**CTV Form for LiveRamp Activation**

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| Campaign Information |
| Client/Advertiser |   |
| Agency/Agency Contact |   |
| TV Campaign Name |   |
| Programmer Partner(s) |   |
| Match Partner (i.e., Nielsen, ComScore, Comcast, Xandr) |  |
| Campaign Start Date |   |
| Potential for Measurement (y/n) | N |
| Potential Measurement Partner | N |
|   |   |
| Segment Information |
| Segment Name | (audience name) |
| Type of Data Being Sent - PII or Online (Cookie/Mobile) | Cookie/Online |
| Segment Definitionsi/e high value customers or webpage visitors | (This is the audience name or segment coding) |
| Number of Records of Original Segment | (Note to Resonate: in the UI you can use the addressable audience) |
| Modeling Needed (y/n) | N |
| Modeling Partner & Scoring | n/a |

* Once completed, this form will be reviewed by Resonate and sent to LiveRamp (tv-delivery@liveramp.com).
* Current SLA for completion by LiveRamp is 2 weeks.