

Channel Roles in a First-Party Data World

	 TEALIUUM	 theTradeDesk	 LiveRamp	 facebook	 Google	 amazon	 Walmart
Onboard Customer Lists	✓	✓ in beta	✓	✓	✓	✗	?
In-Platform Segmentation	Client Attributes	Platform Attributes	Platform Attributes	Client + Platform Attributes	Client or Platform Attributes	✗	?
Lookalike Audiences	✓	✓	✓	✓	✓	✗	?
Dynamic Creative	✗	✓ via 3rd Parties	✗	✓	✓ Programmatic	✓ DSP	?
Onboard Offline Conversions	✓	✓ via Integrated Partners	✓ via Bulk Upload & Integrated Partners	✓ via Conversions API	✓ via API or Integrated Partners	✗	?
Linear TV Schedule Import	✗	✓	✗	✗	✓	✗	?

1P Audience Capabilities