



# AAM Virtual Meetup – Best Practices of 1<sup>st</sup> party Data Onboarding

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#AdobeRemix  
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# Host Intro: Gaurang Mathur



Gaurang Mathur

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Product Community Manager

- Adobe employee for 9.5 years, specializing in range of Experience Cloud solutions
- Currently working towards a healthy and conducive Experience Business by building products and Communities here at Adobe.
- Additional background in web stack development, cloud infrastructure platforms and C++.

# Get to value with Adobe Audience Manager

- 2 – 3 hrs Foundational learning
- Content covering –
  - Fundamentals and Tips Tricks and best practices.
- Audience Manager Community –
  - <http://adobe.com/go/aamcommunity>



# Agenda:



What is data onboarding? A bit of context.



Different steps required to ingest data into the Data Management Platform

- (a) Provisioning*
- (b) Traits & Data Source*
- (c) Upload & Ingestion*
- (d) Processing*



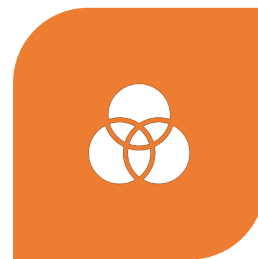
Reporting and Notifications



Q&A

# What is data onboarding?

**Data onboarding** is the process of transferring offline data to an online environment for marketing needs [...] identifying information gathered from offline datasets to retrieve the same customers in an online audience.

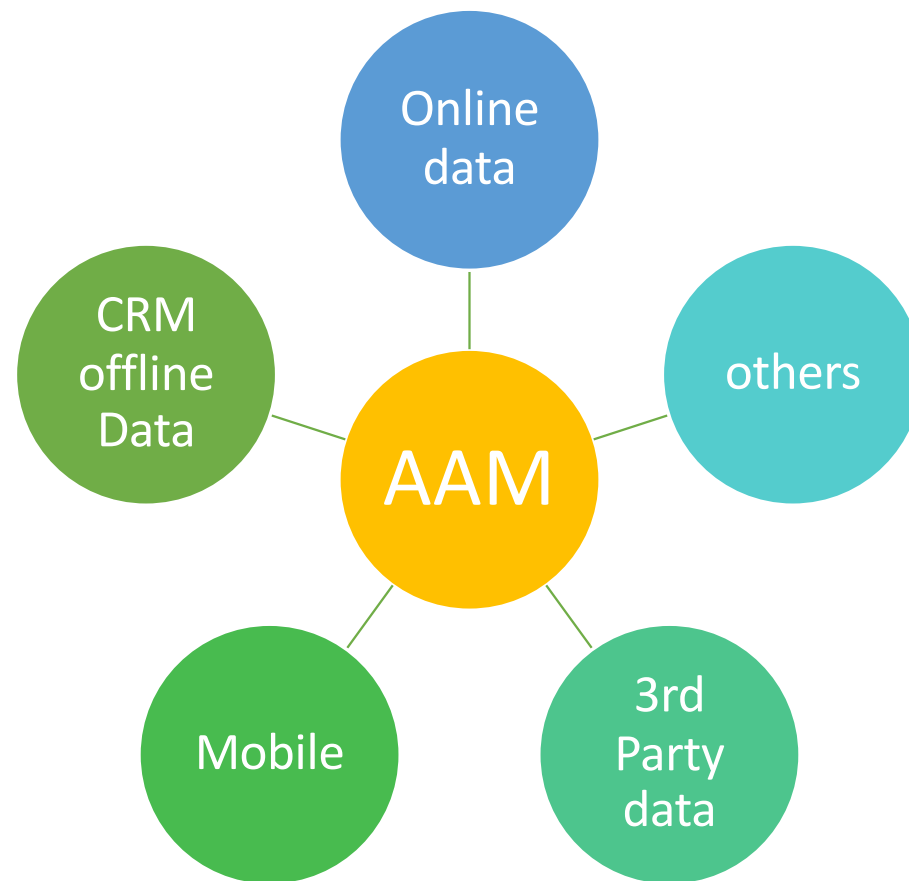


ONBOARDING DATA CAN BE FOR DIFFERENT TYPES OF DATA BUT IN THIS PRESENTATION WE WILL CONCENTRATE ON 1ST PARTY DATA IN PARTICULAR.



DATA FROM DIFFERENT LOCATIONS AND IN MULTIPLE FORMATS IS THE 'PROBLEM' THAT AUDIENCE MANAGER (DMP) CAN SOLVE.

# Some Context





Some Context

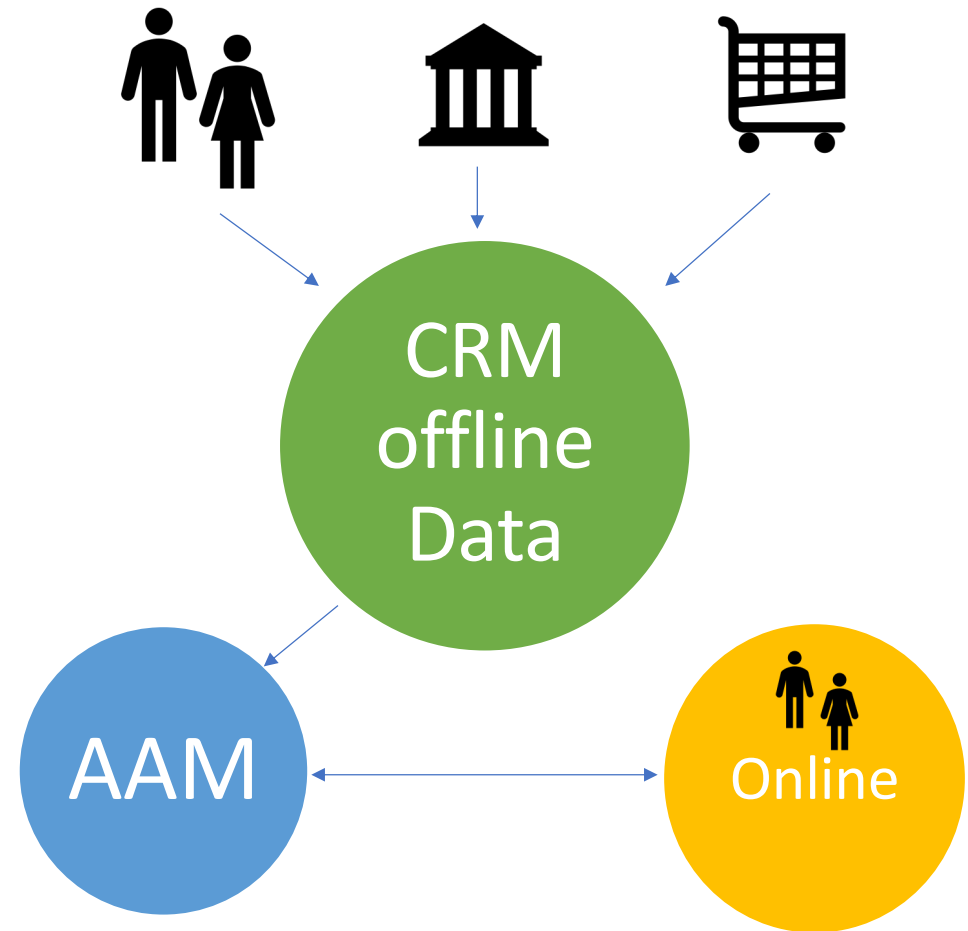


CRM  
offline  
Data



AAM

Offline data as a  
trigger to online  
marketing  
actions





# First Step: Provisioning

Contact ClientCare at  
**'amsupport@adobe.com'**  
and request for an  
Inbound Data folder to be  
provisioned.

Specific to your company  
to upload your data

FTP or S3 protocols (S3  
usually preferred)

## Second Step: Data Source & Traits

Create a Cross-Device data source

The Data Source ID (DPID) will be used later on in the filenames required for onboarding

Example:

Adobe Audience Manager Dashboard Audience Data Analytics Audience Marketplace

### Data Sources > Edit "aam-ssf-tof CRM Data Source"

Delete

#### Data Source Details

Data Source ID: 232474

Name: aam-ssf-tof CRM Data Source

Description: aam-ssf-tof CRM Data Source

Integration Code: TOF1

ID Type: Cross Device ID Definition: Person

#### Data Export Controls

- No restriction
- Cannot be tied to personally identifiable information
- Cannot be used for on-site ad targeting
- Cannot be used for off-site ad targeting
- Cannot be used for on-site personalization

#### Data Source Settings

Inbound

Select an ID

- Customer ID *ID Based on customer format*

## Second Step: Data Source & Traits

Create onboarded traits

Trait Expression

shopvisitor

=

"yes"

AND

visits

=

"3"

## Third Step: Data and Filename

Typical formatting to send in key-value pairs to add trait qualification information for DPUUIDs:

**DBwFoc3dhfMNCFBh2M4F9ZkJEXMNnRDh2PXvnI1 <TAB> shopvisitor = yes, visits = 3**

**DBwFoc3dhfMNCFBh2M4F9ZkJEXMNnRDh2PXvnI1 <TAB> "shopvisitor" = "yes", "visits" = "3"**

```
ftp_dpm_232474_1551721802.sync •  
1 28390132 "shopvisitor"="yes", "visits"="3"  
2
```

## Third Step: Data and Filename

*ftp\_dpm\_DPID[\_DPID\_TARGET\_DATA\_  
OWNER]\_TIMESTAMP(.sync|.overwrite)  
[.SPLIT\_NUMBER][.gz]*



Example:  
ftp\_dpm\_232474\_1551721802.sync

# Building a Data Ingestion File

Did you get the Name Right?	Did you get the formatting right?	How is your file size?
<p>You need to use prefix 'ftp_dpm' followed by the cross-device data source you want to upload the data to as well as the current timestamp.</p> <hr/> <p>le: <code>ftp_dpm_DPID[TARGET_DATA_SOURCE]_TIMESTAMP(.sync .overwrite)</code></p>	<p>There are several different ways you can format the data you are onboarding into your AAM instance.</p> <hr/> <p><i>16 samples are available in this matrix:</i> <a href="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</a></p>	<p>Optimal file size when using compression is 200-300 MB while 1 GB is the maximum.</p> <hr/> <p><i>Optimal file size when using no compression is 1 GB while 5 GB is the maximum.</i></p>

## Fourth Step: Data Processing

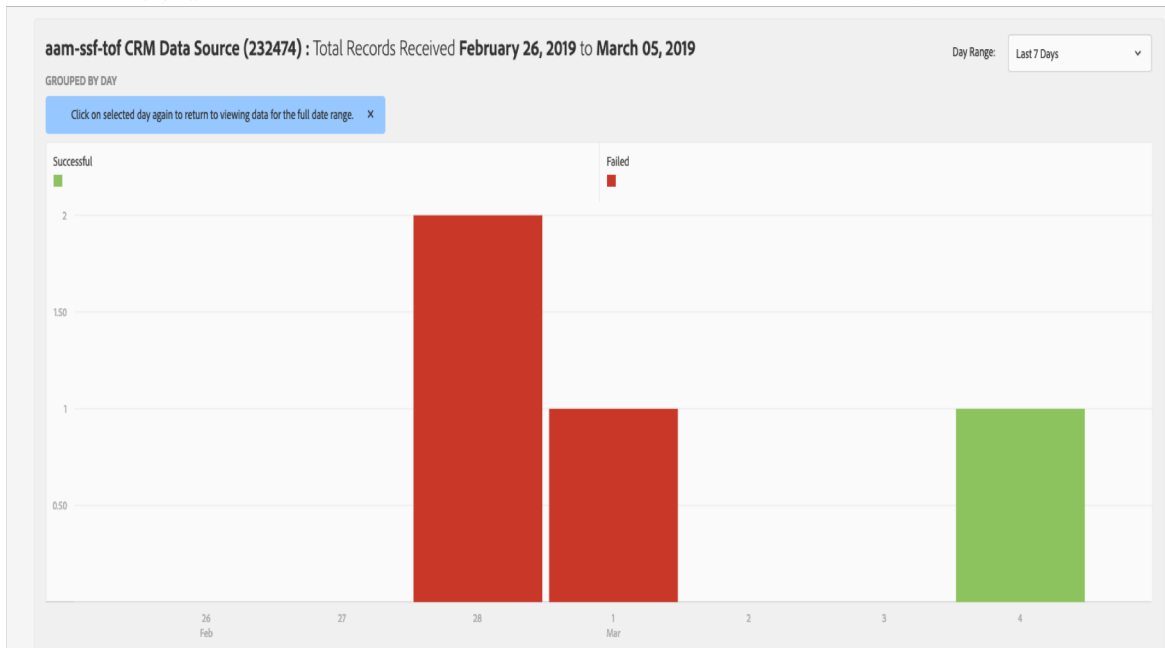
File processing is executed twice per day. These procedures ingest data and prepare it for delivery.

File delivery times vary because they are affected by the total amount of customer data that needs to be processed

You should expect a maximum latency of 48 hours between the moment the file is uploaded in Audience Manager and until the data is available for reporting and activation.



# Reporting & Notifications



## Adobe Audience Manager Server-To-Server Processing Result:



[aam-noreply@adobe.com](mailto:aam-noreply@adobe.com) <aam-noreply@adobe.com>

Christophe Jossic

Tuesday, 5 March 2019 at 00:57

[Show Details](#)

Dear Adobe Partner: (ID:232474)

We have received your Adobe Audience Manager Server-To-Server file delivery File name:

[ftp\\_dpm\\_232474\\_1551721802.sync](#)

Records received: 1

Format Errors: 0

Invalid AAM ID: 0

No Matching AAM ID: 0

No Trait Realized: 0

Records processed: 1

Stored Records: 1

Total devices: 6

Total signals: 2

Total unused signals: 0

Total realized traits: 1

Total removed traits: 0

Total traits failed validation: 0

Total users that have traits which failed validation: 0

Job start time: 2019-03-04 23:01:18

Job end time: 2019-03-05 00:53:29

## Potential formatting issues

28390132      "shopvisitor"="yes","visits"="3"

Correct

28390132      "shopvisitor"="yes","visits"="3"

Using Spaces instead of a <TAB>

28390132      "shopvisitor"="yes","visits"=="3"

See 2nd trait with double = sign .. basic error copying and pasting from AAM

## Potential formatting issues

28390132 `"shopvisitor"="yes", "visits"="3"`

1st key value is missing end quotes

28390132 `“shopvisitor"="yes", "visits"="3"`

1st key value is using a curly quote - Only use straight quote

28390132 `"shopvisitor"="yes", "visits"="3", "value"="—1"`

"value"="—1" is using a longer hyphen than defined in trait expression (UI), should be "value"="-1"

# Q&As

A landscape photograph showing a white, snow-covered field in the foreground and a dark, silhouetted treeline against a deep blue sky. The text 'Q&As' is overlaid on the blue sky portion of the image.

# Resources:

- Data Ingestion FAQs:  
[https://marketing.adobe.com/resources/help/en\\_US/aam/c\\_inbound\\_crm\\_data\\_ingestion.html](https://marketing.adobe.com/resources/help/en_US/aam/c_inbound_crm_data_ingestion.html)
- Data sources:  
[https://marketing.adobe.com/resources/help/en\\_US/aam/datasource-settings-definitions.html](https://marketing.adobe.com/resources/help/en_US/aam/datasource-settings-definitions.html)
- Onboarding Status report:  
[https://marketing.adobe.com/resources/help/en\\_US/aam/onboard-report-terms.html](https://marketing.adobe.com/resources/help/en_US/aam/onboard-report-terms.html)
- Inbound data file content (Syntax):  
[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)
- Filename guidelines:  
[https://marketing.adobe.com/resources/help/en\\_US/aam/inbound-s3-filenames.html](https://marketing.adobe.com/resources/help/en_US/aam/inbound-s3-filenames.html)



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