



## Accelerating the Success of Your Audience Manager Practice - Pitfalls to Avoid

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The Analogy: I love the view from the top of a mountain. Being able to look out across the valley below can be incredible; seeing the trees, rivers, lakes, or whatever else is within view.

Often, the journey to the top of that mountain required starting at the bottom, or at a trailhead. It then required working our way up, often having to overcome pitfalls or challenges along the way.

## Preparation



When hiking up a mountain, there are a lot that needs to be considered. Some of these include sources of water, food and cooking equipment, and whatever other items that we might need on the journey to the top and back again.

This is similar to how we work with Audience Manager. To make the most of the DMP, it can take a lot of time and preparation to determine the best way to utilize the data that you have available, along with the second and third party data that is available. You have to be familiar with your data.

## Know your data



To continue with our analogy, the data available is like the mountain that we are trying to climb. Audience Manager is a suite of tools that can be leveraged to help traverse and overcome that mountain. To best utilize what Audience Manager offers, we have found that we are the most successful when we know our data; where it is coming from, and what we want to do with it (the business goals).

# Journey up the Mountain



Topics we are covering today:

Signals, Traits, and Segments are like our trailhead. The topics in this section we will cover are Inbound Data Files and Server Side Forwarding.

As we move along the path there might be any number of tools that we use to help us along our way. Comparing these to Audience Manager, those tools could include utilizing an Algorithmic Model or an Audience Lab test segment. Today we are going to talk about Profile Merge Rules and how they can impact our segment memberships.

Finally, much like with the mountain vista, our goal is to be able to leverage the “view” or potential of our audiences. In that regard, we’ll take a look at Match Rates and some common challenges that occur.

Due to time constraints, our focus is on covering the topics at a high level. We will be sharing examples of common challenges we have seen relating to these topics, as well as tips on ways that you can validate that you won’t fall into the same pitfalls. If you would like to explore these topics further, please view our reference slide at the end of the presentation.

Trailhead  
*Inbound Data Files*  
*Server Side Forwarding*



# Trailhead

## *Inbound Data Files*

File Name and Content Formatting

ID Syncs



The formatting of files and ID Syncs are two of the areas where see many of our inbound data file related questions.

## Trailhead - Inbound Data Files

### File Name Formatting

**ftp\_dpm\_443497\_1551845858.sync**

**Data Source**

**Timestamp**

**File Type**



The format that AAM expects files to adhere to is set, and must be followed. While this is straightforward, one of the most commonly overlooked challenges steps from a file not being unique (usually due to the same timestamp being used).



## Trailhead - Inbound Data Files

### Data Formatting

```
summituser1 "product"="photoshop", "os"="macos", "purchased=false"  
summituser3 "product"="illustrator", "os"="windows", "purchase"="true"
```



The format of the data is also something that Audience Manager checks for. In this case, the key and value of "purchased=false" doesn't match up with the other values and would be flagged.

Note: key value pairs can either be quoted or not quoted, they just cannot be mixed.

## Trailhead - Inbound Data Files

### ID Syncs

<b>summituser5</b>	<b>34940220016219459112210483147677023598</b>
<b>summituser2</b>	<b>21909200602007665563237046467708479089</b>
<b>summituser1</b>	<b>85080823654940862633923094202702305289</b>



ID Syncs are another factor in whether an inbound data file will successfully be processed. The data source specified in the file name must be configured to accept either an AAM UUID, an ECID, or a Customer ID. In the case of a Customer ID, we will only realize the trait details for those IDs that have been synced with our system.

## Trailhead - Inbound Data Files

### ID Syncs

**summituser1** "product"="photoshop", "os"="macos", "purchased"="false"

**summituser3** "product"="illustrator", "os"="windows", "purchase"="true"



Going back to the comment about knowing your data, ensuring that ID Syncs are working correctly can help avoid challenges with inbound data files as well as with other aspects of the Experience Cloud.

## Trailhead - Inbound Data Files

### Verifying

#### Onboarding Status Report

- Error Sampling



One of our favorite ways to troubleshoot inbound data files is using the Onboarding Status Report. This is made even better when the Error Sampling has been enabled for the associated data source, as the report will showcase some of the records that were successfully processed and those that failed.

Trailhead  
*Server Side Forwarding*  
History  
Verification



With Server Side Forwarding, we are going to briefly talk about the history of Server Side Forwarding and ways to verify that it is working as expected.

## Trailhead - Server Side Forwarding

History

**Data Collection Host**  
**Report Suite**



Originally ssf was performed at the Analytics Data Collection Host level. This meant that all relevant data across all the various report suites were being forwarded to AAM.

With the introduction of Report Suite forwarding, data is now forwarded by report suite, and can be configured within the Analytics Administration

# Trailhead - Server Side Forwarding

Report Suite Manager

Selected Report Suites  
1 of 2 selected [Expand](#) [Full Settings](#) ▾

### Server-Side Forwarding

Server-side forwarding allows Analytics data collection to send & receive data from other Experience Cloud solutions in real-time, such as Adobe Audience Manager (AAM) or Adobe Profiles & Audiences. Enabling this feature can have large implications on data collection and billing for Audience Manager customers.


Before Server-side forwarding is enabled, it is recommended that you remove DIL (AAM's data collection code) and replace it with the [Audience Management Module](#). Failure to remove DIL before enabling this feature will result in duplicate data and double billing for AAM customers.

Server-side forwarding must be enabled before the selected report suite(s) will be available in AAM's Analytics destination configuration settings.

If Server-side forwarding is disabled, Analytics will stop forwarding data to other Experience Cloud solutions. For AAM customers, this will prevent Analytics from sending any more data to AAM and Analytics will no longer receive AAM segments.

For additional information, visit our [Server-side forwarding documentation](#).

Enable Server-Side Forwarding

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The process of enabling server side forwarding is now something that can be done within the Analytics Administration Report Suite Manager.

If the check-box has been checked, that means that data has been setup to be forwarded for this report suite.

# Trailhead - Server Side Forwarding

## Server Side Forwarding - Not Enabled

Status	Method	Domain	File	Cause	Type	Transferred	Size	0 ms	1.28 s	2.56 s	3.84 s	Headers	Cookie
200	POST	stats.adobe...	s7...	xhr	gif	649 B	43 B						

Name: s79583677095541  
Dimensions: 2 x 2  
MIME Type: image/gif

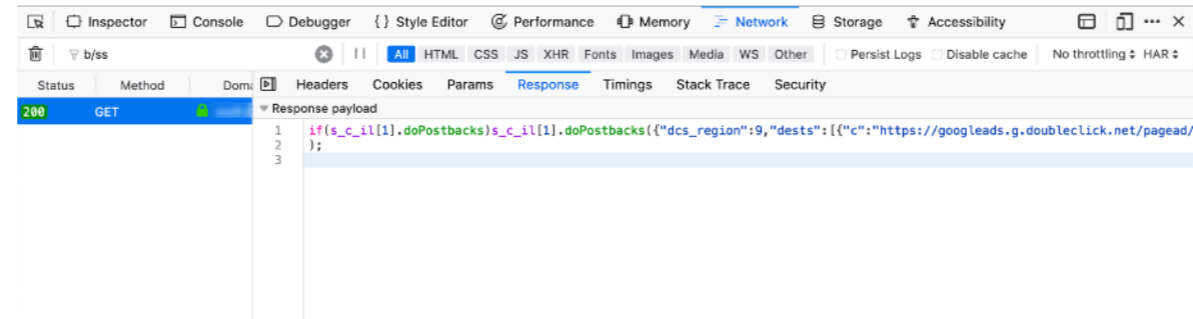


The second step that we often take when checking to see if server side forwarding is enabled and working is to look at the Analytics call response. For Server Side Forwarding to work, it requires that it has to be provisioned, been enabled, as well as having the Audience Management module inserted into the Analytics App Measurement code. If these steps have not been all implemented, you will see the response come back as a 2 by 2 pixel.



# Trailhead - Server Side Forwarding

## Server Side Forwarding - Enabled



If everything is in place, however, then Audience Manager will send a json object back on the Analytics response that contains all of the Audience Manager specific data. This could include the ID Syncs that need to be triggered, the Audience Manager UUID, the “stuff” object, and more.

## Trailhead - Server Side Forwarding

Check Signals (Data Explorer) to see that data is coming in.



While both of these last steps help us to ensure that the necessary configuration components have been applied, our favorite way to finish the validation process is with the new Data Explorer or Signals tool in the Audience Manager UI.

# Trailhead - Server Side Forwarding

The screenshot displays the Adobe Signals interface. At the top, there's a 'Signals' header with a search bar and a link to 'Learn more about Data Explorer'. Below this, the 'Advanced search for Adobe Analytics' section is active. It includes a 'Report Suite' dropdown, a 'Filter by report suite' dropdown, and a search input field with 'c\_ghar108' entered. There are also options for 'Signal Status' (set to 'All') and 'View Results For' (set to 'Last 7 Days'). A 'Search' button is visible. Below the search bar, there's a 'SAVED SEARCH' section with 'Top shared signals' and 'New shared signals' buttons. The main section is 'Search Results in Adobe Analytics', which shows a table of results. The table has columns for 'KEY VALUE PAIR', 'KEY NAME', 'EVENT PAGES', and 'INCLUDED IN TRAITS'. There are five rows of results, each with a checkbox, a key value pair, a key name, and an event page count with a '+ Create Rule-Based Trait' link.

KEY VALUE PAIR	KEY NAME	EVENT PAGES	INCLUDED IN TRAITS
<input type="checkbox"/> c_ghar108-...	---	4556	+ Create Rule-Based Trait
<input type="checkbox"/> c_ghar108-...	---	1728	+ Create Rule-Based Trait
<input type="checkbox"/> c_ghar108-...	---	162	+ Create Rule-Based Trait
<input type="checkbox"/> c_ghar108-...	---	162	+ Create Rule-Based Trait
<input type="checkbox"/> c_ghar108-...	---	162	+ Create Rule-Based Trait

This tool allows us to look at the raw signals coming in from Analytics, as well as other inbound sources, and see what values are being passed. It also provides a way to create traits off of that data without having to navigate elsewhere in the platform.

## Trailhead - Server Side Forwarding

An audience by any other name: A quick note about AA and AAM differences

- AAM only looks at Unique Visitors



One quick note: Analytics and Audience Manager have very different ways of looking at the same data. Analytics, as an example is capable of capturing hits, page views, and visitors (to name a few), while Audience Manager only looks at unique visitors.

Even then, unique visitors are also slightly different between AA and AAM due to differences in how they are calculated and how the data is processed. As a result, discrepancies are expected.

Moving along the path  
Profile Merge Rules



## Moving along the path - Profile Merge Rules and Segment Membership

### Device Profiles

**34940220016219459112210483147677023598**



The power of Profile Merge Rules comes from the way that AAM looks at and combines profiles. The default profile that all trait and segment realizations are applied is the device profile. Instead of each physical phone or computer being considered a device, we associate a device generally as an Audience Manager UUID. That means on a desktop computer, each browser will show up as a separate device.

## Moving along the path - Profile Merge Rules and Segment Membership

Authenticated Profiles

**[http://summitdemo.demdex.net/event?d\\_cid=443497%01summituser1%011](http://summitdemo.demdex.net/event?d_cid=443497%01summituser1%011)**

Data Source  
CRM ID  
Authentication State



Authenticated profiles are a way to tie various device profiles together. By syncing a Customer ID with an Audience Manager UUID and or the Experience Cloud ID, we are able to link different devices together.

This are most commonly done via an ID Sync call. The call would be either an event or id call that is passing the customer ID to a specific data source, and defining the flag as authenticated.

## Moving along the path - Profile Merge Rules and Segment Membership

### Authenticated Profiles

```
visitor.setCustomerIDs({  
  "userid":{  
    "id":"443497",  
    "authState":Visitor.AuthState.AUTHENTICATED //Defines whether authentication occurs.  
  }  
});
```



These calls are generally defined in the Experience Cloud ID Service.



## Moving along the path - Profile Merge Rules and Segment Membership

### Device Graphs

- Profile Link
- Co-Op
- Third Party



Device Graphs are an extension of the Device profile.

## Moving along the path - Profile Merge Rules and Segment Membership

Segment Membership Impact



# The Vista

## Destination Match Rates



When hiking up a mountain, there are a lot that needs to be considered. Some of these include sources of water, food and cooking equipment, and whatever other items that will help you be successful on the journey to the top and back again.

## Reaching the top - Destination Match Rates

### Addressable Audience and Match Rates

Addressable Audience: The overlap between an audience population and those that are actionable

Match Rate: The ratio of known devices or users at a platform or received at a destination



The Goal: you want to understand the potential reach available when activating your audiences with DSPs or other partners.

## Reaching the top - Destination Match Rates

### Addressable Audience and Match Rates

AAM Segment Match Rate calculations

**Segment Addressable Audience / Total Segment Population = %**

Partner Match Rate calculations

**Delivered Population / Total Measured Population = %**



Our match rates are likely going to be different when compared to what a partner is showing, as we are likely calculating them differently.

## Reaching the top - Destination Match Rates

### Addressable Audience and Match Rates

#### Causes of Discrepancies

- ID Syncs (DMP or destination partner)
- Mobile Traffic vs Desktop
- Safari
- Tracked Media Impressions



There are multiple different factors that can impact match rates.

## Reaching the top - Destination Match Rates

Addressable Audience and Match Rates

Audience Reach vs Match Rates

- The goal is to action on the largest audience



## Overview

Inbound Data Files

Server Side Forwarding

Profile Merge Rules and Segment Memberships

Match Rates



There is so much more that we can talk about regarding these topics. If you have further questions, please feel free to come talk to us afterwards, visit the Customer Care Booth, or reach out via the Forums.



# Q & A

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# Take the Survey for a chance to win!

(Survey section of the mobile app)



Day 1  
Bash  
Experience



Day 2  
Signed Sports  
Memorabilia



Day 3  
Bose  
Home Speaker

Verbiage for survey slide –  
“The Summit breakout surveys are accessible via the survey widget in the Summit mobile app. To be entered for the giveaways, fill out the surveys for the breakouts you’ve attended immediately following the session. At the end of each day, we’ll select a winner from each session to receive a \$10 Starbucks card. In addition, each day, one lucky attendee of Summit will win a grand prize.”

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## Reference Slides

### Inbound Data Files

[https://marketing.adobe.com/resources/help/en\\_US/aam/inbound-ftp-filenames.html](https://marketing.adobe.com/resources/help/en_US/aam/inbound-ftp-filenames.html)  
[https://marketing.adobe.com/resources/help/en\\_US/aam/inbound-file-contents.html](https://marketing.adobe.com/resources/help/en_US/aam/inbound-file-contents.html)  
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### Server Side Forwarding

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[https://marketing.adobe.com/resources/help/en\\_US/analytics/audiences/ssf-requirements.html](https://marketing.adobe.com/resources/help/en_US/analytics/audiences/ssf-requirements.html)  
[https://marketing.adobe.com/resources/help/en\\_US/aam/c\\_profiles\\_audiences.html](https://marketing.adobe.com/resources/help/en_US/aam/c_profiles_audiences.html)

### Profile Merge Rules

[https://marketing.adobe.com/resources/help/en\\_US/aam/merge-rules-start.html](https://marketing.adobe.com/resources/help/en_US/aam/merge-rules-start.html)  
[https://marketing.adobe.com/resources/help/en\\_US/aam/merge-rule-definitions.html](https://marketing.adobe.com/resources/help/en_US/aam/merge-rule-definitions.html)  
[https://marketing.adobe.com/resources/help/en\\_US/aam/profile-link-use-case.html](https://marketing.adobe.com/resources/help/en_US/aam/profile-link-use-case.html)

### Match Rates

<https://theblog.adobe.com/audience-match-rates-matter/>  
[https://marketing.adobe.com/resources/help/en\\_US/aam/addressable-audiences.html](https://marketing.adobe.com/resources/help/en_US/aam/addressable-audiences.html)  
[https://marketing.adobe.com/resources/help/en\\_US/mcvid/mcvid-match-rates.html](https://marketing.adobe.com/resources/help/en_US/mcvid/mcvid-match-rates.html)  
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