SUMMIT

ADOBE SUMMIT | MARCH 25-29, LAS VEGAS

People Core Service: Who, What, When, Where, Why and How?

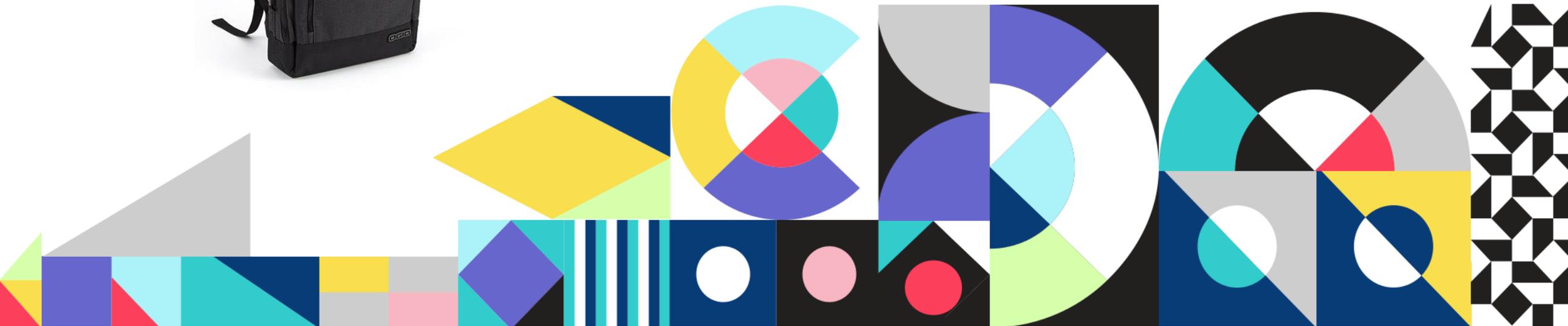**Chris Jensen** | Adobe   **Russ Painter** | Ancestry
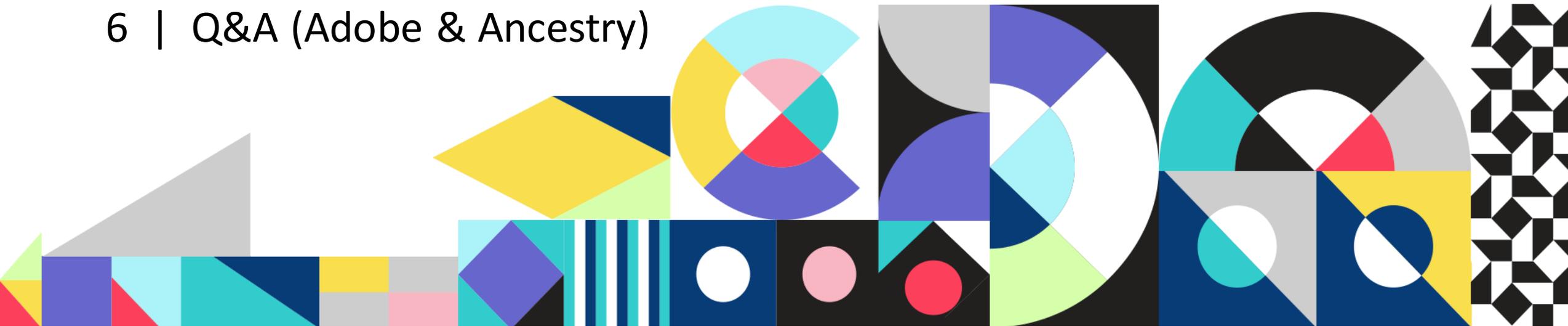
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Adobe Cloud Platform & Experience Cloud

Marketing Cloud
- Campaign
- Experience Manager
- Target
- Primetime

Analytics Cloud
- Analytics
- Audience Manager

Advertising Cloud
- AMO DSP
- AMO Search
- AMO DCO

Core Services
- People
- Places
- Assets
- Mobile
- Activation

Launch

Adobe I/O

Adobe Sensei

Experience Data Models

Content	Data

Cloud infrastructure

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Know your Audience

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People Core Services

Adobe Experience Cloud

Website Data

Mobile Interactions

Account Information

Point of Sale System

Customer Service Interactions

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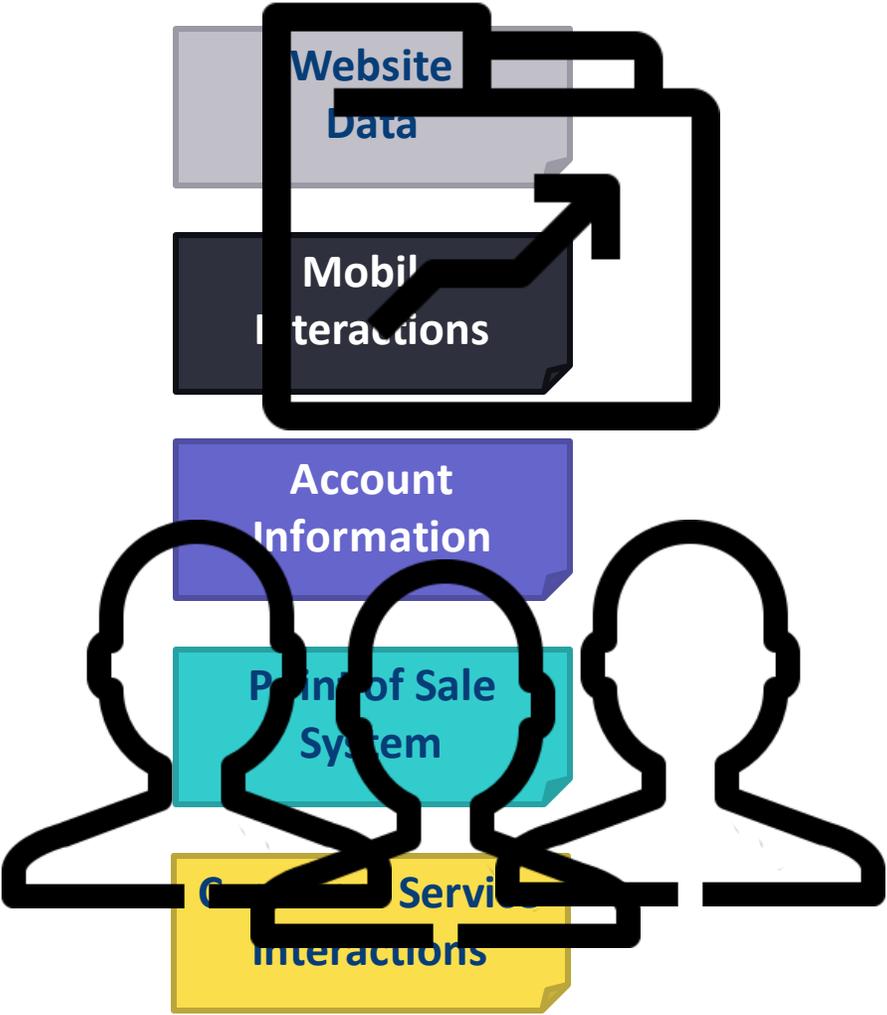
Who is Ancestry?

Helping people discover their story is at the heart of ours.

We're a science and technology company with a very human mission

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Who is Ancestry?

Leader in Family History and DNA

2.7 Million Subscribers

7 Million DNA customers

16 Million app downloads

20 Billion family history records

75 Million searches a day

80 Countries of origin

100 Millions family trees

Billions of connections

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Ancestry: Business Objectives

Family History

Consumer DNA

+

Ancestry: Optimization Team

Director
Onsite Optimization
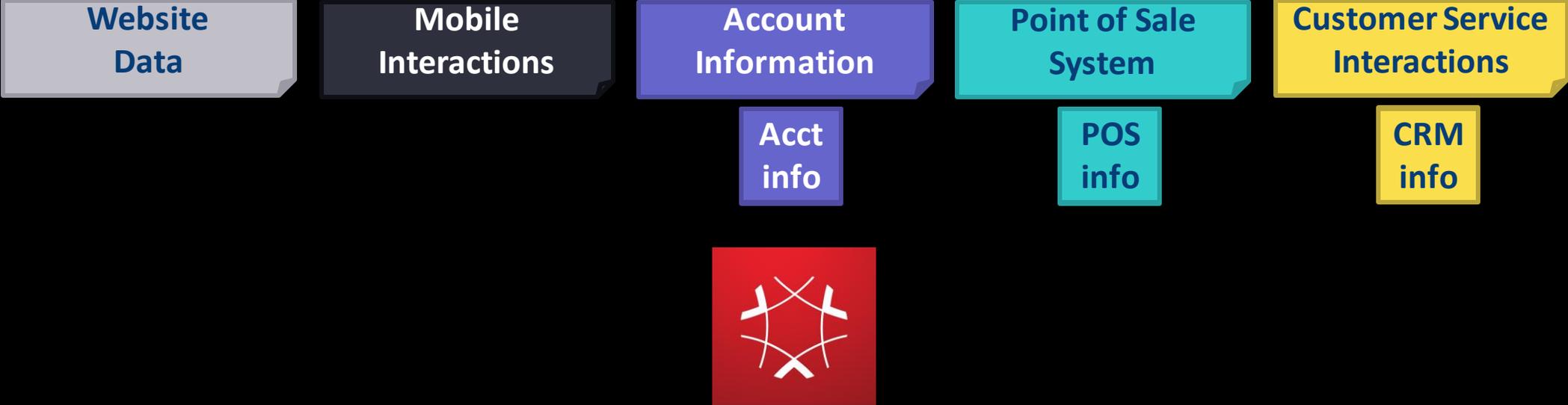
Behavioral Tracking

Optimization
Strategy

Optimization
Execution

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Overview: Customer Attributes, Shared Audiences & Analytics for Target

Website Data	Mobile Interactions	Account Information	Point of Sale System	Customer Service Interactions

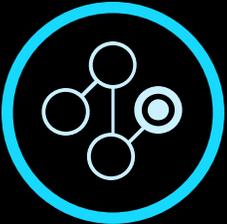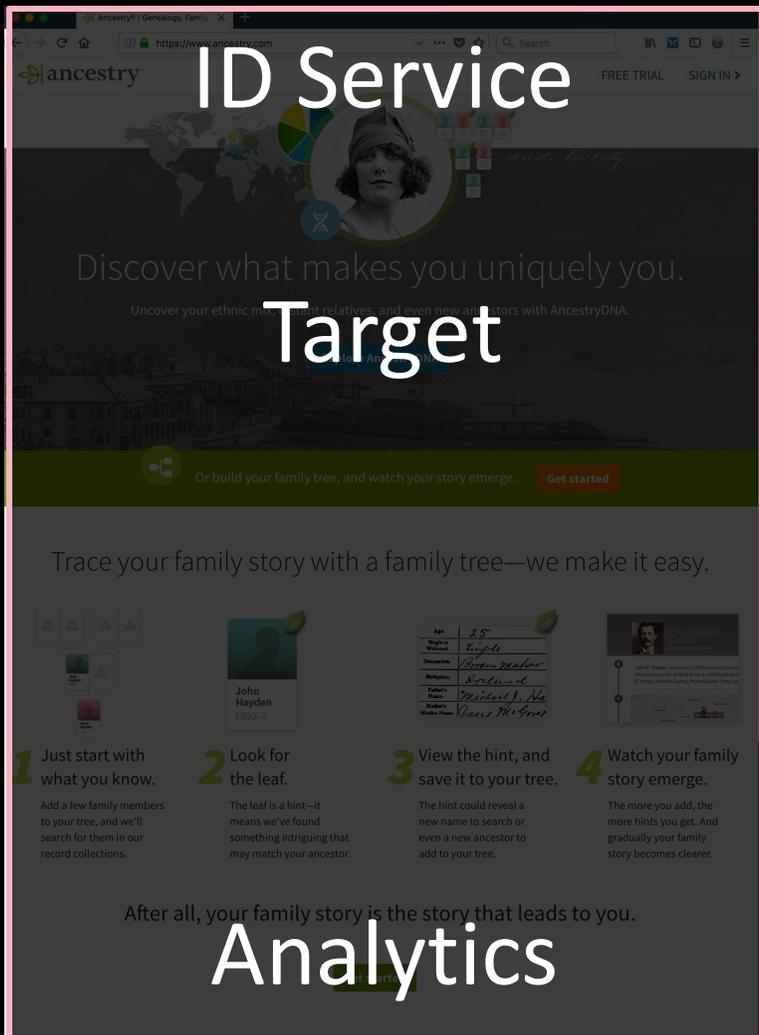|		Acct info	POS info	CRM info

ANALYTICS

Evars
Props
Events
Customer Attributes
Audiences/Segments

TARGET

Target Data
Customer Attributes
Shared Audiences
Analytics Reporting

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Implementation: ID Service, Shared Audiences and Analytics for Target

ID Service

Target

Analytics

ID Service:

MCGVID/**mid** = **23457565-983987345**
MCSDID/**sdid** = **9988776655443**

Target:
mboxPCID = **123456789**

MCGVID = **23457565-983987345**
MCSDID = **9988776655443**

Analytics:
aid = **567890123-567890123**

mid = **23457565-983987345**
sdid = **9988776655443**

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Ancestry: Implementation
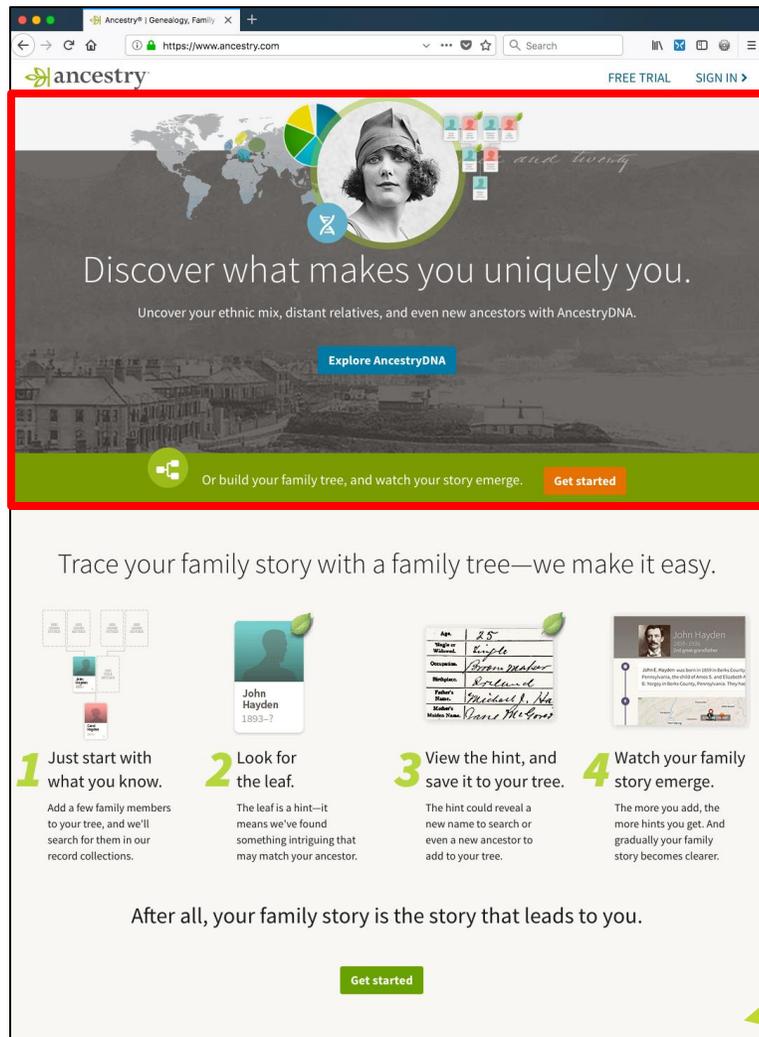
visitorAPI.js

at.js

regional mboxes

TEALIUM

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Ancestry: Audience Challenges

Decentralized Audience Creation

CRM

winback

Display

winback

Analysts

winback

?

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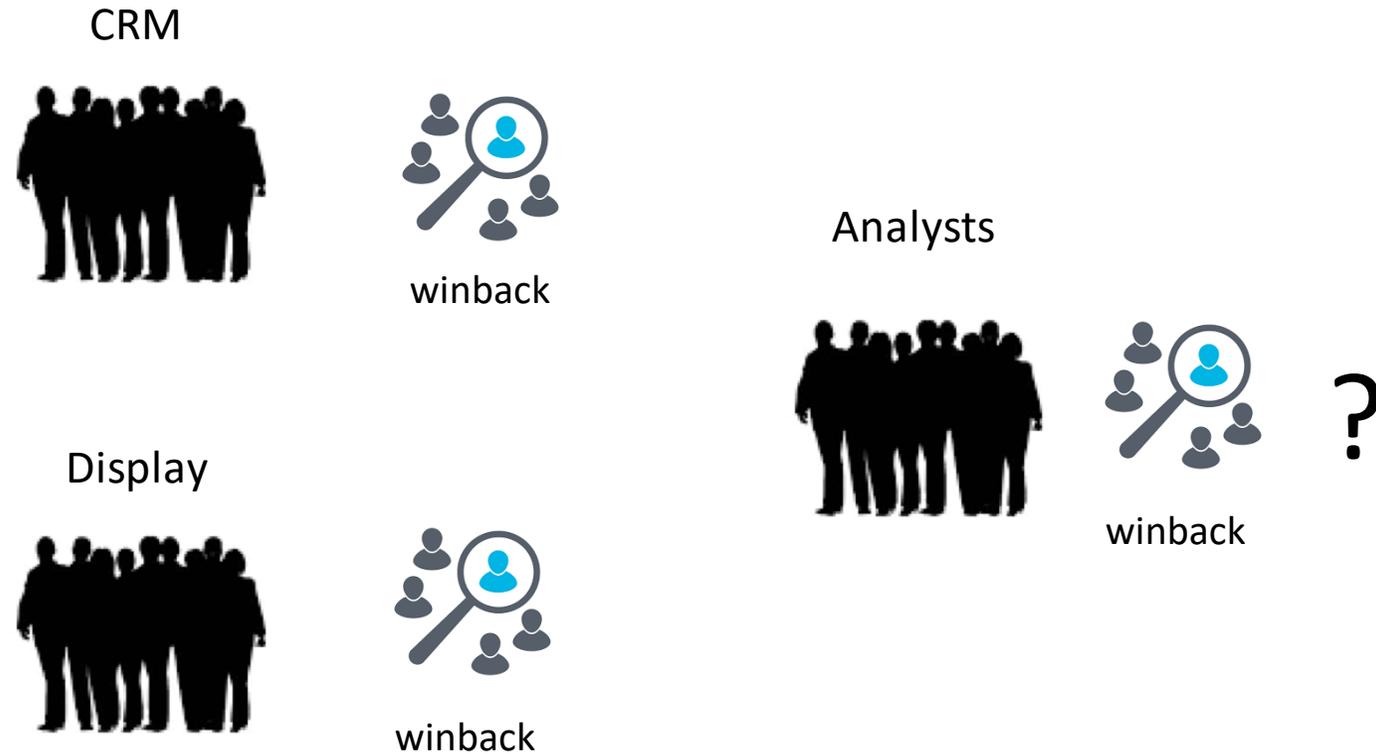
Ancestry: Audience Challenges

Adobe Target Audiences or Custom Profile Scripts

Stakeholder

Optimization Effort

Script

```
var frequency = user.get('denyFrequency') || 0;
var mboxName = mbox.name;
if (mboxName.indexOf('Deny') != -1 && mboxName != 'newDeny') {
    return frequency + 1;
}
```
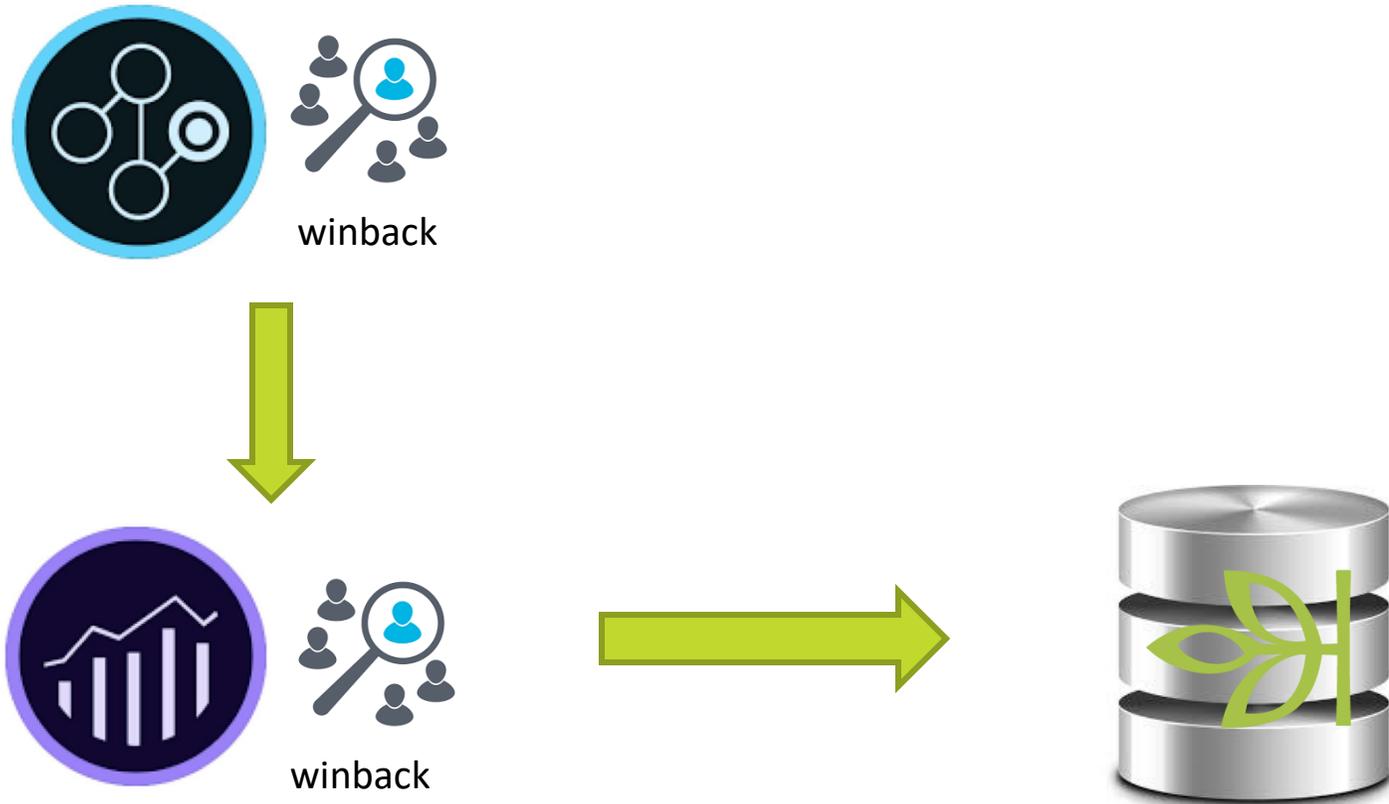
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Ancestry: Reporting Challenges

Separate Data Sources (Pre A4T)

winback

winback

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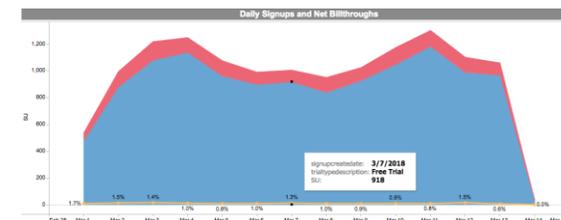
Ancestry: Reporting Challenges

Separate Data Sources (Post A4T)

winback

winback

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Ancestry: Audience / Reporting - Solution

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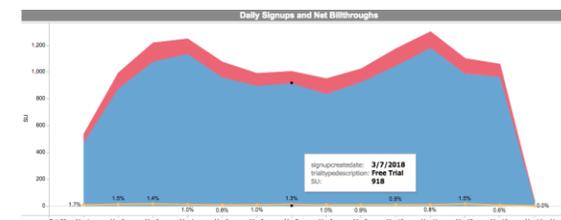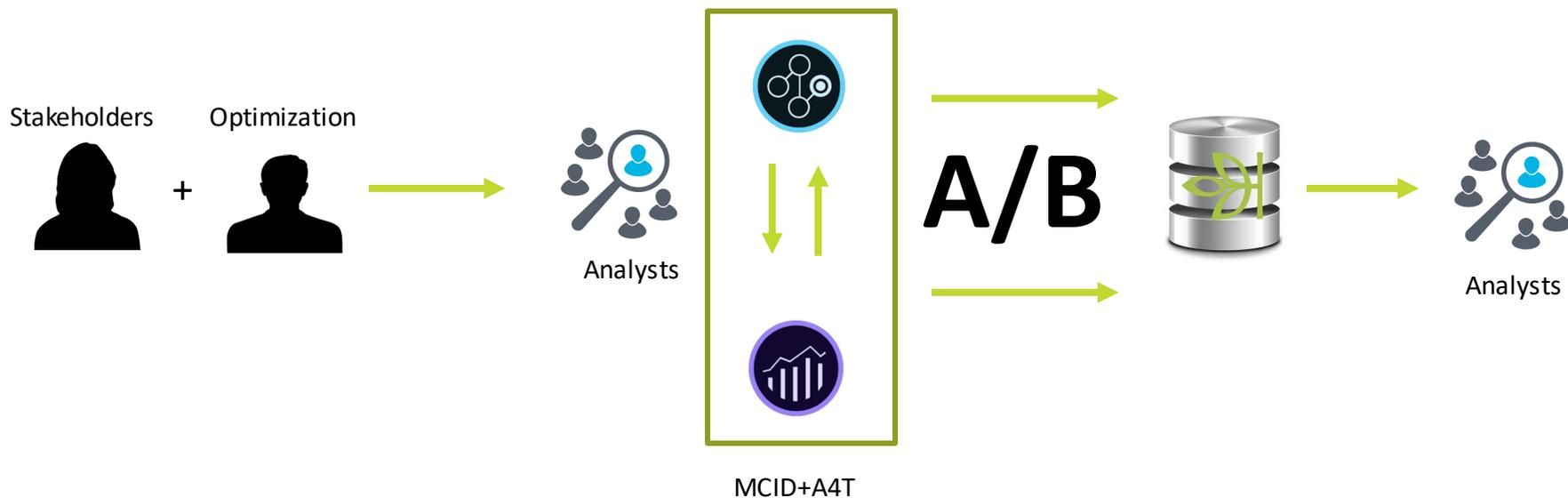
Ancestry: Use-Case

Ancestry Winbacks
Definition: Visitors who were previous subscribers greater than 20 days.

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Ancestry: Shared Audiences Solution

Benefits of Using Shared Audiences

1. Central location for creation

2. One data source for both targeting and reporting

3. Broader teams can build robust audiences, without developer skill set

4. Ancestry can enforce an consistent audience definitions in one location

Future Benefits and Next Steps

1. Customer Attributes

2. Additional Adobe tools

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Provisioning for A4T & Shared Audiences   http://www.adobe.com/go/audiences

Marketing Cloud Integrations Provisioning Form

Prerequisites

Provisioning

Before filling out this form, your company must be provisioned for the Marketing Cloud. You will also need to either currently be using an RDC (Regional Data Collection) enabled tracking server, or have plans to migrate to one. This form requires the tracking server(s) you plan to use with these integrations. The tracking server(s) provided must be RDC enabled before the integration will work properly. If you are unsure whether your company is enabled for the Marketing Cloud or need help with RDC tracking servers, contact Customer Care or your Account Manager.

My company has been provisioned for the Marketing Cloud and we are currently using or plan to implement an RDC tracking server when deploying these integrations.
- I agree
- We are not ready to be provisioned

Implementation

Once provisioned, you must complete the following before these integrations will work properly:

- Your tracking server must be utilizing RDC (Regional Data Collection)
- Your web property must be identifying visitors with a consistent 'mid' throughout their session (Visitor ID Service)

If you need assistance verifying your implementation, contact Customer Care.

I understand that before these integrations will work properly, I must complete the above prerequisites.
- I agree
- We are not ready to be provisioned

Click the "Finish" below to be taken to your confirmation page. Please print or save a copy of this page for your records.

After you have had a chance to review and save a copy of your submission, clicking the "Continue" button will redirect you to the Adobe Marketing Cloud and submit your request directly to the Integrations Support Team. You should receive an email confirmation at the address submitted within 2-3 business days.

Finish   Review

Pre-requisites:

- **Regional Data Collection (RDC)**

- **ID Service**

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Permissions

	Experience Cloud	Analytics	Target	Campaign	Audience Library	Customer Attributes
Analytics for Target (A4T)	X	X	X			
Shared Audiences	X	X	X	X	X	
Customer Attributes	X	X	X			X

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Data Flow: Shared Audiences

Analytics

Experience Cloud

Target

Historical Audience

Segment A

Segment B

Audience A

Audience B

Real-time Audience

Audience C

Audience D

Target Activity

Audience:

Audience C

Historical Audiences
- Segment and corresponding ID's are passed from Analytics to the Experience Cloud, and made available in Target
- Processing Time: 24-48 hours
- Dimensions Available:
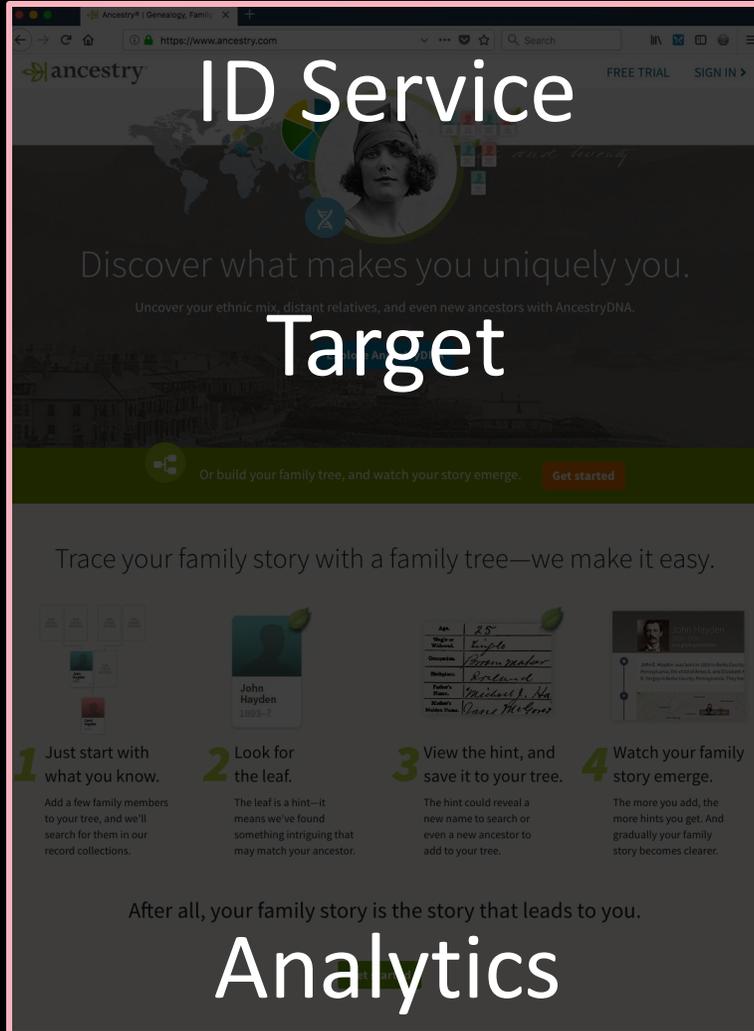 - eVars
  - Props
  - Events
  - Customer Attributes

Real-time Audiences
- Entry to audience is determine directly on webpage and added to segment if criteria is met
- Processing Time: Next click
- Dimensions Available:
  - eVars
  - Events
  - Other real-time audiences

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Implementation: Customer Attributes

Data Source File Upload

(http or ftp)

ID Service

Target

Analytics

ID Service:

MCGVID/mid = 23457565-983987345

Declare Customer ID:
```
visitor.setCustomerIDs({
"userid":{
        "id":"1002",
        "authState":Visitor.AuthState.AUTHENTICATED
        }
});
```

Target:
mboxPCID = 123456789

MCGVID = 23457565-983987345

Analytics:
aid = 567890123-567890123

mid = 23457565-983987345

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Data Flow: Customer Attributes

Data file upload

→

Data Pipeline

Analytics **Target**

- .csv, .csv.zip
- File size max: 4GB

- Total space allowed per FTP account: 40GB

- Field lengths max 255
- Number of Attributes:
  - Standard: 3
  - Premium: 200 per report suite
- Up to 12 hours to ingest data

- Number of Attributes:
  - Standard: 5
  - Premium: 200
- Up to 24 hours to ingest data

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FAQ / Common issues

- ## Implementation
  - ID Service
  - Load order on web page
  - Library Versions
  - Other technologies on page

- ## Enablement
  - Interpretation of data
  - Data flow
  - Availability of data

	Experience Cloud	ID Service	Analytics	Target	Audience Manager	Campaign
Reporting/ A4T	X	X	X	X		
Shared Audiences	X	X	X	X	X	X
Customer Attributes	X	X	X	X		
Device Co-op	X	X			X	
Adobe I/O	X	X	X	X	X	X
Mobile	X	X				

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Resources

 Status.Adobe.com

 Forums.Adobe.com

 HelpX.Adobe.com

 @AdobeExpCare

 1.800.497.0355

 CustomerCare@adobe.com

💬 Ask a question
💡 Submit an idea

ADOBE STATUS

✓ All Experience Cloud services available

🔍 Search product, service

	March 19	Yesterday	Today	Scheduled
Adobe Analytics	○	●	●	Maintenance on 03/21/2018
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

Experience Care ✓
@AdobeExpCare

Tweets	Following	Followers	
31.2K	**1,955**	**9,814**	Follow

We're the official Experience Cloud community team - follow us for tips, help, product information and conversation. Feedback: adobe.ly/1NcsOfw

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Q & A

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LinkedIn: linkedin.com/in/yorudan

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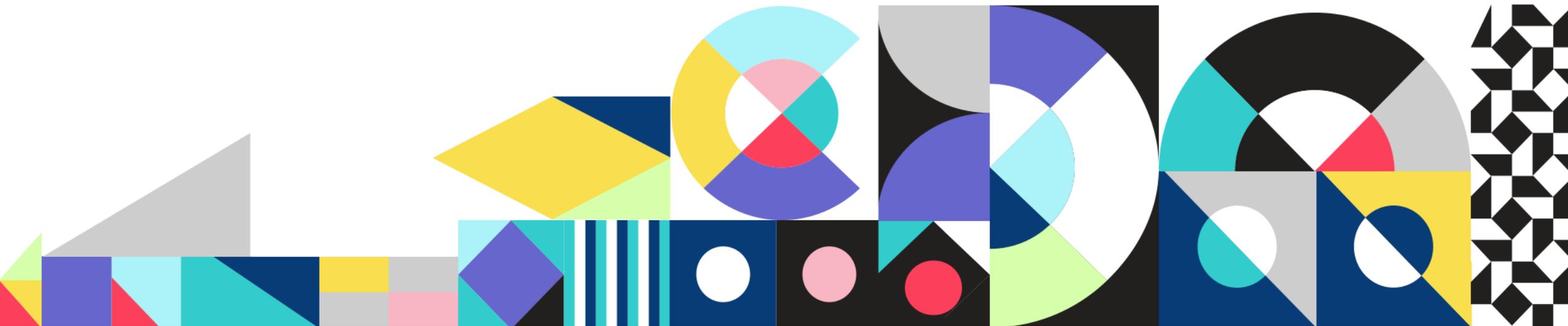
Take the Survey to win!

(Survey section of the mobile app)

SESSION PRIZE
one per session

STARBUCKS CARD

$10 Starbucks Card

DAY 1

Bash Experience

DAY 2

Signed football helmet

DAY 3

Amazon Echo Show & Cloud Cam Bundle

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MAKE IT AN EXPERIENCE