



Audience Manager: Onboarding process

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Agenda

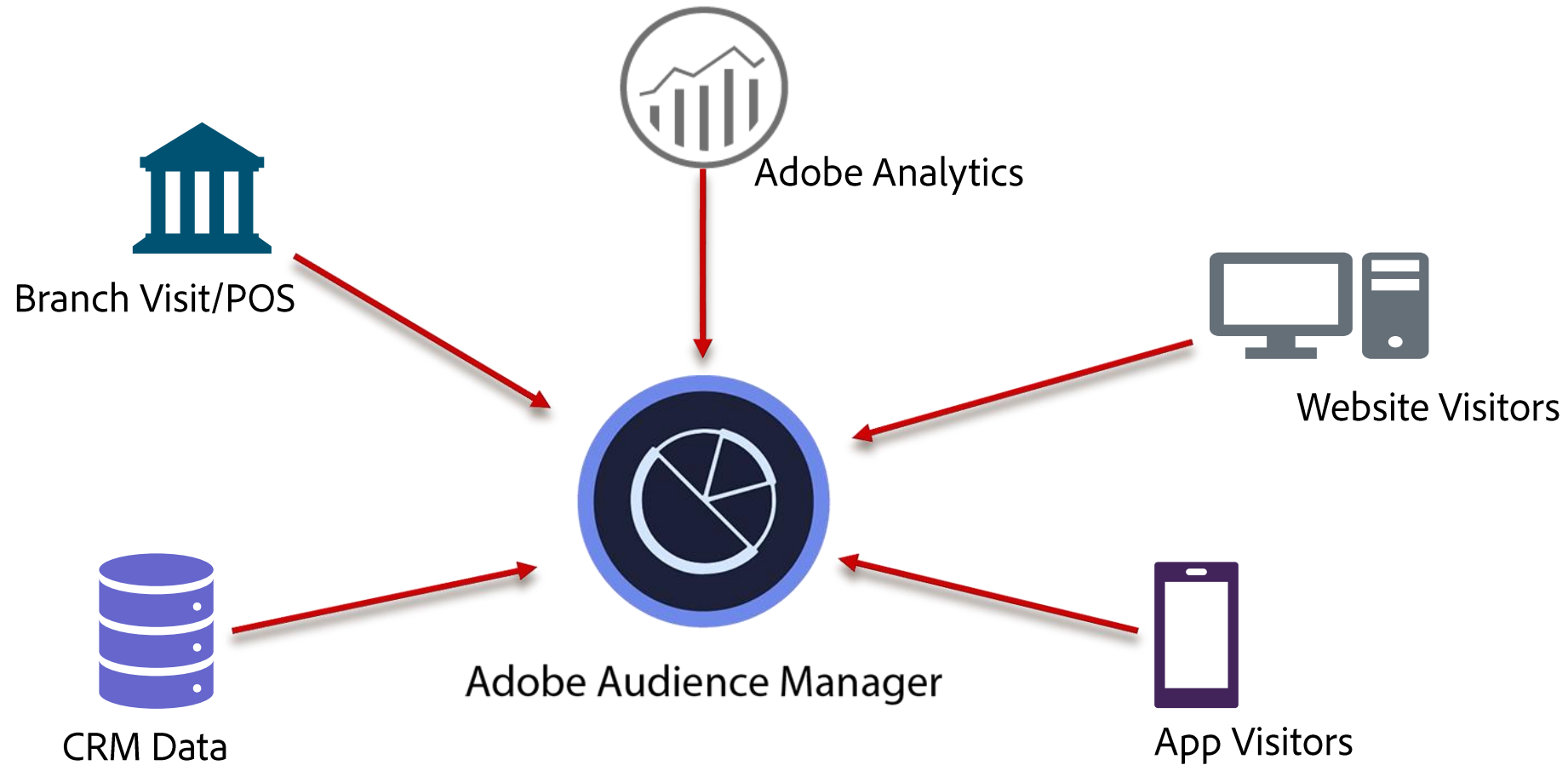
- 1 Introduction to Onboarding Process
- 2 Process flow and Job run schedule
- 3 Troubleshooting steps
- 4 Use cases
- 5 Q&A



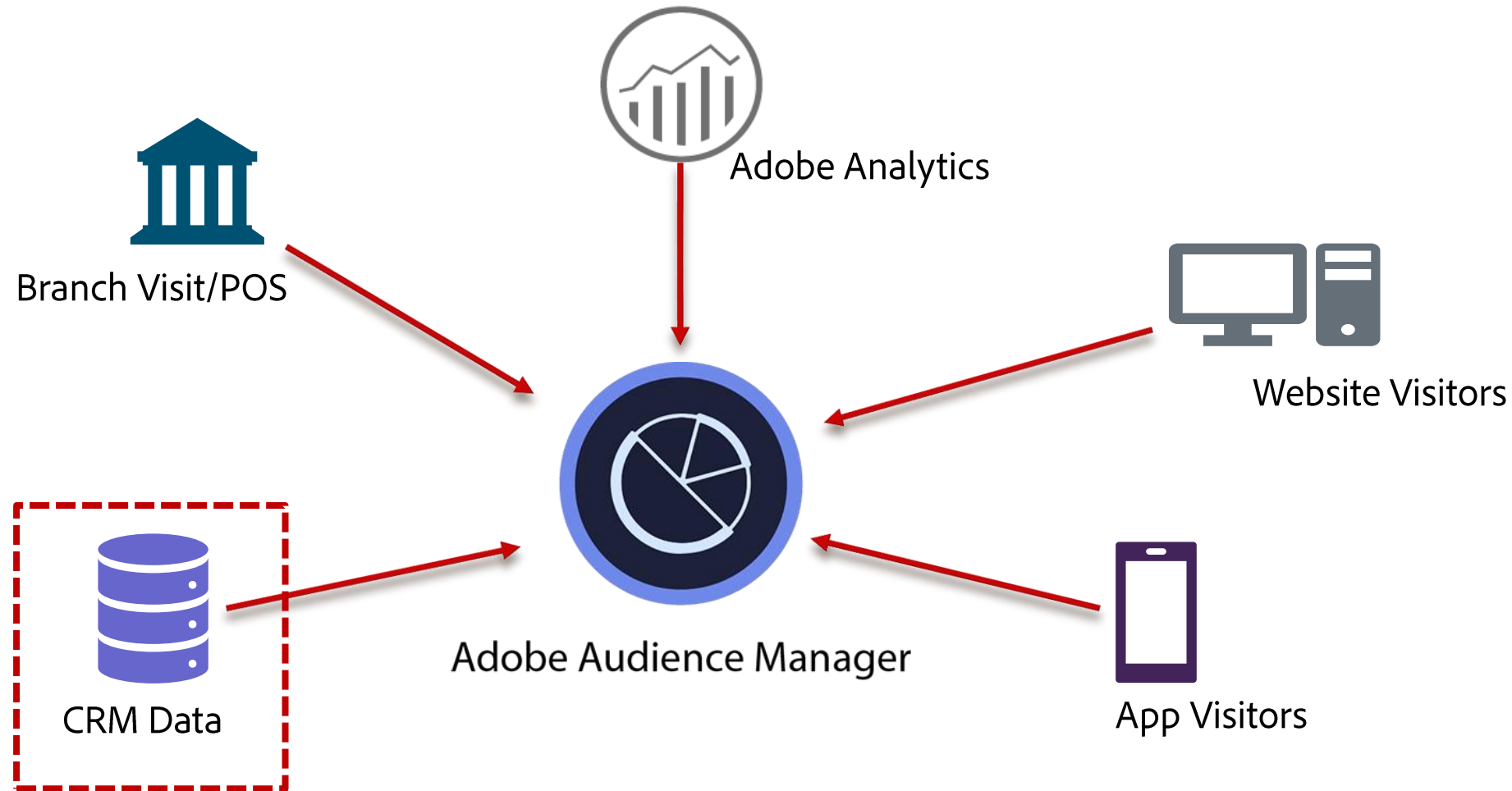
Adobe

Introduction to Onboarding Process

Introduction: Sources of First Party data



Introduction: Sources of First Party data



Introduction: Onboarding Process

- Prerequisites
 - S3/Ftp inbound bucket
 - Onboarded Traits
 - Create DataSource
 - Create a formatted file

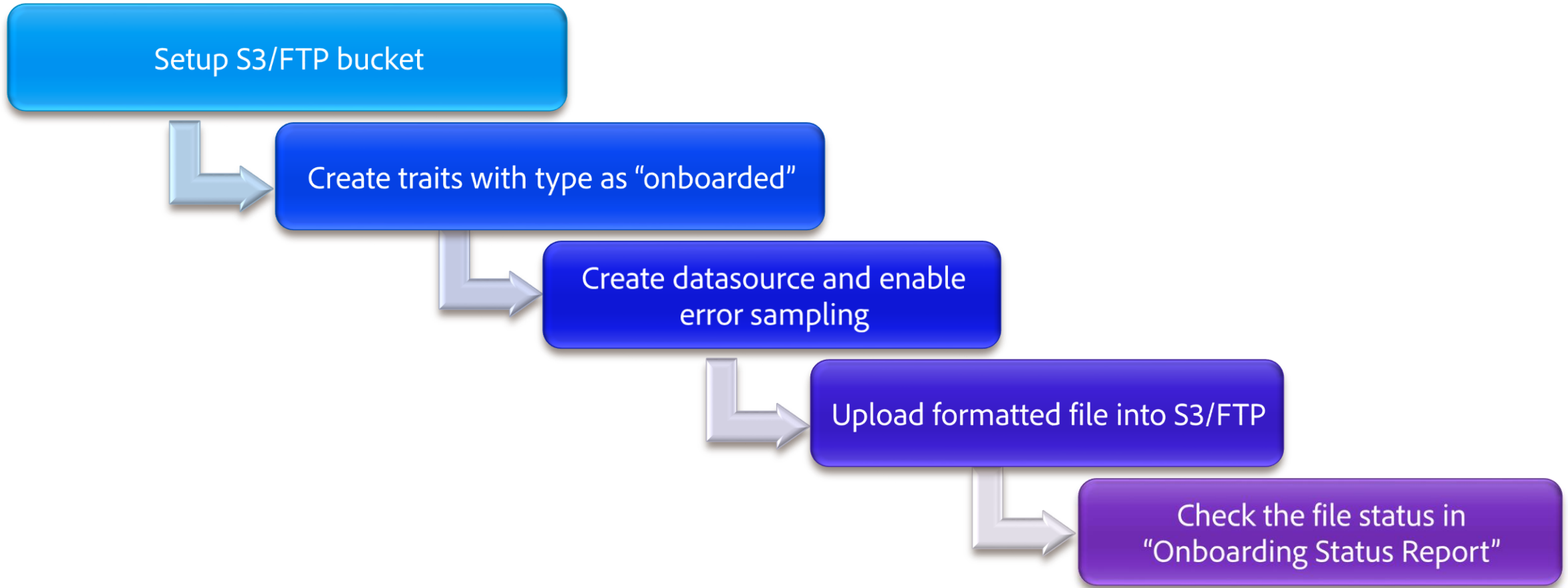
For more information:

https://marketing.adobe.com/resources/help/en_US/aam/c_tb_rules_traits.html

https://marketing.adobe.com/resources/help/en_US/aam/create-cross-device-datasource.html

https://marketing.adobe.com/resources/help/en_US/aam/c_inbound_async_intro.html

Introduction: Onboarding Process (continued...)

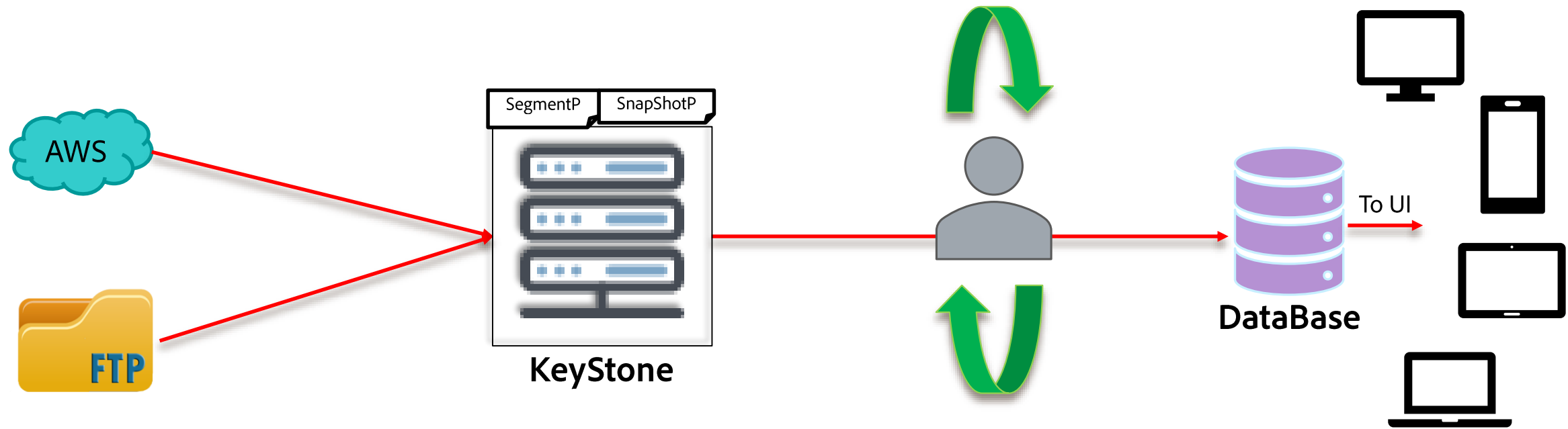




Onboarding Process – Behind the scenes

#AdobeRemix
S1T2

Onboarding Process in detail



- Inbound job runs twice a day.
- Processing time depends upon the amount of data.



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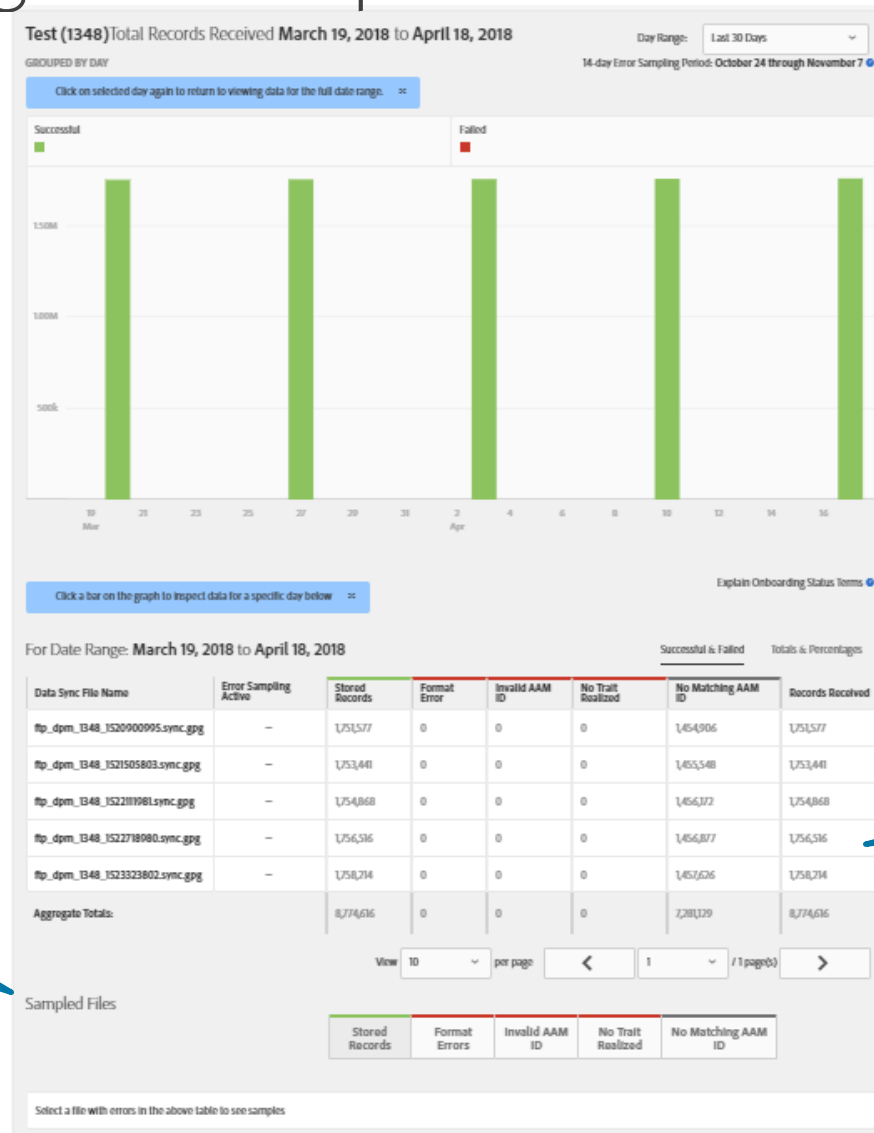
Best Practices

#AdobeRemix
S1T2

Best Practices

Filename	ftp_dpm_DPID1[_DPID2]_TIMESTAMP(.sync .overwrite)[.SPLIT#][.gz]
Formatting	CID/UUID<TAB><TRAITID><Key-Value pairs>...
DataSource	Cross-Device Cookie
Data Type	CustomerID AAM UUID

Onboarding Status Report



Pictorial representation

Tableau representation with details

Sample records

Fig.1

For more information: https://marketing.adobe.com/resources/help/en_US/aam/onboarding-status-report.html

Onboarding Status Report (continued...)

Error Sampling Active	Stored Records	Format Error	Invalid AAM ID	No Trait Realized	No Matching AAM ID	Records Received	Percentage Success	Total Unused Signals	Total Realized Traits
-	779	0	0	171,604	330,650	503,033	0%	7,112,293	779
-	2,144	0	0	469,859	527,997	1,000,000	0%	20,557,280	2,144
-	2,153	0	0	469,533	528,314	1,000,000	0%	20,543,415	2,153
-	773	0	0	171,353	330,907	503,033	0%	7,101,337	773
-	1,980	0	0	319,867	678,153	1,000,000	0%	13,688,486	1,980
-	3,682	0	0	647,821	586,049	1,237,552	0%	28,617,688	3,682

Fig.2

Onboarding Status Report (continued...)

Data Source Settings

Inbound

Select an ID

Customer ID *ID Based on customer format*

Audience Manager ID *Legacy Audience Manager ID Format*

Experience Cloud ID *Universal Adobe Experience Cloud ID Format*

File Format Troubleshooting

Enable file error sampling for 2 weeks
Error Sampling is limited to 14 days due to data load limits ⓘ

You may view error sampling to review file errors in [Data Onboarding Status](#) reports.

Fig.3



Use Cases



#AdobeRemix
S1T2

Filename: ftp_dpm_12345_1538272018.sync

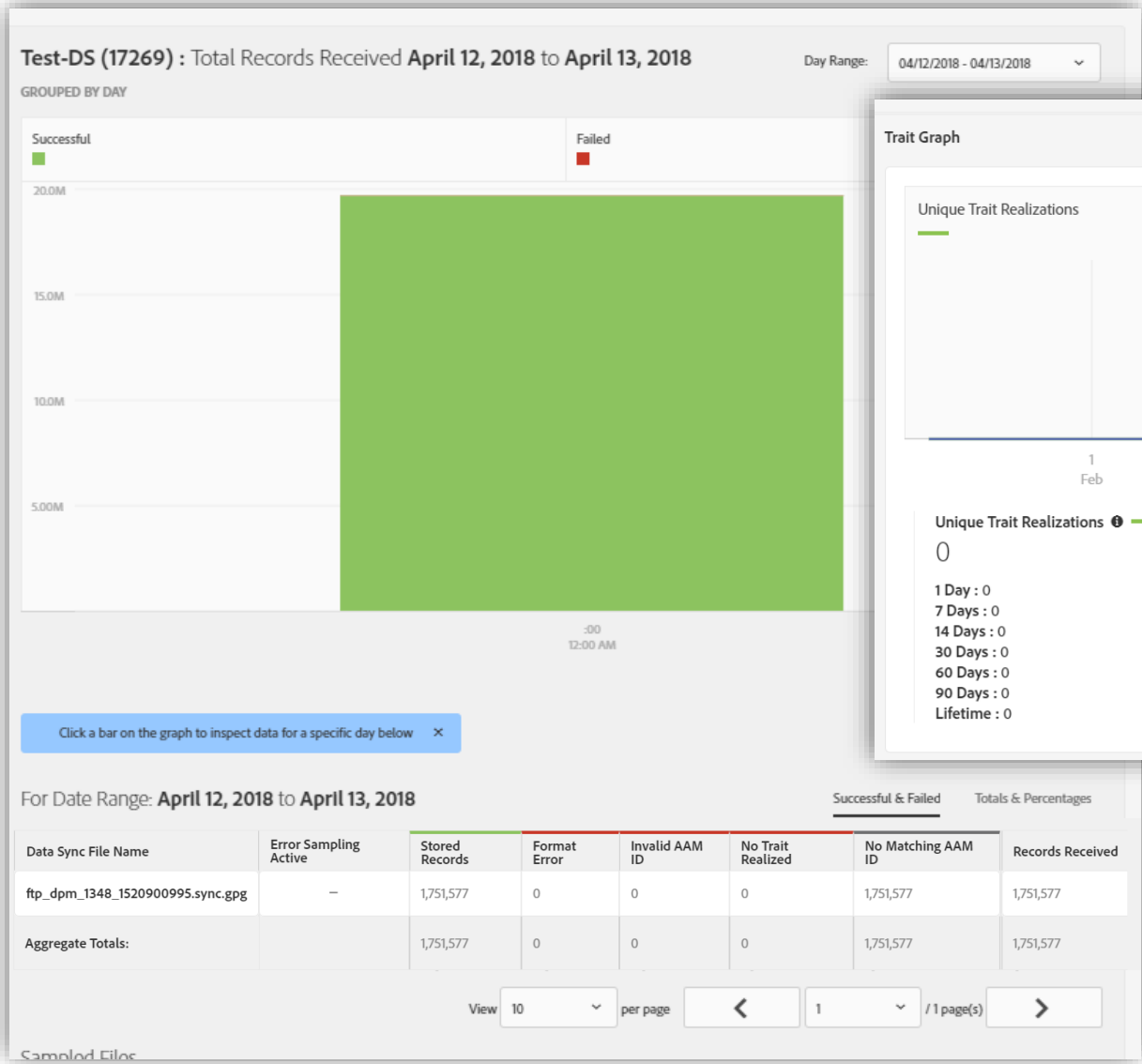


Fig.5

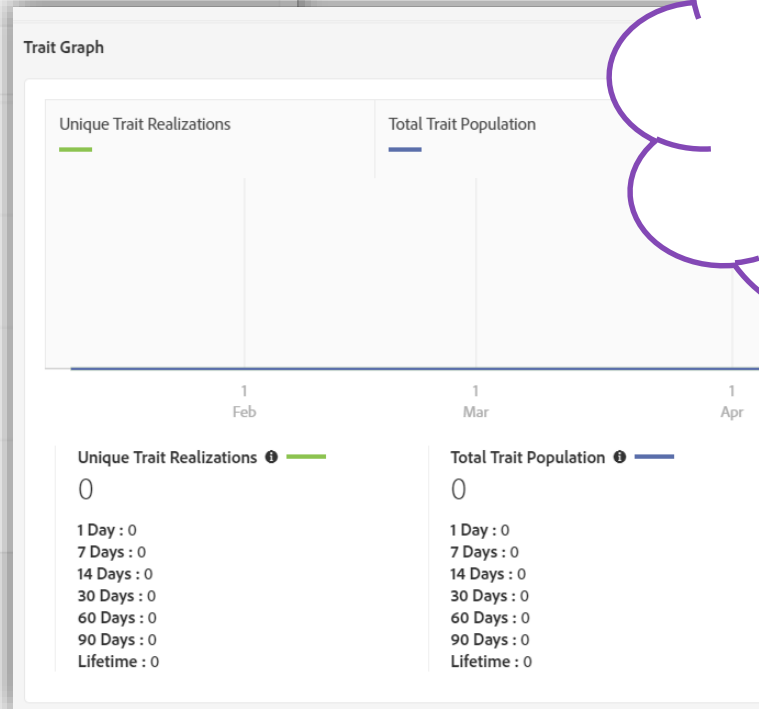


Fig.6

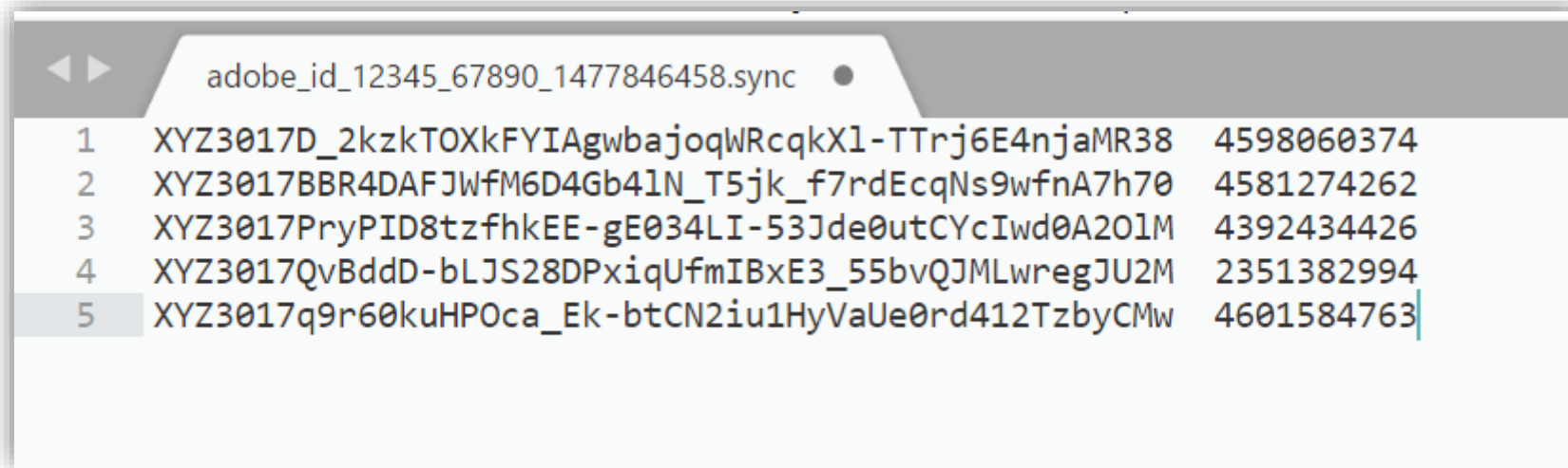
- File Onboarded successfully.
 - Records were processed.
 - No data in trait
- Why?

ID Mapping File



ID Mapping File

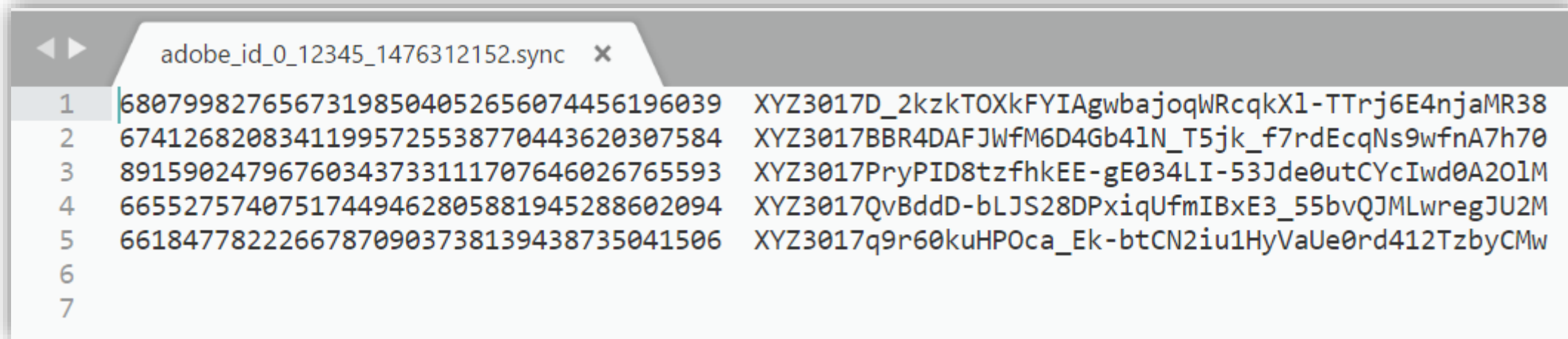
adobe_id_USERID-DATASOURCE_TARGET-DATASOURCE_TIMESTAMP.sync



The screenshot shows a file named 'adobe_id_12345_67890_1477846458.sync'. It contains a table with 5 rows. Each row has three columns: a line number, a long alphanumeric string, and a numeric timestamp.

Line	ID String	Timestamp
1	XYZ3017D_2kzkTOXkFYIAgwbajoqWRcqkX1-TTrj6E4njaMR38	4598060374
2	XYZ3017BBR4DAFJWfM6D4Gb41N_T5jk_f7rdEcqNs9wfnA7h70	4581274262
3	XYZ3017PryPID8tzfhkEE-gE034LI-53Jde0utCYcIwd0A201M	4392434426
4	XYZ3017QvBddD-bLJS28DPxiqUfmIBxE3_55bvQJMLwregJU2M	2351382994
5	XYZ3017q9r60kuHPOca_Ek-btCN2iu1HyVaUe0rd412TzbyCMw	4601584763

Fig.7



The screenshot shows a file named 'adobe_id_0_12345_1476312152.sync'. It contains a table with 7 rows. Each row has three columns: a line number, a numeric ID, and a long alphanumeric string. The first row is highlighted.

Line	Numeric ID	ID String
1	68079982765673198504052656074456196039	XYZ3017D_2kzkTOXkFYIAgwbajoqWRcqkX1-TTrj6E4njaMR38
2	67412682083411995725538770443620307584	XYZ3017BBR4DAFJWfM6D4Gb41N_T5jk_f7rdEcqNs9wfnA7h70
3	89159024796760343733111707646026765593	XYZ3017PryPID8tzfhkEE-gE034LI-53Jde0utCYcIwd0A201M
4	66552757407517449462805881945288602094	XYZ3017QvBddD-bLJS28DPxiqUfmIBxE3_55bvQJMLwregJU2M
5	66184778222667870903738139438735041506	XYZ3017q9r60kuHPOca_Ek-btCN2iu1HyVaUe0rd412TzbyCMw
6		
7		

Fig.8

Dear Adobe Partner: (ID:12345)
We have received your Adobe Audience Manager Server-To-Server file delivery

ftp_dpm_157369_1523005785.overwrite

Records received: 13
Format Errors: 0
Invalid AAM ID: 0
No Matching AAM ID: 11
No Trait Realized: 13
Records processed: 13
Stored Records: 0
Total devices: 3
Total signals: 13
Total unused signals: 13
Total realized traits: 0
Total removed traits: 0
Total traits failed validation: 0

Fig.9

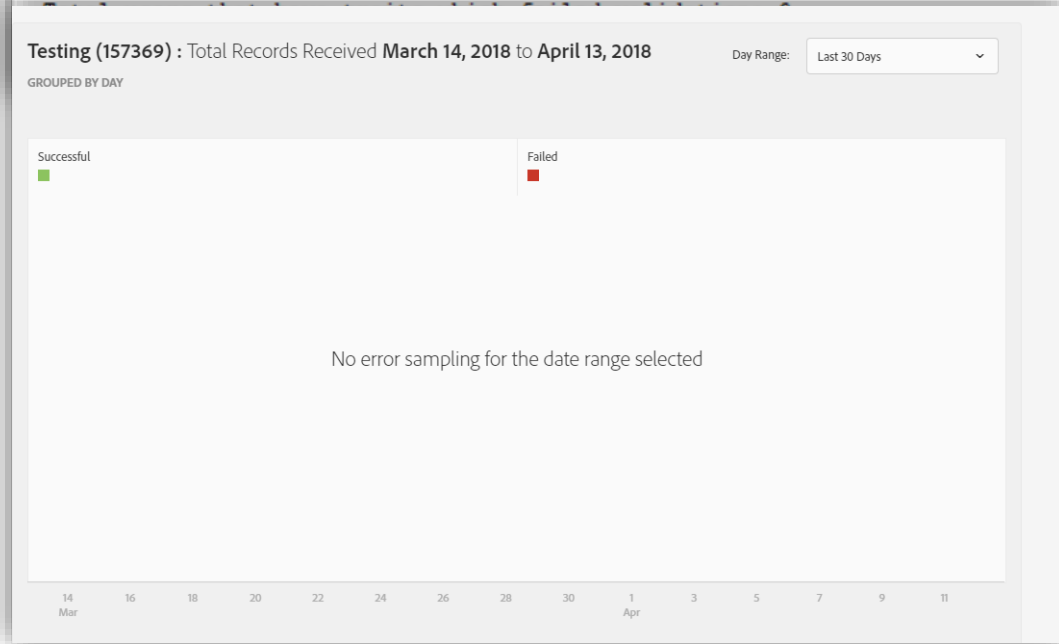


Fig.10

- Received confirmation email.
- But file is not present in onboarding status report.

Why?

File Content



Onboarded File

```
ftp_dpm_157369_1523005785.overwrite
1  AJSKSN123458987654567823AHJK  "id_test"="1234"
2  AJSKSN123458987654567823AHJK  "id_test"="1234"
3  AJSKSN123451237654567823AHJK  "id_test"="1234"
4  AJSKSN123321112454567823AHJK  "id_test"="1234"
5  AJSKSN123451234554567823AHJK  "id_test"="1234"
6  AJSKSN123469281154567823AHJK  "id_test"="1234"
7  AJSKSN123452392254567823AHJK  "id_test"="1234"
8  AJSKSN123459729254567823AHJK  "id_test"="1234"
9  AJSKSN123459273254567823AHJK  "id_test"="1234"
10 AJSKSN123458282254567823AHJK  "id_test"="1234"
11 AJSKSN123458924354567823AHJK  "id_test"="1234"
12 AJSKSN123458982154567823AHJK  "id_test"="1234"
13 AJSKSN123458913454567823AHJK  "id_test"="1234"
```

Fig.11

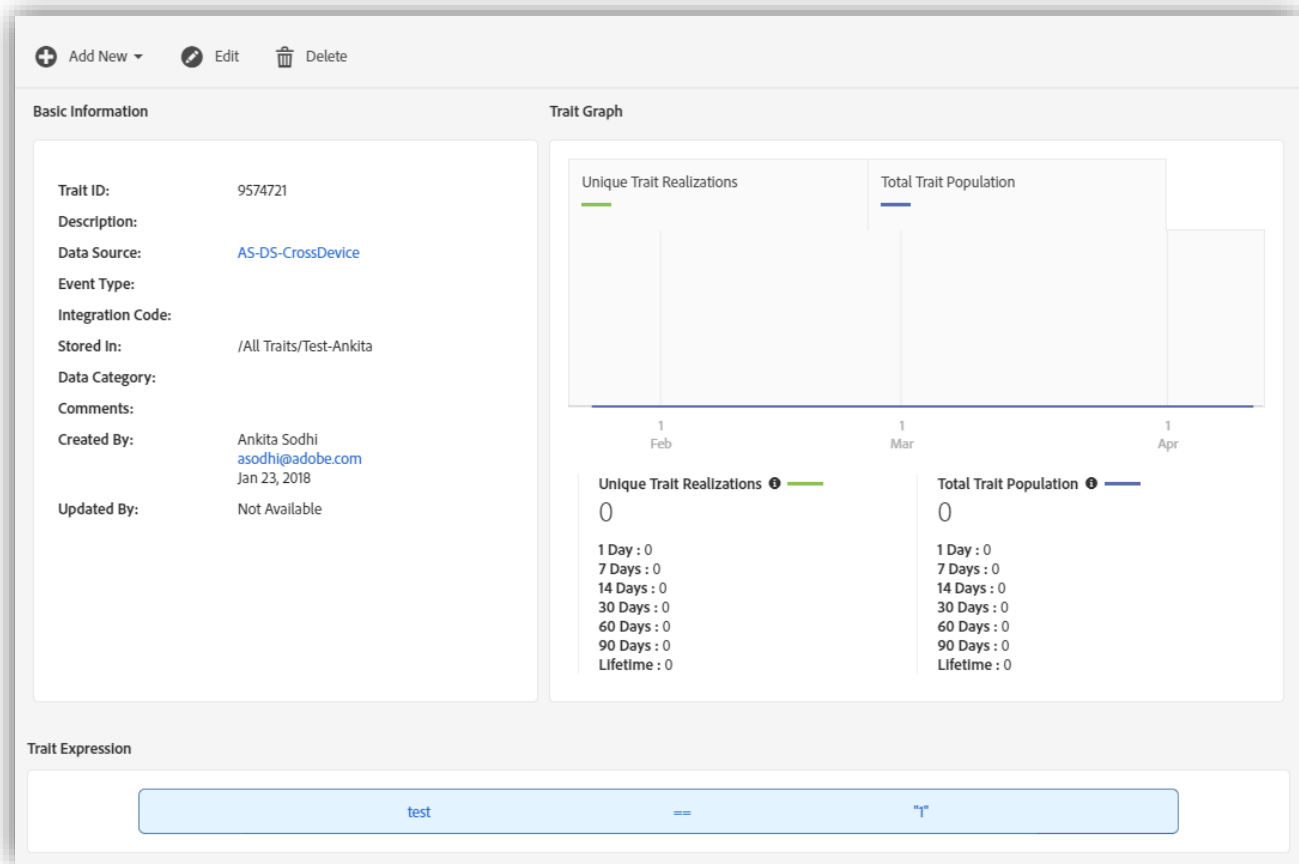


Fig.12

```
ftp_dpm_157369_1516699532000.overwrite x
1 ANBDHD1234567654ANURKDLD "test"="1"
```

Fig.13

- Created new trait.
- Onboarded data for new trait.
- But trait population is 0.

Why?

Onboarding Time



Trait Creation time

Tuesday, January 23, 2018 8:25:32 AM

File onboarding time

Tuesday, January 23, 2018 9:25:32 AM

Propagation Time: ~3hours for new trait

Reference Links

- Data Collection

https://marketing.adobe.com/resources/help/en_US/aam/c_data_aggregation_collection.html

- Sample Inbound Message

https://marketing.adobe.com/resources/help/en_US/aam/r_inbound_message.html

- Offline ID sync

https://marketing.adobe.com/resources/help/en_US/aam/c_file_based_id_sync.html

- Customer Care Office Hours

<https://helpx.adobe.com/customer-care-office-hours.html>

Resources



Status.Adobe.com



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Adobe Audience Manager	●	●	●	Maintenance on 03/22/2018
Adobe Campaign	●	●	●	Maintenance on 03/22/2018
Adobe Connect	●	●	●	
Adobe Experience Manager	●	●	●	Maintenance on 03/22/2018
Adobe Media Optimizer	●	●	●	Maintenance on 03/22/2018
Adobe Primetime	●	●	●	Maintenance on 03/22/2018
Adobe Social	●	●	●	
Adobe Target	●	●	●	Maintenance on 03/22/2018
Cross-Cloud Capabilities	●	●	●	Maintenance on 03/22/2018



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