- ☐ Cost
- ☐ Other. Please explain

You indicated that **you would like to use AI but are not using it currently** for some tasks, please sort them into the following categories.

I want no input into the AI, I trust the outcomes & decisions, my process is more automated

I want some oversight on the AI, I want sign off on some outcomes, my process is semi-automated

I want complete oversight on the AI, I want sign off on each outcome, my process is more manual

»

Finding and evaluating partner tools, services, or data that address your business needs and use cases

☐☐☐

»

Matching identifiers and resolving identities

☐☐☐

»

Uploading data to a third party tool and ensuring successful processing of data

☐☐☐

»

Building an audience/segment according to certain specifications

☐☐☐

»

Activating data at end-destination platforms and ensuring data was successfully processed/delivered

☐☐☐

»

Checking, formatting, and preprocessing data for ingestion, activation, or analysis

☐☐☐

I want no input into the AI, I trust the outcomes & decisions, my process is more automated

I want some oversight on the AI, I want sign off on some outcomes, my process is semi-automated

I want complete oversight on the AI, I want sign off on each outcome, my process is more manual



Creating & interpreting SQL queries or Python scripts on data for analysis, measurement, complex segment creation, etc.

☐
☐
☐


Debugging (i.e. platform errors, code)

☐
☐
☐


Sharing & managing data with partners for collaboration use cases and analysis

☐
☐
☐


Finding answers in Help Documentation

☐
☐
☐

How important is it for you that AI is incorporated into LiveRamp's future products?

- ☐ 1. Not Important
- ☐ 2
- ☐ 3
- ☐ 4

☐ 5. Very Important

How concerned are you, if at all, about the use of AI in LiveRamp's products?

- ☐ 1. Not Concerned
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5. Very Concerned

What are your **top concerns** about the use of AI in LiveRamp's products?

- ☐ Privacy and data security
- ☐ Accuracy of AI-driven insights
- ☐ Ethical considerations in data usage
- ☐ Transparency in and understanding of how an AI outcome was reached
- ☐ Control and configurability over the AI process
- ☐ The inability of AI systems to capture human complexity
- ☐ Other (please specify)

Provide more details about your concerns. What, if anything, might alleviate these concerns?

Rank the importance of the following for future LiveRamp AI products.

I want to know how AI features work

I want to know **how** data is used to power AI

I want to know how data privacy is maintained

I want to know **what** data is used to power AI

How concerned are you, if at all, about **potential biases in AI algorithms**, particularly in the context of customer segmentation or personalized marketing?

Biases in AI algorithms are the tendencies of the algorithms

to produce results that are unfair, inaccurate, or discriminatory toward certain groups of people.

- ☐ 1. Not Concerned
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5. Very Concerned

Do you agree or disagree that the **benefits of AI** being used in LiveRamp **outweigh the potential risks**?

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

How comfortable or uncomfortable are you with the idea of **AI providing suggestions** within customers' LiveRamp accounts to improve their user experience?

- ☐ Very uncomfortable
- ☐ Somewhat uncomfortable
- ☐ Neither comfortable nor uncomfortable

- ☐ Somewhat comfortable
- ☐ Very comfortable

How comfortable or uncomfortable are you with the idea of **AI making decisions** within customers' LiveRamp accounts to improve their user experience?

- ☐ Very uncomfortable
- ☐ Somewhat uncomfortable
- ☐ Neither comfortable nor uncomfortable
- ☐ Somewhat comfortable
- ☐ Very comfortable

Block 1

Please share any additional thoughts or suggestions regarding data privacy, fairness, transparency, and ethical considerations in AI-powered products.

Please provide your work email address to enter into the raffle.

E-mail

Please provide your work email address. We might follow up with you about some of the questions.

E-mail

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