

Oracle Data Cloud Platform

User Guide

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1 Introduction

The Oracle Data Cloud platform is an enterprise-level, cloud-based tool that unifies your data assets and provides a common data management system for intelligently managing all your marketing and customer interaction programs. It empowers you with tools to understand the entire customer journey, target more precisely, create and deliver more targetable media campaigns, and generate higher ROI's.

Data In

The Oracle Data Cloud platform enables you to organize and categorize your consumer data from all sources, including your website, CRM database, and mobile apps, into a single hierarchical taxonomy.

Data Out

You can use the Oracle Data Cloud platform to activate your data across multiple media execution platforms for targeting, optimization, analysis, and modeling. Activating your data across media channels and through your channel partners allows you to unlock the value of first- and third-party data in order to drive higher performance in all your customer interactions.

Tools

The Oracle Data Cloud platform comprises the following tools that work together to enable you to centralize, acquire, monetize, and get insights on all of your data assets:

- [Oracle Data Cloud platform UI](#)
- [Integrations](#)
- [APIs](#)

1.1 New Features and Updates

The following table lists the newest features, updates, documentation, and apps for the Oracle Data Cloud platform:

1.1.1 New features

The following table lists the newest features added to the Oracle Data Cloud platform:

Release Date	Feature	Description
January 15, 2019	Change to cookie-base profile creation	To ensure that all profiles represent targetable users, the DMP does not create user profiles the first time it receives a tag call from a web browser. The profile is created only after a second call.
January 15, 2019	Data Expiration	The data expiration policy for MAIDs is now the same as for other ID sources. Profiles based on MAIDs now expire after 30 days.
October 26, 2018	New DMP dashboard and toolbar	The Oracle Data Cloud platform includes an improved dashboard and a reorganized toolbar. You see more detailed information about account activity, audiences, and campaigns as soon as you log in.
October 8, 2018	Campaign Delivery Estimation	See delivery estimates while you are creating and managing campaigns. Note: This feature is currently in controlled availability.
May 18, 2018	Opt-Out Feed	Download a daily feed of opted-out users to remove them from targeting in your media execution platform. This feature is for Server Data Transfer (SDT) partners.
May 18, 2018	Customer Data Removal	Upload an offline file with your partner IDs to clear your data from the profiles of users who want to stop receiving your 1st-party segment advertising.
May 18, 2018	Eloqua-DMP Integration (GA)	Onboard your Eloqua email marketing data into categories into your DMP for seamless cross-channel activation.
April 24, 2018	Inventory Trend Report	Monitor the current number of unique user profiles in your 1st-party categories and how the inventory has ramped over time. Confirm that inventory is building when onboarding new data.
February 27, 2018	Taxonomy Manager	Add categories to any part of your 1st-party taxonomy (private or self-classification tree), and then seamlessly create rules in the same UI. Add new categories and rules in bulk via import.

February 27, 2018

[Rules API](#)

Create classification rules for any 1st-party category in your taxonomy (managed or classification). Create rules in bulk. View the rules created by the Oracle Services team.

1.1.2 Updates

The following table lists the latest updates to the current features in the Oracle Data Cloud platform:

Release Date	Updated Feature	Change Description	Document
October 26, 2018	SundaySky	The SundaySky now supports both first- and third-party data.	SundaySky
August 31, 2018	Bing	These apps have been upgraded to include the ability to specify account parameters during app install. These parameters are automatically included in campaigns that you create using the app. For example, if you enter your account ID during app install, you do not have to specify it separately each time you create a campaign.	Bing
	Bidtellect		Bidtellect
	Innovid		Innovid
	Outbrain		Outbrain
	OwnerIQ		OwnerIQ
	Sociomantic		Sociomantic
	Spongecell		Spongecell
	SundaySky		SundaySky
August 17, 2018	Taboola	These apps have been upgraded to include the ability to specify account parameters during app install. These parameters are automatically included in campaigns that you create using the app. For example, if you enter your account ID during app install, you do not have to specify it separately each time you create a campaign.	Taboola
	Amobee/Turn		Amobee/Turn
	Facebook		Facebook
	Freewheel		Freewheel
	Quantcast		Quantcast
	Rubicon		Rubicon
	Sizmek		Sizmek
Twitter	Twitter		
July 16, 2018	Adobe Ad Cloud	A new version of the Adobe Ad Cloud	Sending Oracle

	Custom Audiences app	Custom Audiences app has been released. You must remove the previous version before using the new one.	Data Cloud platform data to Adobe Ad Cloud
June 19, 2018	Modeling 360	Modeling 360 signal audiences now require a minimum reach of 5,000 with a recency of seven days. A model cannot be created for a smaller audience.	Creating Look-alike Models
June 19, 2018	Apps	When you develop an app, you can now include account-specific parameters such as an advertiser ID or account ID.	Developing an App Installing an App
		Clients then need to enter their account parameters only once when they install your app, instead of every time they use your app in a data campaign.	Creating Campaigns
		Their account parameters are automatically appended to the pixel URL generated when they create a campaign.	
June 5, 2018	Inventory Counting (Projected Reach)	Inventory counts in Audience Builder, Taxonomy Manager, Taxonomy Viewer, Modeling 360, and the Audience and Campaign detail pages now use a faster, more precise counting system called Projected Reach. Inventory counts are now updated once daily at around midnight GMT and are sampled at a rate of 1/8.	Creating an Audience Managing Your Taxonomy
May 31, 2018	OnRamp Audience Event Notification	You can now configure account activity notifications to include OnRamp Audience events.	Using Account Activity Notifications
May 16, 2018	Containers Containers (Sites) API	New List Type setting added for whitelisting or blacklisting countries for data collection and delivery. For example, you can now whitelist a single country so that only user profiles with IP addresses originating from that country are onboarded. You can now quickly include and exclude all the EU countries from data collection and delivery using the new EU region.	Creating Containers Containers API
		The Containers API now includes a country_list_type enum that you can set to WHITELIST or BLACKLIST and an EU country code to support this feature.	
May 16, 2018	Direct Ingest (Offline File)	New internal setting for classifying Mobile Advertising ID (MAID) data into a single default country. This is useful if you can't pass a country code in your direct ingest offline files or User Data API calls, or the data	Direct Ingest On Demand Direct Ingest
	On-Demand Direct Ingest		

	(User Data API)	you are onboarding is always from the same country.
May 16, 2018	Server Data Transfer (SDT)	New internal setting for specifying which user profiles from which countries may be delivered to a server endpoint or batch file. This is useful if you have separate endpoints for different regions.

1.1.3 New and revised documentation

The following table lists the newest documents added to the Oracle Data Cloud platform Help Center:

Release Date	Document Title	Description
1 February 2019	Oracle Data Cloud Platform Help Center	The documentation site has been renamed is a new location. Please update the base URL of your bookmarks to: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center
August 10, 2018	Managing Ad Account IDs	Describes how to install, configure, and use the Ad Account Portal to manage your Facebook ad accounts..
May 25, 2018	LiveRamp	Describes how to use the LiveRamp-Oracle Data Cloud platform offline match integration to onboard customer data linked to personally identifiable information (PII).
March 23, 2018	Becoming a Data Ingest App Partner	Explains to app partners the sequence of API calls required to onboard data into a mutual client's taxonomy.
March 2, 2018	Understanding the Oracle Data Cloud platform Data Expiration Policy	Explains the rules and standards that determine when user profiles, cookies, and categories expire.
March 2, 2018	Becoming a Data Provider	Explains the process for becoming a data provider, including the requirements for sending data and structuring a taxonomy.

1.1.4 New apps

The following table lists the newest apps added to the Oracle Data Cloud platform App Catalog:

Release Date	Integration	Description
August 7, 2018	Ad Account ID Portal	Enables you to manage the Facebook ad accounts to which you deliver data via the Facebook Provisioning integration. Facebook ad accounts group your advertising

May 8, 2018

[Exponential](#)

activity and include campaigns, ads, and billing.

Exponential delivers innovative advertising experiences that transform the way brands interact with audiences across desktop and mobile. Exponential fuses one of the largest digital media footprints and proprietary data with user-centric ad formats designed to drive engagement and action.

- **Audience Data Supported:** 1st and 3rd-party.
- **ID Sources Supported:** Cookies
- **Data Delivery Method:** Server data transfer
- **Audience Mapping:** Audience Injection

April 18, 2018

[Beeswax](#)

Beeswax is pioneering the industry's first Bidder-as-a-Service™ ("BaaS"). Programmatic digital advertising remains an exciting and innovative arena, and the smartest buyers require technically-sophisticated, highly customizable solutions. Using an RTB bidder should be as easy as using any part of the marketing cloud.

- **Audience Data Supported:** 1st and 3rd-party.
- **ID Sources Supported:** Cookies and MAIDs
- **Data Delivery Method:** Server data transfer
- **Audience Mapping:** Managed Mapping (Category Level)

1.2 Oracle Data Cloud Platform Feature Availability

Certain features and functionality that are available upon request. You can request them and ask for more information by logging in to My Oracle Support

1.2.1 Add-on cloud services

The Oracle Data Cloud platform currently offers the following additional cloud services upon request.

Features not included in product SKUs

- [Look-alike modeling](#)
- Match multiplier - currently in **controlled availability**
- [Media audience analytics](#) - currently in **controlled availability**
- [Offline onboarding](#)
- [Server data transfer](#) batch for first-party data

Features that increase product SKU thresholds

- Additional categories
- Additional page views
- Additional unsampled reports
- CRM onboarding, such as site match and third-party match integration

For more information about add-on cloud services, see:

- [Oracle Data Cloud Service Descriptions and Metrics](#)
- [Oracle Marketing Cloud Service Descriptions and Metrics](#)

1.2.2 App partner integrations

The Oracle Data Cloud platform currently offers apps from the following partners in order to ingest and activate data. If the marketing channels you purchased already include these integrations, you can add them at no additional cost.

Analytics

- [Resonate Analytics](#): Unlock the value of your data stored in the Oracle Data Cloud platform. Resonate's two-way integration with Oracle's DMP will provide you insights into your own customers to improve your overall marketing, messaging and advertising. For instructions, see

[Resonate Analytics](#).

- **Visual IQ:** Use your Oracle Data Cloud platform data in Visual IQ's Audience IQ suite to measure and evaluate the performance of your target audiences and media campaigns. With the analytics and reports provided in the Audience IQ suite, you can identify the top categories, audience segments, and ad placements that drove conversions, and the full sequence of events that led to them. For instructions, see [Visual IQ](#).

Dynamic creative optimization (DCO)

- **Adobe Target:** A personalization solution that makes it easy to identify your best content through tests that are easy to execute. So you can deliver the right experience to the right customer. For instructions, see [Adobe Target](#).
- **Ensemble:** Use your Oracle Data Cloud platform data with Ensemble to create high-performance campaigns. Ensemble streamlines the ad creation process with flexible ad templates, offers mobile ad serving features through HTML5, and extends retargeting across customer verticals.
- **Flashtalking** (JSON Return Tag): Provides advanced targeting capabilities to help you deliver fresh, engaging creatives on every impression. Flashtalking 's platform helps you schedule ad versions, test and refine offers, localize campaigns, and manage dynamic ad content. For instructions, [see Flashtalking](#).
- **Innovid:** The world's leading video marketing platform, empowering advertisers to create, deliver and measure the most innovative video experiences on any device and media outlet, while increasing scale, efficacy and ROI. For instructions, see [Innovid](#).
- **Spongecell:** Leverage your data to optimize creatives and ensure delivery of personalized and relevant video, desktop, and mobile ads. Spongecell's data integrations and streamlined workflow inform your creative decisions and help you to build powerful online campaigns.
- **Telogical:** Telogical's Predictive Creative Server combines machine learning with your Oracle Data Cloud platform data to dynamically select the best creative to serve each user. Monitor results with an Audience Profiles Dashboard that shows which audiences over perform with each creative.

Email

- [Oracle Eloqua](#): Enables marketers to plan and execute campaigns while delivering a personalized customer experience for their prospects. Campaigns greatly scale for audiences across channels including email, display search, video, and mobile. Currently in **controlled availability**.

Look-alike modeling

- **Oracle Modeling 360**: Install the Oracle Modeling 360 app to create look-alike models that identify high-value users who behave similarly to your best customers and converters so that you can increase the reach and precision of your target audience. For instructions, see Oracle Modeling 360.

Media targeting

- **Adconion**: A global multi-screen and multi-channel audience platform that enables content owners, app developers, and device manufacturers to monetize their global audiences across multiple devices and screens.
- [Adelphic - MAID](#): A mobile and cross-device programmatic demand side platform that supports mobile advertising IDs (MAIDs).
- [Adform](#): A comprehensive display ad platform that provides mutual clients with campaign planning, ad serving, optimization, analytics, reports, and other features. For instructions, see [Adform](#).
- [Adobe Ad Cloud](#): A converged TV and video advertising platform for optimizing the performance of your video and display advertising campaigns.
- [AdTheorent](#) - MAID: Technologies and solutions for predictive audience targeting delivered in conjunction with account management, creative services, strategic services, and real-time reporting. This app supports MAID ID sources.
- [Aki](#) - MAID: A mobile ad solution that maps varying mobile behavior and identifies which moments present the best opportunity for your campaigns. This app supports MAID ID sources.

- **[AppNexus](#)**: A programmatic advertising platform that powers marketplaces and helps customers to innovate, differentiate, and transform their businesses. For instructions, see [AppNexus](#).
- **[Avocet](#)**: A platform for buying and serving digital advertising across all screens in real-time. Features fraud protection, viewability, data-enrichment, optimization, mobile, video, and strict brand safety. For instructions, see [Avocet](#).
- **[Bidtellect](#)**: A marketing platform including real-time targeting, retargeting, native advertising, and other solutions for driving client ROI.
- **[Centro](#)**: Use Centro's demand-side platform to build and optimize media targeting campaigns in real-time. For instructions, see [Centro](#).
- **Cheetah Mobile - MAID**: An advertising platform that combines Cheetah mobile apps with a network of publishers to deliver global reach. This app supports MAID ID sources.
- **[Collective](#)**: Data-driven technology and programmatic expertise for unifying advertising across platforms, screens, and formats.
- **[Conversant](#)**: Conversant's personalization platform, media programs, and affiliate marketing network help publishers and advertisers motivate people to engage, connect, and buy. Conversant combines the strengths of ValueClick Media, Commission Junction, Mediaplex, Greystripe, and Dotomi to help companies grow. For instructions, see [Conversant](#).
- **[Criteo](#)**: A global performance marketing technology company that enables ecommerce companies to leverage large volumes of data to efficiently and effectively engage and convert their customers. For instructions, see [Criteo](#).
- **[DataXu Audience Injection - Cookies](#)**: Automated mapping of your Oracle Data Cloud platform cookie data to provide programmatic marketing analytics, media activation, and data management. For instructions, see [DataXu](#).
- **[DataXu- MAIDs](#)**: Automated mapping of your Oracle Data Cloud platform first-party MAID data.

- **[Demandbase](#)**: A B2B targeting and personalization platform that enables marketers to deliver personalized ads targeting specific businesses across the web and then tailor the messages on their websites to convert these companies to customers. For instructions, see [Demandbase](#).
- **[Digilant](#) - Cookie**: Provides customized digital media solutions that seamlessly plug into the programmatic ecosystem. For instructions, see [Digilant](#).
- **[Digilant](#) - MAID**: Provides customized digital media solutions that seamlessly plug into the programmatic ecosystem.
- **[Distillery](#)**: Extracts signals intelligence from desktop, mobile, and location data to help marketers build custom audiences and activate them across all screens. Create data-driven marketing solutions that are brand-specific, cross-channel, and tuned to perform.
- **[e-planning](#)**: Target your campaigns in e-planning ad server. For instructions, see [e-planning](#).
- **[Exponential](#)**: Delivers innovative advertising experiences that transform the way brands interact with audiences across desktop and mobile. Exponential's platform fuses one of the largest digital media footprints and proprietary data with user-centric ad formats designed to drive engagement and action.
- **[Exponential - AdoTube](#)**: An in-stream video advertising solution that delivers interactive brand experiences, which are uniquely designed to achieve maximum impact and optimal user engagement.
- **[Eyeview](#)**: Outcome-based video marketing helping drive ROI and increase brand visibility through our video marketing technology.
- **[Facebook - Custom Audience \(Pixel\)](#)**: Leverage your first-party Oracle Data Cloud platform data to retarget your site visitors with Facebook ads. For instructions, see [Facebook](#).
- **[FreeWheel](#)**: Premium video technology enabling clients to manage audiences across devices and monetize content. Use this app to target Oracle Data Cloud categories within FreeWheel's MRM audience management interface to deliver video ads. For instructions, see [FreeWheel](#).
- **[Google Ads Display Network](#)** (GDN): A collection of websites that show ads, including Google-specific sites, such as YouTube and affiliate sites via AdSense and AdMob. Use your

Oracle Data Cloud platform data to determine which users to serve ads to on various GDN sites. For instructions, see [Google Display Network audience injection](#).

- **Google [DBM](#) - Advertiser:** DoubleClick Bid Manager (DBM) for Advertisers is Google's demand-side platform, which is integrated with Google's ad exchange (AdX) and other RTB sources. Activate your Oracle Data Cloud platform data in real time with Google's proprietary technology for bidding, targeting, and optimization. This app supports cookies and MAID ID sources. For instructions, see [Google DBM audience injection](#).
- **Google DBM - Partner:** DoubleClick Bid Manager (DBM) is integrated with Google's ad exchange (AdX) and other RTB sources. Activate your Oracle Data Cloud platform data in real time with Google's proprietary technology for bidding, targeting, and optimization.
- **Google - [DoubleClick for Publishers](#):** DFP provides access to a vast network of unique users and tools for managing, delivering, and measuring the performance of ads. Use your Oracle Data Cloud platform data with DFP to create complex audiences for precise targeting at scale. For instructions, see [DFP](#).
- **Infectious Media - Cookies (Global):** A demand-side platform (DSP) with a suite of bidding, analytics, and optimization tools that enables advertisers to gain insights, build audiences, and deliver customized international campaigns. For instructions, see [Infectious Media](#).
- **Infectious Media - MAID (Global):** A demand-side platform (DSP) with a suite of bidding, analytics, and optimization tools that enables advertisers to gain insights, build audiences, and deliver customized international campaigns. This app supports cookie and MAID ID sources.
- **[Innovid](#):** Innovid is a video marketing platform that enables you to optimize your creative ad components based on users' attributes. For instructions, see [Innovid](#).
- **LKQD - MAID:** A multi-screen video ad serving solution built for publishers with a feature-rich video player to enable easy setup and scalability across all environments. This app supports MAID ID sources.
- **[MediaMath](#):** MediaMath's TerminalOne Marketing Operating System empowers marketers with an extensible, open platform to activate data, automate execution, and optimize interactions across all addressable media to deliver individualized experiences for consumers. For instructions, see [MediaMath audience injection](#).

- **[Microsoft Media Network](#)** (third-party data): A premium display advertising network where campaigns run in brand-safe environments built on quality display, video, and mobile inventory from some of the most trusted third-party partner sites on the web.
- **[Netmining](#)**: Intelligent audience targeting solutions, including Audience Extension, Contextual Targeting, Custom Targeting, Dynamic Creative, and Smart Remarketing.
- **[NetSeer](#)**: Provides ad solutions for advertisers and publishers driven by the company's patented ConceptGraph intent engine. NetSeer delivers exceptional advertising performance across desktop, mobile, and video inventory backed by its hallmark values of accuracy, relevance, and brand-safety.
- **[Opera Mediaworks](#) - MAID (AdColony)**: A mobile advertising platform that provides an open and vibrant marketplace for publishers and advertisers across the globe. This app supports MAID ID sources.
- **[Outbrain](#)**: A content discovery platform enabling marketers to get their content discovered natively across the premium global publishers.
- **[PulsePoint](#)**: An advertising platform that combines programmatic targeting, distribution, and optimization with the art of content marketing. PulsePoint's solutions include real-time bidding, content marketing, data insight, programmatic video, mobile, and native advertising.
- **[Quantcast](#)**: If you are a publisher, you can use Quantcast's data-intelligence platform to better understand audiences and how content resonates with the consumers you want to attract and retain. If you are a marketer, you can leverage Quantcast's understanding of online behavior and predictive advertising capabilities to reach the customers who are most likely to engage with your messages. For instructions, see [Quantcast](#).
- **[Rocket Fuel](#)**: A media-buying platform that provides data management, site optimization, and predictive analytics to improve the effectiveness of programmatic marketing across web, mobile, video, and social channels. For instructions, see [Rocket Fuel](#).
- **[Rocket Fuel](#) MAID**: A media-buying platform that provides data management, site optimization, and predictive analytics to improve the effectiveness of programmatic marketing across web, mobile, video, and social channels. This app supports MAID ID sources.

- [Rubicon Project](#): An automated advertising platform that enables publishers, brands, content creators, and application developers to safely transact advertising requests and improve the experiences of consumers. For instructions, see [Rubicon Project](#).
- [Run - Desktop](#): Programmatic advertising technology.
- [Run - MAID](#): Programmatic advertising technology. This app supports MAID ID sources.
- [Run - Mobile Web](#): Programmatic advertising technology.
- [Sizmek - MAID](#): Open Ad Management with flexible solutions for marketers and publishers that combine programmatic efficiency with creativity. This app supports MAID ID sources. For instructions, see [Sizmek](#).
- [Smart AdServer](#): An integrated ad server and RTB+ Solution that allows you to maintain control over your media assets with a robust engine to drive revenues at any scale. For instructions, see [smart_adserver.html](#).
- [Sociomantic](#) (EU and US): Programmatic display ad solutions via real-time bidding that help ecommerce marketers connect brands to the people who are most likely to respond to personalized web experience.
- [SundaySky](#): A video marketing platform that enables brands to deliver scalable one-to-one video experiences in real time throughout the customer life cycle. SundaySky combines the power of video with personalized storytelling to engage prospective customers and foster long-term relationships. For instructions, see [SundaySky](#).
- [Survata](#): Survey your audience by tying your Oracle Data Cloud audiences to online surveys. For instructions, see [Survata](#).
- [Taboola](#): Deliver your Oracle Data Cloud audiences to Taboola's content discovery platform. Thousands of leading publishers, marketers, and agencies use Taboola's predictive technology to increase user engagement, monetize their traffic, and distribute their content. For instructions, see [Taboola](#).
- [The Trade Desk](#): A demand-side platform that enables agencies, aggregators, and their advertisers to manage display, social, and video campaigns. The Trade Desk's behavioral

targeting, full-funnel attribution, and detailed reporting let you know what's working so you can adjust and automate optimal bidding strategies.

- **[The Trade Desk - Audience Injection](#)** (Cookies): The Trade Desk is a demand-side platform that enables agencies, aggregators, and their advertisers to manage display, social, and video campaigns. The Trade Desk's behavioral targeting, full-funnel attribution, and detailed reporting let you know what's working so you can adjust and automate optimal bidding strategies. Use this app to deliver data linked to cookies to The Trade Desk platform. For instructions, see [The Trade Desk audience injection](#).
- **[The Trade Desk - Audience Injection](#)** (MAIDs): Use this app to deliver data linked to mobile advertising IDs to The Trade Desk platform.
- **[Tremor Video](#)**: A complete programmatic solution that enables seamless transactions in a premium video marketplace by offering control and transparency. Tremor Video's all-screen technology makes every advertising moment more relevant for consumers and delivers maximum results for both buyers and sellers.
- **[Tremor Video - MAID](#)**: A complete programmatic solution that enables seamless transactions in a premium video marketplace by offering control and transparency. Tremor Video's all-screen technology makes every advertising moment more relevant for consumers and delivers maximum results for both buyers and sellers. This app supports MAID ID sources.
- **[Verve - MAID](#)**: A dynamic location mobile marketing platform. For instructions, see [Verve](#).
- **[Videology](#)**: A leading provider for converged TV and video advertising technology. By leveraging the power of consumer data, Videology empowers marketers and media companies to optimize the performance of video and display advertising campaigns and provide consumers with a more relevant experience. For instructions, see [Videology](#).
- **[Videology - MAID](#)**: A leading provider for converged TV and video advertising technology. By leveraging the power of consumer data, Videology empowers marketers and media companies to optimize the performance of video and display advertising campaigns and provide consumers with a more relevant experience. This app supports MAID ID sources.

- [Oath - Yahoo/Brightroll](#): Oath - Yahoo/Brightroll Automates digital advertising and offers tools for managing programmatic video, display, and native advertising solutions, a demand side platform, and an ad exchange.

Media targeting reference

Expand to see the documented media targeting app partners

App partner	Audience data type	ID sources	Mapping
Adform	First-party	Cookies	Manual
Adobe Ad Cloud	First- and third-party	Cookies and MAIDs	Manual
AppNexus	First- and third-party	<ul style="list-style-type: none"> ▪ Cookies ▪ Mobile advertising IDs (MAIDs) 	<ul style="list-style-type: none"> ▪ Audience injection ▪ Manual
Avocet	First- and third-party	Cookies	Manual
Centro	First- and third-party	<ul style="list-style-type: none"> ▪ Cookies ▪ MAIDs 	Audience injection
Conversant	First- and third-party	Cookies	Manual
Criteo	First- and third-party	Cookies	Manual
DataXu	<ul style="list-style-type: none"> ▪ First- and third-party ▪ First- and third-party 	<ul style="list-style-type: none"> ▪ Cookies ▪ MAIDs 	<ul style="list-style-type: none"> ▪ Audience injection ▪ Manual
Demandbase	First- and third-party	Cookies	Manual
Digilant	First- and third-party	Cookies and MAIDs	Manual
e-planning	First-party	Cookies	Manual
FreeWheel	First- and third-party	Cookies and MAIDs	Manual
Google DBM	First- and third-party	Cookies and MAIDs	Audience injection
Google GDN	First- and third-party	Cookies and MAIDs	Audience injection
Infectious Media	First- and third-party	Cookies and MAIDs	Manual
MediaMath	First- and third-party	Cookies	Audience injection
Quantcast	First-party	Cookies	Manual
Rubicon Project	First- and third-party	Cookies	Manual
Sizmek	First- and third-party	Cookies and MAIDs	Manual

App partner	Audience data type	ID sources	Mapping
SundaySky	First-party	Cookies	Manual
Survata	First-party	Cookies	Manual
Taboola	First- and third-party	Cookies	Manual
The Trade Desk	First- and third-party	Cookies and MAIDs	Audience injection
Twitter	First-party	Cookies	Manual
Verve	First-party	MAIDs	Manual
Videology	First- and third-party	Cookies and MAIDs	Manual

See also:

- [Media ad partners](#)
- [Media integrations](#)

Offline onboarding

- **[Oracle OnRamp](#)**: The Oracle Data Cloud helps leading brands reach audiences of buyers across display, video, mobile and social. Our expertise spans the major consumer segments, including Retail, CPG, and Automotive. The Oracle Data Cloud has created some of the industry's biggest advancements in digital targeting and measurement and is recognized as the industry standard for accuracy and accountability.

Search

- **Google [AdWords RLSA](#)**: Google AdWords Remarketing Lists for Search Ads (RLSA) enables you to serve search ads to your site visitors based on attributes from your Oracle Data Cloud platform site data, offline data, and first-party data, and boost your paid search keywords when targeting your site visitors. For details on using this integration, see [Google AdWords RLSA](#).
- **Bing**: Enables you to use your first-party Oracle Data Cloud platform cookie data to boost your paid search keywords when targeting your site visitors. Using your first-party online, CRM, and look-alike data, you can adjust bid boosts on your customers. This capability enables you to effectively create and scale search remarketing campaigns.

Site-side optimization (SSO)

- **[AB Tasty](#)**: A complete and expandable conversion optimization platform for fast return on investment. With AB Tasty, you can run A/B/n, split, multivariate and multi-page tests; personalize your marketing messages; and engage with your website visitors at the right time. For instructions, see [AB Tasty](#).
- **Adobe Target**: A personalization solution that makes it easy to identify your best content through tests that are easy to execute. For instructions, see [Adobe Target](#).
- **[Monetate](#)**: Monetate Live Audience provides clients with Oracle Data Cloud platform data for personalized marketing on their sites, analytics, statistical multivariate testing, visualizations, reporting, custom KPIs, and geotargeting.
- **[Optimizely](#)**: Empowers brands to optimize their websites and mobile apps to target visitors with relevant, personalized content that is tailored to their attributes. Use Optimizely to run A/B, multivariate, and multi-page funnel tests on your Oracle Data Cloud audiences. For instructions, see [Optimizely](#).
- **Oracle - [Maxymiser](#)**: Enables marketers to test, target, and personalize what a customer sees on a web page or mobile app, substantially increasing engagement and revenue. For instructions, refer to the Maxymiser help.

Social

- **[Facebook](#)**: A global platform that gives people the power to build community and bring the world closer together. You can leverage your first-party Oracle Data Cloud platform data linked to cookies to retarget your site visitors with Facebook ads.

1.3 Privacy

This section includes information about Oracle Data Cloud privacy features and policies.

- [Oracle Data Cloud User Opt-out and Registry](#)
- [Oracle Data Cloud platform PII policy](#)

- [Customer 1st-party Data Removal](#)
- [Embargoed Countries](#)

1.3.1 User Opt-Out and Registry

Oracle Data Cloud provides users with the ability to opt out of data collection for targeted advertising and the ability to view the third-party segments associated with their browser.

User opt-out

The way users opt out from Oracle Data Cloud data collection depends on the devices they use.

Browser-based opt-out

On browsers that accept cookies, users can opt by out visiting <http://datacloudoptout.oracle.com> and following the instructions on that page. This opt-out page applies to all Oracle Data Cloud systems, including the Oracle Data Cloud platform, Datalogix, Crosswise, and AddThis.

Opting out applies only to the browser-device combination used to visit the opt-out site. Users must opt out individually from each browser-device combination they use. For example, if a user has both Google Chrome and Mozilla Firefox on their home computer, they must opt out separately in each browser.

When a user opts out from a browser, we remove all data from the user's profile. We also set the ID in the cookie to zero and set an opt-out cookie on the browser so we know not to collect data in the future. If a user clears their browser cookies, our opt-out cookie is removed with the rest. As a result, data collection can begin again. The user must complete the opt-out procedure again for that browser.

Opting out by using our tool applies only to data that we collect and deliver. Users can opt out from other targeted advertising platforms by visiting the following industry sites:

- Network Advertising Initiative (NAI): <http://optout.networkadvertising.org>.
- Digital Advertising Alliance (DAA): <http://www.aboutads.info/choices/>

- European Interactive Digital Advertising Alliance (EDAA): <http://www.youronlinechoices.eu/> and <http://www.edaa.eu/>

Opting out on mobile devices

On mobile devices such as smart phones, users are identified by mobile advertising identifiers (MAIDs). MAIDs are set by the operating system of the device.

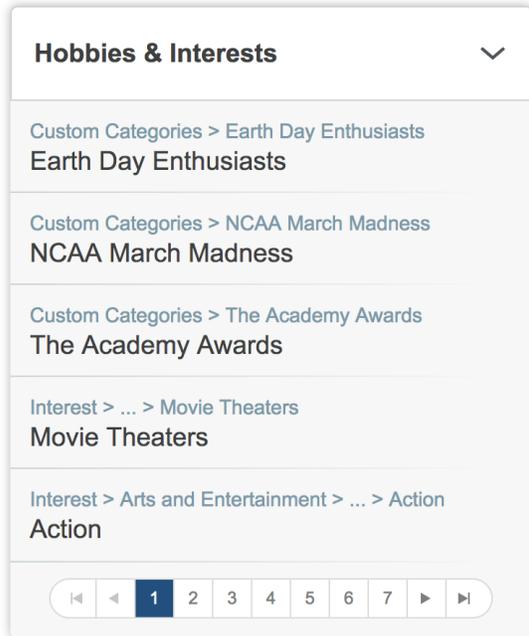
Users can opt out from targeted advertising in two ways:

- By downloading the AppChoices app on their device. AppChoices is available for both iOS and Android devices. AppChoices enables users to opt out of mobile advertising from all participating providers or from specific providers, including Oracle Data Cloud.
- By using a device setting such as **Limit Ad Tracking** on iOS or **Opt out of interest-based ads** on Android. Device settings apply to all mobile advertising providers. The specific details depend on the device and its operating system version. See <https://www.networkadvertising.org/mobile-choice> for more information.

When a user opts out from mobile advertising, we purge any data we have collected about them from our systems. We also add them to a repository of MAIDs for which data cannot be collected or delivered.

Oracle Data Cloud Registry

The Oracle Data Cloud Registry (<http://datacloudoptout.oracle.com/registry/>) enables consumers to view the third-party interest segments associated with their browser. The first-party data of Oracle Data Cloud platform partners is not listed in this registry. The information is sorted into groups for easier access.



1.3.2 Oracle Data Cloud Platform PII policy

Personally identifiable information (PII) may not be passed into or stored in the Oracle Data Cloud platform.

Our partners agree that they are prohibited from uploading any PII into the Oracle Data Cloud platform. In the event that Oracle becomes aware of PII in the platform, Oracle will take steps to remove it and will notify the customer or partner of this prohibition.

1.3.3 Removing Customer Data

You can use the Customer Data Removal offline integration to delete your first-party data from the user profiles of customers who have indicated they want to stop receiving your segment-based advertising.

To remove your data, you send Oracle Data Cloud an offline file with your partner IDs (for example, cookie IDs, email hashes, or account ID hashes). The Oracle Data Cloud platform then looks up the anonymous cookie profiles linked to your partner IDs. If a match is found, the platform removes all the data that was collected by the sites (containers) in your DMP seat from the users' cookie profiles, all

profiles linked to the cookie profiles, and the Oracle Data Cloud offline database. You can also send an offline file with Mobile Advertising IDs (MAIDs) to clear your data on them directly.

You are responsible for blocking data from further being collected on users that do not want to receive your first-party segment advertising. If you do not actively block data collection on these users, data collection will continue on their profiles.

You can enable users to opt out from Oracle Data Cloud third-party interest-based advertising by providing a link to <http://datacloudoptout.oracle.com>. You can also provide links for users to opt-out of other targeted advertising platforms by providing links to the following industry sites:

- Network Advertising Initiative (NAI): <http://optout.networkadvertising.org>.
- Digital Advertising Alliance (DAA): <http://www.aboutads.info/choices/>
- European Interactive Digital Advertising Alliance (EDAA): <http://www.youronlinechoices.eu/> and <http://www.edaa.eu/>.

To remove your 1st-party data from customers' user profiles, follow these steps:

- [Request the Customer Data Removal offline file integration.](#)
- [ID sync your customers.](#)
- [Create an offline file that contains your partner-based IDs or MAIDs.](#)
- [Send your offline file to Oracle Data Cloud.](#)

Requesting the Customer Data Removal integration

Contact your account manager and request the Customer Data Removal integration. Provide your company name and DMP partner ID. If you have multiple DMP seats, specify all the partner IDs that you want to be included in this integration. Your account manager will do the following:

- Configure the site ID in your Oracle Data Cloud core tag so you can ID sync your customers.
- Provide you with special site IDs for your partner and MAID data that are configured for clearing your first-party data from the containers in your DMP seat. You need to include the site ID in the name of the offline file.
- Provide you with an SFTP directory, user name, and password for uploading your offline files to the Oracle Data Cloud upload server (upload.bluekai.com).

ID syncing your customers

To link the partner IDs you use to identify customers with their anonymous cookie profiles, you need pass your partner IDs into the `bk_addPageCtx` function in your Oracle Data Cloud core tag. The following code example demonstrates how to do this:

```
//pass partner IDs for ID swaps using the following syntax:  
//bk_addPageCtx('id', 'Partner ID Value');  
bk_addPageCtx("id", "3xd18mqwtCfxsYDO");
```

For more information on passing your partner IDs into the Oracle Data Cloud core tag, see the [Oracle Data Cloud core tag Implementation Guide](#).

Creating your offline file

To send your offline data to Oracle Data Cloud, you need to create the following two files:

- **Offline file.** Contains the users to be removed from your first-party segment advertising. Each file may only contain only one ID type, either all partner IDs or all MAIDs. The maximum file size is 50 MB.
- **Trigger file.** Contains the name, size, and MD5 checksum of your offline file. It is used to validate the transfer of your offline data.

Creating the offline file

An offline file is a compressed, tab-separated value (.tsv) file that contains the users to be removed from your first-party segment advertising. Each line in the offline file represents a unique user and

contains a partner ID or MAID. (Only one ID type is allowed in each file.) The following example illustrates the format of the consumer clear offline file for partner-specific IDs:

```

Partner ID

wxBKYbGWLwaxPkus

0GeK5b7UOx4Y7yuc

COcTMpFGszYcGQGU

```

Offline file format

The following table lists the required format, name, type, and size of the offline file:

Requirement	Syntax	Description/Notes
Format	COcTMpFGszYcGQGU 0GeK5b7UOx4Y7yuc	The offline file must be a plain text file that contains one line per user. Each line, including the last one, must be terminated by LF (Unix style end-of-line). Each line contains a partner ID or MAID.
File name: Partner IDs	<i>Partner_siteID_YYYY-MM-DD</i>	The offline file must include your Partner name, the site ID created for you, and the date. If you are sending multiple files, use a time stamp instead of the date (do not include special characters in the distemper). The offline file name may not contain spaces or any special characters (other than an underscore or hyphen). The following example demonstrates an offline file containing partner IDs: BlueKai_15415_2018-12-26.gz
File name: MAIDs	<i>Partner_mobileSiteID_ingerstKey_YYYY-MM-DD</i>	The offline file must include your Partner name, the mobile site ID, the MAID type (IDFA or ADID), and the date. The offline file name may not contain spaces or any special characters (other than an underscore or hyphen). The following example demonstrates an offline file containing IDFAs: BlueKai_15415_idfa_2018-12-26.gz
Character Encoding	UTF-8	Supported file types:

Requirement	Syntax	Description/Notes
		<ul style="list-style-type: none"> ■ .bz2 ■ .gz ■ .bzip2 ■ gzip <p>Uncompressed files are rejected and deleted from the file share.</p>
Maximum Size	50 MB	The offline file may be separated into smaller files.

Creating the trigger file

A trigger file specifies the size, name, checksum, and optionally the number of records in your offline file. It is used to verify that all the data in your offline file was successfully transferred, without any corruption. If validation is successful, the Oracle Data Cloud platform will begin onboarding your offline file; if validation fails, your Account Manager will contact you and explain the errors.

Trigger file format

The following table lists the required format, name, type, and size of the trigger file:.

Requirement	Syntax	Description/Note
Format	FILE=partner_siteID_YYYY-MM-DD.gz	The file contains the following row-delimited fields:
	SIZE=367	
	MD5SUM=a10edbbb8f28f8e98ee6b649ea2556f4	
		FILE The name of the offline file being uploaded
		SIZE The size of the offline file (in bytes). See Calculating the Offline File Size to get this value.
		MD5SUM The string checksum value of the offline file. The checksum value

Requirement	Syntax	Description/Note
		<p>acts as a fingerprint for a file and changes each time the content of the file is modified. Therefore, if your file gets corrupted or truncated during the transfer to the platform, the fingerprint will change. See Calculating the Offline File MD5 Checksum to get this value.</p>
<p>File name: Partner IDs</p>	<p><i>PartnerName_SiteId_YYYY-MM-DD.gz.trigger</i></p>	<p>The trigger file must have the same name as the offline file, but with .trigger file extension appended. The trigger file name may not contain spaces or any special characters (other than an underscore or hyphen). The following example demonstrates a trigger file for an offline file containing partner IDs:</p>
		<p>BlueKai_15415_2018-12-26.gz.trigger</p>
<p>File Name: MAIDs</p>	<p><i>Partner_siteID_ingestKey_YYYY-MM-DD.gz.trigger</i></p>	<p>The trigger file must have the same name as the offline file, but with .trigger file extension appended. The trigger file name may not contain spaces or any special characters (other than an underscore or hyphen). The following example demonstrates a trigger file for an offline file containing IDFAs:</p>
		<p>BlueKai_15415_idfa_2018-12-26.gz.trigger</p>
<p>Type</p>	<p>plain text</p>	<p>Do not compress the trigger file.</p>

Requirement	Syntax	Description/Note
Maximum Size	50 MB	The offline file may be separated into smaller files. You can upload multiple trigger files daily.

Calculating the offline file size

To calculate the size of your offline file follow these steps:

- At the Command Prompt, type the following UNIX command:

```
$ ls -l fileName
```

The command prompt returns the size of your offline file in bytes. For example, if the following information is returned:

```
-rw-rw-r-- 1 user user 367 Feb 6 16:00 a.gz
```

the file size is 367.

Calculating the offline file MD5 checksum

To calculate the checksum of your offline file, follow these steps:

- At the Command Prompt, type one of the following UNIX commands:

```
$ md5sum fileName
```

```
$md5 fileName (Mac OS X)
```

The command prompt returns the MD5 checksum string for your offline file.

Sending the offline file

After you have created your offline files, you can upload your offline file and trigger file to the Oracle SFTP servers.

Before you upload a production file, perform a test by uploading a small file with a minimum of 1,000 records. The Oracle Data Cloud operations team then verifies your file format and provides any required

corrections. After the operations team has approved your sample file, you may begin uploading production files.

1. Upload your offline file or files to upload.bluekai.com using the SFTP directory, user name, and password you received earlier.
2. After the offline file has been completely uploaded, upload the trigger file.

A script automatically downloads the file into the platform's offline match rules-based classification system. Your account manager receives an automated confirmation that the upload was successful. Oracle Data Cloud validates your offline file and then begins processing your customer data removal. This process takes 48 to 72 hours to complete.

Receiving confirmation of data removal

After your data removal request is processed, Oracle Data Cloud provides confirmation. A confirmation file is posted to the SFTP directory where you uploaded the data removal file. The confirmation file has the same name as the original file, with **.report** appended.

This confirmation file includes a status entry for each ID in your original data removal file. There are three possible statuses:

- **Success.** First-party data was removed successfully.
- **Not Found.** The ID was not found in the Oracle Data Cloud platform.
- **Error.** Data was not removed because of an error.

1.3.4 Data Restrictions

Data ingestion and delivery is restricted or blocked for some countries. This topic outlines these restrictions.

Third-party data restrictions

Third-party data cannot be ingested or delivered to the following jurisdictions because of localization regulations:

- Russia
- China

Embargoes

Oracle Data Cloud participates in data embargoes that apply to several different countries and regions. We do not ingest, store, report, or deliver data from these areas. In addition, these areas are not visible or available for section from user interfaces such as [Taxonomy Manager](#), [Site Hits Report](#), or [Exchange Report](#), and they are not returned by the [Countries API](#).

The embargo applies to the following countries and regions:

- Crimea
- Cuba
- Iran
- North Korea
- Sudan
- Syria

1.4 Supported Browsers

The Oracle Data Cloud platform UI supports the latest versions of following browsers and one version prior to the latest:

- Apple Safari (macOS only)
- Google Chrome

- Microsoft Edge
- Mozilla Firefox

Important: To support the latest [audience builder](#), update your web browser to the latest version.

1.4.1 Apple Intelligent Tracking Prevention

Apple Intelligent Tracking Prevention (ITP) limits the use of cookies set in a 1st party context. It is an iOS feature that uses machine learning to identify domains that a user has directly interacted with in the last 24 hours. ITP ensures that only cookies from those domains are available in a 3rd party context. As result, users have only long-term, persistent cookies and website data from sites they interact with regularly. Properties that do not have a relationship with the user are not allowed to drop cookies.

Apple developed ITP to close a loophole in which 3rd parties (such as an ad network or DSP) could drop a cookie like a 1st party. When a user clicked on an ad, the third party redirected the browser to one of their domains before directing it to the landing page.

You can read more about ITP on the [Webkit](#) site.

Impact on the Oracle Data Cloud platform

Because ITP is an extension of Apple's long-term 3rd-party cookie policies, it has a minimal impact on data collection and data delivery. 3rd-party cookies are disabled by default in the Safari browser, so most Safari users already cannot have 3rd party-cookies enabled. More importantly, ITP does not limit our ability to ingest and activate mobile in-app data, which makes up the vast majority of mobile ad spending.

There is a small set of cases in which Oracle Data Cloud and other 3rd party data partners established contexts to collect data in Safari that are no longer valid. Even in these contexts, the impact is minimal because there is a large decrease when syncing those IDs with downstream media platforms.

2 Oracle Data Marketplace

The Oracle Data Marketplace is the world's largest third-party data marketplace and the standard for open and transparent audience data trading. It provides an ecosystem built on premium quality data, flexible and fair pricing, and scale that is unmatched in the industry. The result is the most comprehensive access to quality data available to target audiences at any stage of the purchase funnel.

Oracle Data Marketplace data providers offer more than 30,000 data attributes to power your branding or direct marketing initiatives and let you connect with your target audience anywhere on the internet.

- Access actionable audience data on more than 300 million users. That's over 80% of the entire US internet population at your fingertips.
- Leverage a range of data to power in-market to business to demographic targeting; some which are exclusive and not available anywhere else.
- The Oracle Data Marketplace operates on the Data Activation System™, which is the industry's standard for data management and analytics.
- Eighty percent of the top 20 ad networks, portals, trading desks, and creative optimizers leverage data from the Oracle Data Marketplace platform to run high performance ad campaigns.

2.1 Oracle Data Cloud data directory

The [Oracle Data Cloud data directory](#) showcases Oracle's aggregation of market-leading data available through the Oracle Data Marketplace - the world's largest collection of third-party data. This data is cultivated from industry leading branded and unbranded data providers giving users access to a billion profiles across 30,000 categories that can be leveraged for ad targeting, site optimization, custom segmentation and more to deliver the most relevant customer experiences at every touch point.

2.2 Categories in the Oracle Data Marketplace

The following tables summarize the third-party data available in the Oracle Data Marketplace that you can add to your target audiences.

2.2.1 Oracle Data Cloud platform data

Category	Description
Consumer technology	Users interested and in-market for consumer technology products, as well as people who own specific technology devices.
Demographic	The Oracle Data Cloud captures over 200 demographic attributes from online and offline data sources including age, gender, employment, language, family composition, household income and net worth. All Oracle Data Cloud demographic data is 'self declared' and is not inferred or modeled.
In-market auto	Users who have demonstrated intent through make and model searches, car configurations and dealership quote requests via online automotive sites. 93% of the platform's in-market auto users come from comScore top 10 automotive sites.
In-market CPG	Users who have demonstrated intent to purchase consumer packaged goods through searches, product comparisons, and online auctions. Sample verticals include pet supplies, household supplies, baby care products, and health and beauty supplies.
In-market education	Users who demonstrated intent to pursue education and vocational training, typically at post-secondary institutions. Examples include searches on particular schools, majors, and financial aid products.
In-market financial	Users who have performed actions such as search queries, using financial calculators, and comparing credit card offers, mortgage rates, insurance products and retirement plans. 80% of in-market finance data comes from comScore top 50 financial sites.
In-market real estate	Users who have demonstrated intent to purchase or rent real estate. Examples of intent include researching property listings and filling out requests for information on top real estate sites.
In-market retail	Users who have performed product comparisons, auction behavior, or SKU-level searches on top online retail sites. Verticals include clothing, shoes and accessories, consumer electronics, consumer packaged goods, health & beauty, home & garden, entertainment, video games, and automotive parts and accessories.
In-market service	Users who have demonstrated intent to purchase local goods and services such as restaurants, mechanics, or retail stores in particular geographic locations.
In-market travel	Users who have searched for flights, hotels, and car rentals on top online travel sites in the last 30 days. 94% of the platform's in-market travel users come from comScore top 10 travel sites, such as Kayak.com.
Interest	Oracle Data Cloud interest is separate from In-Market and consists of activities like reading blog posts or general news about a product or service. Verticals include autos,

Category	Description
	arts and entertainment, online activities, hobbies, politics and current events, sports, travel, and more.
Media & entertainment	Users interested in events and attractions, movies, music, news and current events, sports, television, and video games. Interest is demonstrated by activities like reading blog posts and searching for media and entertainment news, or about an entertainment-related product or service. Interest categories may also include modeled data of people who have taken a specific action related to an entertainment related product/service. Also includes data from offline sources.
Predictors	Predictors consists of modeled 'look-a-likes' of Oracle Data Cloud in-market auto, retail and travel, modeled from online and offline data sources using predictors as reach extension to Oracle Data Cloud in-market.
Travel	Users interested and in-market for air travel, hotels, car rentals, cruises, and vacation packages.
Validated demographic	<p>Accurate demographic online data from Oracle Data Cloud platform and offline data from Oracle Datalogix to create a highly precise and highly scaled data set that scores as high as 85%+ for age and gender groups and 2x average improvement in campaign accuracy against benchmarks published by comScore and Nielsen.</p> <p>The Oracle Data Cloud platform has built algorithms leveraging “wisdom of the data experts” to cross reference sources and create a consensus approach to qualifying the accuracy of demographic information. The more accurate your data, the better your targeting. With high and medium confidence levels, Oracle Data Cloud premium demographic data can target: gender, age, household income, and presence of children.</p>

2.2.2 B2B

Oracle Data Cloud works with Bizo, the industry leader in B2B audience targeting, to provide the largest set of professional consumer data aggregated across best-of-breed B2B data providers. This data set includes attributes that span occupation, role, company size, employee type, and sales volume.

2.2.3 Branded data

This category contains data from top tier branded data aggregators that offer data across the entire marketing funnel, with over 30,000 demographic, occupational, and social attributes to support brand initiatives at scale.

Category	Description
140 Proof	140 Proof's Blended Interest Graph technology combines public data from social platforms and enables large brand advertisers to target mobile ads to groups of people based on the interests they express in tweets, follows, pins, likes, tumbls, check-ins and the rest of their social activity. 140 Proof draws from over 3 billion interest signals every day and has analyzed over 600 million social network users. With reach to 60 million monthly uniques across mobile apps, 140 Proof has run campaigns for some of the largest brand advertisers, across verticals such as CPG, consumer electronics, technology, entertainment, finance, and more.
33Across AudiencelD	For over 7 years, 33Across has created advanced data models for Fortune 1000 brands, with code on over 1 million publishers sites, our publisher network yields more than 30 billion intent and interest signals from content consumption, public and private social behaviors, and search.
AcquireWeb	Onboarded third-party data from national compilers like Experian, Infutor, ALC, Alliant and others
Acxiom	Acxiom is an enterprise data, analytics, and software as a service company that uniquely fuses trust, experience, and scale to fuel data-driven results. Acxiom's Infobase® data products include a collection of high-quality compiled consumer data products that draws information from the single largest and most comprehensive data repository of U.S. consumer data.
AdAdvisor	AdAdvisor, a Neustar service, is a suite of data-driven audience targeting solutions that start with verified, scalable offline data to provide portable, cross-platform online targeting. AdAdvisor enables precise targeting by unlocking thousands of behaviors, attributes and lifestyles in addition to ZIP code, age, and gender and linking them to AdAdvisor elements.
AddThis	AddThis creates custom audiences via real-time intent, interest, and influence data, aggregated from the comScore #1 ranked platform, AddThis: the largest sharing platform on the web. Verticals include autos, education, financial products and services, food, gaming, retail, travel, and more.
adgnitio	Unique, high-quality, directly-ingested, mobile-specific data collected using a proprietary algorithm crunching billions of data points from over an ever-growing 150M+ active user base
Affinity Answers	An aggregate of cookies from other categories that have high social affinity to this category. The affinities are derived from active fan engagement in social networks like Facebook, such as photo uploading, commenting, or post liking.
ALC	A direct marketing data services provider encompassing data

Category	Description
	management, customer acquisition, data compilation, data processing, and integration of marketing data
Alliant	Alliant creates predictive segmentation solutions for multi-channel marketers. The company's core assets include on of the industry's largest sources of transactional data, sophisticated analytics, and a deep understand of marketing strategy.
Ameribase Digital	A full-service integrated marketing agency specializing in transactional data with a focus on buying behavior of large segments of the business and consumer population. The ability to drill down to any transaction within a data set, equipped with recency and scale, provides a level of understanding of how your target audience ticks.
Analytics-IQ	Accurate predictive data tools that leverage advanced analytics and a huge inventory
Are You A Human	The Verified Human Whitelist is a curated audience of continuously verified humans that can be targeted on any campaign to root out fraud before you spend a cent on media. Are You A Human analyzes natural user behavior across millions of websites and collects hundreds of fingerprinting metrics. After users have consistently been verified, they are added to the whitelist.
Audiences by Ziff Davis	Technology, Gaming, Entertainment, and IT-Business audiences, aggregated from Ziff Davis sites like PCMag.com, IGN.com, AskMen.com, Geek.com, Computershopper.com, Extremetech.com, Toolbox.com and more
B2B Targets by WhoToo	B2B Targets is a premium source for B2B data available in the Oracle Data Marketplace. With comprehensive business targeting data from thousands of sources, B2B Targets offers quality, depth and versatility to global advertisers. With over 70M professional contacts and comprehensive firmographic data on over 25M companies, B2B Targets offers unparalleled data coverage in segments vital to the needs of B2B companies.
Blue Kangaroo	Provides a free personalized shopping service in exchange for permission to collect data from users' shopping activity on mobile devices and desktop/laptop browsers. This permission-based URL data indicates where users shop and specific products they view. Blue Kangaroo uses this data to construct shopping profiles and user-interest scores based on the proprietary Blue Kangaroo Interest Scoring System (BLISS), providing insight into users' buying intent.
Bombora	B2B predictive intent and demographic data
Cardlytics	Cardlytics leverages debit, credit, ACH, and bill pay transactions from over 1,500 banks to help you reach the right individual consumers.

Category	Description
Compass	Compass specializes in the creation of B2B information solutions with a strength in site level information compilation, verification and segmentation. Compass offers standard statistics such contact name, contact title/function, contact email address, employee size, sales volume, small business, home business, company URL, etc. All data is resourced and verified with each monthly update.
comScore	comScore helps businesses create value from digital consumer relationships, giving clients the insights and context they need to build winning business strategies. As a global leader in digital measurement and analytics, the company is redefining the way businesses measure consumer behavior in the marketplace and across their own products and properties, turning big data into insights about the behaviors of people. With more than 1.5 trillion interactions captured monthly (equal to nearly 40% of the monthly page views of the internet), comScore has a strong foundation for applying its modeling methodology to help marketers reach target segments.
comScore TV	comScore TV audiences are built from precise second-by-second viewing of tens of millions of televisions in all 210 local markets across the country, combined with Oracle Data Cloud attributes.
Connexity	Connexity (formerly Shopzilla) is a data driven marketing solutions company. Powered by premium online shopping and declared demographic data, Connexity delivers in-market, lifestyle, life stage, seasonal, demographic, shopper type, and custom audiences to advertisers. Most Connexity audiences are only available via the Private Data Marketplace in the Oracle Data Cloud platform. Reach out to your Oracle Data Cloud account manager to learn more about Connexity's premium audience offerings.
Cross Pixel	Cross Pixel provides high-performance audience data and information for the real-time advertising industry using proprietary data management technology with granular and transparent control over where users are harvested and how they qualify to be targeted.
Cuebiq	AudienceQ processes user dwell-time data within beacon, Wi-Fi and GPS signals to segment targetable audiences based on their geo-behaviors.
Data Mentors/Relevate	Validated and accurate data
DataLab	DataLab USA procures prospects from a variety of reliable sources, including credit and demographic data from the nation's leading data suppliers.
Dataline	Dataline is a leading provider of consumer information,

Category	Description
	intelligent analytics, smart modeling applications, and unique digital audience segments. Dataline specializes in providing smart marketers customized insights utilizing its proprietary database of 240 million individuals combined with over 1,000 highly predictive variables. Dataline's innovative approach to data mining enables the Oracle Data Cloud platform to provide customized solutions in a highly competitive, multichannel environment.
Datalogix	Datalogix aggregates multiple offline data sources, including actual consumer shopping behavior at brick and mortar stores, to create segments based on frequent purchasers across several verticals, including CPG, retail, and financial service customers.
Datalogix UK	Datalogix partners with many third-party data providers to better understand UK consumer data, how they show, what products they purchase, their demographic and lifestyle attributes.
Datamyx	Digital audience segments mainly in the finance, automotive, and insurance categories
Dataxpand	Audience clusters based on how users browse, search, show interest and intent, as well as based on the languages they speak, age and gender
DeliDataX	A data network with a focus in the Latin American and Spanish market to enable advertisers to improve their campaigns by targeting optimized audiences
Dun & Bradstreet	Dun & Bradstreet's global commercial database is compiled from over 30,000 sources and contains more than 135 million active business records, which over 26.7 million of are U.S. based. The database is enhanced by Dun & Bradstreet's proprietary DUNSRight Quality Process, which results in quality business information that customers rely on to make critical business decisions.
Edmunds	Users that have been to Edmunds.com
Evite	Evite data is culled from hosts and guests who have indicated via an event creation or RSVP that they are hosting or attending an occasion. These occasions map back to key life-stage events such as weddings, graduation, kids' birthdays, and seasonal events. These events also signify strong purchase intent for related party items. In using Evite, its hosts and guests provide exceptionally strong signals about where they will be in the future, why they will be there, and what they are celebrating.
Experian	Using extensive data resources, Experian's syndicated, pre-built ConsumerView online audience segments span several categories including demographic, sociographic, life style and message touch point segmentation, behavioral, cultural,

Category	Description
	mortgage and property data. Independently ranked #1 in quality and coverage in comparison to other offline data compilers, ConsumerView provides the most accurate, comprehensive information on more than 299 million consumers and 116 million household.
Experian UK	Experian UK provides consumer insights, targeting, data quality, and cross-channel marketing for the UK market
Financial Audiences	A wide array of financially-focused audience segments built from exclusive publisher partner first-party data to target individuals with high household income, professionals and businesses in-market for financial products and services as well as a variety of other interests including, travel, luxury goods and more.
Forbes	Serving as the world's definitive source for business and finance news since 1917, Forbes and its premium data platform offer unparalleled access to a highly affluent and connected audience of insider, innovators, and influencers.
GfK MRI	GfK MRI is the only syndicated consumer and media research company that collects data through personal interviews to provide a detailed view of the 226 million adult consumers in the U.S. GfK MRI measures their media choices, demographics, consumption of almost 6,000 products in 550 categories plus 1600 lifestyle and psychographic questions to deliver insights into motivations or behaviors that are unavailable with market analyses based only on demographics.
Gravy Analytics	Audiences built from frequent verified attendances of mobile user at events and places which provide conclusive behavioral intelligence into consumer interests, lifestyles, life stages and buying intent. This intelligence is used to generate Gravy Trulife audiences in several categories including In-Market, Lifestyle and Enthusiast categories.
HiveWyre	Hivewyre is an ecommerce data co-op. The company's private data cooperative allows advertisers to share their first-party audience data and build targeted campaigns for prospecting new customers. Hivewyre advertisers have access to fresh, exclusive data that will never be sold to a third party.
I-Behavior	Data contributed by 2,500 merchants representing more that \$400 billion in purchases made by 190 million consumers. I-Behavior aggregates and models this data to create targeted audience segments that companies can use for marketing campaigns to help them reach the right consumers across any channel.
Infogroup, Inc	A provider of business and consumer data, powering the top search engines, the leading in-car navigation systems in

Category	Description
	North America, and 85 percent of Fortune 100 companies.
IRI CPG	IRI Retail Audiences use proprietary IRI data and analytics in combination with demographic and actual transaction data to estimate each and every U.S. household's propensity to spend in a particular channel, retailer, and/or banner. Our audiences will help you to engage the households that represent the highest dollar opportunity.
IRI Shopcom Proscorcs CPG	IRI and Shopcom have joined data assets to create a joint targeting product that enables brands and advertisers to precisely reach the most valuable audiences for each and every CPG media campaign. Our highly predictive audiences that use the IRI ProScores methodology and actual purchase behavior from millions of households identify the individuals that are most likely to purchase a particular brand, subcategory or category.
IXI	IXI enables consumer segmentation according to a wide array of financial metrics, including investment behaviors, spending levels, and other financial characteristics gathered from offline data sources. Verticals include Automotive loans, mortgage segments, travel, telecom, and financial attributes such as discretionary spending.
Infogroup, Inc	Infogroup is a leading provider of business and consumer data, powering the top search engines, the leading in-car navigation systems in North America and 85 percent of Fortune 100 companies.
Kantar Media - TGI	Kantar Media's US TGI is an online survey with a quota sample of 20,000 respondents projected to a universe of 239 million Adults, and part of a well-established TGI Global solution for understanding the who, why and how of consumer behavior.
Lotame	Lotame works with hundreds of online publishers to capture declared interest, search and purchase intent across verticals such as entertainment, news and politics, fashion, social media users, and more.
MasterCard	Creates modeled audiences based on aggregate offline consumer spending behavior derived from billions of annual transactions. Verticals include restaurant, grocery and drug stores, travel, entertainment, and telecom.
Media Source	Extensive updated and accurate consumer data across a wide variety of verticals that is not readily available in the marketplace and provides the added edge to increase performance and ROI
Merkle	Identifies households associated with Merkle branded data
Mobilewalla	The largest consumer intelligence platform on mobile
Navegg	Navegg is a technology company that operates in partnership with major publishers and agencies to approach brands and

Category	Description
	people in the digital environment.
Near	Get location, audience, interest and demographic data using the Near platform, and target your audience of choice in the physical and digital worlds.
NinthDecimal	A mobile audience intelligence company that enables brands to engage with the right audience at the right time
OmniDIGITAL by MeritDirect	OmniDIGITAL by MeritDirect turns offline users in the B2B space into targetable audiences by mapping offline demographics and behavioral data into privacy compliant online audience segments, reaching the most relevant online audience for any B2B-focused campaign.
Omnibus	Omnibus is an ad tech company focused on users in Japan. It provides you one-stop solutions from digital marketing plans to operating campaigns. We can offer you wide, broad scale of psychographic data we have collected. Moreover, we have created and built our original demographic data from panel surveys. We optimize this data daily to make it more precise with higher accuracy.
One Audience	All OneAudience mobile audience behavioral and purchase data for all branding and performance campaigns across every major vertical to generate brand awareness, acquisition, retention, re-engagement and app install campaigns
Place IQ	Place IQ combines real-world location data with movement data associated with mobile devices to produce actual visitation data to various locations of interest across the following verticals within a given time frame: Auto Dealerships, Dining, Entertainment, Financial Services, Retail, Travel.
Profound	Profound Networks engages in Internet scale monitoring and analysis of publicly available corporate networks and creates actionable data assets for competitive advantage in the telecom and IT verticals.
Proxama	Proxama is a leading mobile proximity business specializing in Bluetooth beacon led technology. It can provide accurate and reliable mobile location targeting that enables close range offline footfall tracking of consumers with smartphone devices. The footfall data derived from Proxama's broad range of beacons provides valuable behavioral offline insight across transport networks; retail hubs; leisure, sporting and entertainment venues. This highly specific data can provide an additional layer of intelligence to mobile marketing campaigns and / or provide post event mobile targeting to enhance an OOH promotion. In addition, bespoke audience groups can be created on request based on capturing footfall data over a given time period against a specific event or a specific location.

Category	Description
PushSpring	PushSpring provides device-level targeting data for verified iOS and Android mobile app audiences. PushSpring Personas are crafted using advanced machine learning applied across billions of mobile app and device-level signals such as app ownership, location, and other device settings to create accurate views of mobile audiences spanning multiple dimensions. All PushSpring data is processed through a series of validation checks to eliminate IDs associated with fraudulent traffic and ensure personas represent real audience members.
Qualia Media	Qualia's branded data consists of consumers who have showed consumptive, declarative, and location action towards a specific interest.
Ranker	Ranker serves crowd-sourced rankings, data-driven answers, and snackable content to an engaged, millennial-heavy audience
Retargetly	A leading independent DMP and data exchange that focuses on Hispanic audiences to power publishers, marketers, and advertising agencies at a global scale with 100% proprietary segmentation technology and audiences that deliver results
Scanbuy	Scanbuy's first-party consumer interests data includes QR & UPC product scans and other valuable bottom-funnel consumer intent data. Scanbuy's data drives excellent consumer engagement and conversion metrics, either stand-alone or in combination with other data sources.
SirData	SirData is a self-service, third-party data-collecting platform that specializes in the collection, predictive targeting and selling of profile data in six countries (the US, the UK, France, Germany, Italy and Spain).
Skimlinks	Skimlinks provides audiences drawn from an extensive understanding of retail behavior.
Solve Media	Contains people that have filled out a CAPTCHA from Solve Media
Specialists Marketing Services	Specialists Marketing Services is a consumer and B2B data management compilation company. Data-driven strategies are leveraged to innovate and capture value from deep and real-time information. CustomerConnect360, a 240 million name consumer database, is built through proprietary methodologies using response, transactional and survey data. Business Intelligence Solutions (BIS), a 17 million name business database, is a multi-sourced business file containing postal, email, phone numbers and deep business demographics.
StatSocial	A social data and insights company that analyzes data from sixty different online and offline data sources

Category	Description
TiVo Research	A leading cross-media research, measurement, and analytics company. TiVo Research's Viewer segments come from more than 2.3 Million Households that have TiVo or other cable Set Top Boxes in more than 190 U.S. DMAs, weighted and normalized to the U.S. Census. Our second-by-second Television Viewing data is directly matched to the full Experian battery of age, sex, demographic, lifestyle, behavioral, and propensity data to deterministically align with both syndicated and proprietary datasets. This empowers users of TiVo Research data to more efficiently activate audience-based media planning and targeting.
TransUnion	TransUnion combines data, advanced analytics and industry-focused experience to help institutions make more informed decisions at every stage of the consumer life cycle.
TruSignal	Formerly a division of eBureau, TruSignal creates audience segments modeled from offline and online conversion data from eBureau and other sources. Verticals include online auto and life insurance buyers, mortgage refinancers, online higher education enrollees, and political donors.
Twine Data	Twine Data sources 100% real, no-model data from its mobile publishing partners.
V12	Aggregates multiple offline data sources, including transactional data, to compile audiences based on purchase activity and interest data. Verticals include entertainment, finance, lifestyle, Sports and PSYCO personality profiles.
Vendigi	Vendigi collects and derives its audience segments from the source systems supporting over 80% of all real estate activity in the country - this includes major real estate portals, MLS systems, loan origination platforms, and property information systems including mortgage and remodeling activity.
Visa Audiences powered by Oracle	Visa Audiences are built on aggregated spending insights from Visa, combined with Oracle Data Cloud demographic, purchase, and other attributes.
VisualDNA	A provider of psychometric profiles
Webbula	Webbula provides accurate offline consumer data across multiple platforms and databases including auto, social media, political, and business-to-consumer

3 Oracle Data Cloud Platform

You use the Oracle Data Cloud platform to organize, analyze, and activate your user data.

You can create target audiences containing the first-party online and offline user data that you have ingested into the platform and third-party data purchased from the Oracle Data Marketplace. You can then create data campaigns to deliver your target audiences to display, mobile, search, social, and other media execution platforms.

This guide provides detail information and instructions for managing your private taxonomy, creating audiences and data campaigns, and viewing inventory and buyer reports.

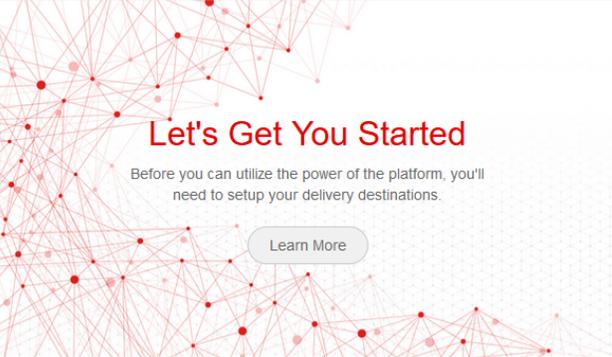
3.1 Getting Started with the Oracle Data Cloud Platform

When you log in to the Oracle Data Cloud platform, a dashboard displays an overview of recent activity in your partner seat as well as links to platform features.

The first time you log in, you see an introductory version of the dashboard with links that help you learn more about the platform.

ORACLE New Audience + Manage Report Analyze Apps ? Castleton - Demo Partner (749) KA

Good Afternoon, Ken!



Let's Get You Started

Before you can utilize the power of the platform, you'll need to setup your delivery destinations.

[Learn More](#)

Activity Summary

[View all Activity](#)

812	388	194
Total Campaigns	Total Audiences	Total Categories

- 09/28/2018 13:01 ken.allen@oracle.com
User Login
Ken Allen logged into the system
- 09/28/2018 06:46
Public Standard Rate Card Published
Analytics IQ has published new rates
- 09/28/2018 06:34

Audiences

Build Audiences

Get started by creating an audience with our quality global audiences made up of IDs, MAIDs, and 2nd Party Data.

[Learn More](#) [New Audience +](#)

Campaigns

Deliver a Campaign

Campaigns are made up of audiences that you've created and delivered to a channel partner for activation.

[Learn More](#) [New Campaign +](#)

After your first login, you see the normal dashboard. displaying information about activity in your partner seat.

ORACLE New Audience + Manage Report Analyze Apps ? Castleton - Demo Partner (749) KA

Good Afternoon, Ken!

Categories Go to Taxonomy

Activity Summary View all Activity

5 Most Recent				813	389	194
Status	Name	ID	Updated	Total Campaigns	Total Audiences	Total Categories
✓	2	1374380	08/10/2018	<ul style="list-style-type: none"> 10/16/2018 14:58 ken.allen@oracle.com User Login Ken Allen logged into the system 10/16/2018 14:56 ken.allen@oracle.com User Login Ken Allen logged into the system 10/16/2018 10:35 derek.torsani@oracle.com 		
✓	1	1374379	08/10/2018			
✓	segment	1374378	08/10/2018			
✓	14	1374377	08/10/2018			
✓	10	1374376	08/10/2018			

Audiences View Audiences

Campaigns View Campaigns

5 Most Recent				5 Most Recent			
Status	Name	Reach	Updated	Status	Name	App	Updated
✓	JW Test Aud	7,490,484,101	10/15/2018	⊖	chen 3rd party		10/16/2018
✓	audience_in_market with mo...	853,696,130	09/19/2018	⊖	Foodies	appnexus	10/03/2018
✓	Example Audience	499,528	09/05/2018	⊖	Test		09/29/2018
✓	Test Audience	499,528	09/05/2018	⊖	test	@conion	09/26/2018
✓	Test Audience	0	07/24/2018	⊖	test	@conion	09/26/2018

The dashboard includes four areas:

- Use the *Categories* area to see the five most recently updated categories. Click the highlighted **5 Most Recent** label to refresh the list. Click the **Go to Taxonomy** button to open the *Taxonomy Manager* page. See [Managing your Taxonomy](#) for more information.
- Use the *Activity Summary* area to get an overview of your partner seat's information in the Oracle Data Cloud platform. This area displays the current number of campaigns, audiences, and categories for your seat. It also includes list of the last five changes made by your users. Click **View All Activity** to see a full listing of all activity that you can sort and filter. For details, see [Using Account Activity Notifications](#).
- Use the *Audiences* area to see the five most recently updated audiences. The list includes the estimated reach of each audience and the date when it was last updated. Click the highlighted **5**

Most Recent label to refresh the list. Click the **View Audiences** button to open the *Audiences* page. See [Creating an audience](#) for more information.

- Use the *Campaigns* area to see the five most recently updated categories. Click the highlighted **5 Most Recent** label to refresh the list. Click the **View Campaigns** button to open the *Campaigns* page. Click **New Campaign** to create a new campaign. See [Creating a campaign](#) and [Managing campaigns](#) for more information.

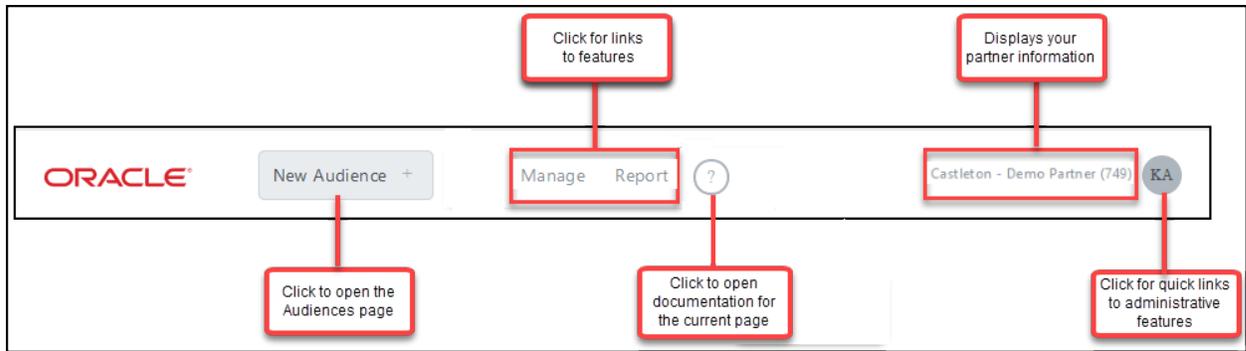
3.1.1 Status icons in the dashboard

The lists of recent items in the dashboard include icons that indicate their status. The following table displays the icons and their meanings.

Icon	Meaning
	The item is active.
	The item is inactive.
	The item was sent.
	The item was shared.

3.2 Navigating in the Oracle Data Cloud platform user interface

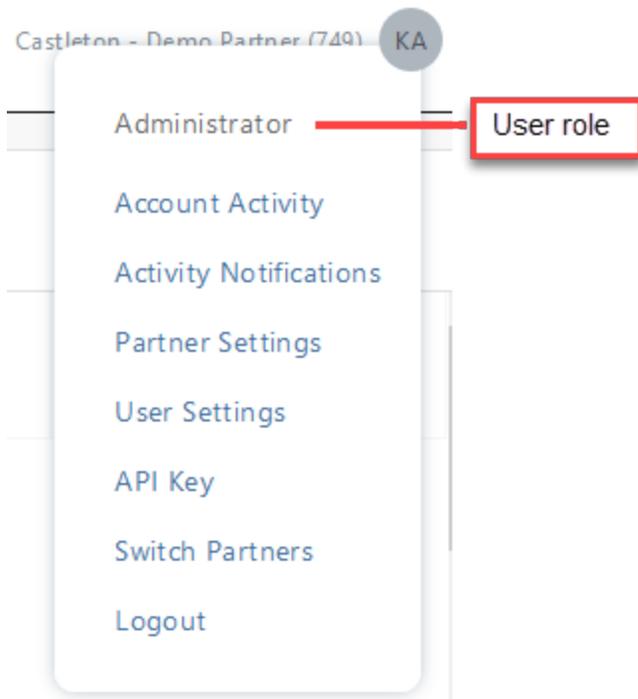
A navigation bar appears at the top of every page in the Oracle Data Cloud platform. The menu bar provides easy access to features and information.



The navigation bar includes a button that enables you to go directly to the *Audiences* page as well as menus that take you to other pages in the Oracle Data Cloud platform. From the main links in the center of the menu bar you can select from groups of links to DMP features:

- **Manage.** Includes links to the core features in the Oracle Data Cloud platform, such as taxonomy management, campaign creation, and tag management. See [Activating data](#), [Using tags](#), and [Managing your Taxonomy](#) for more information. You can Ctrl-click links to open most features in new browser tabs.
- **Report.** Includes links to built-in reports. See [Running reports](#) for more information.
- **Analyze.** Includes links to audience analytics features. See [Using audience analytics](#) for more information.
- **Apps.** Includes links that enable you to develop and install apps. See [Becoming an app partner](#) for more information.

The right part of the menu bar includes your user name, partner seat and partner ID. To see your [user role](#), click the circle icon with your initials. Your user role is displayed at the top of the menu that appears.



The following list describes the actions you can take from this menu:

- **Account Activity.** Opens the *Account Activity* page, where you can see a full list of events in your seat. See [Viewing Account Activity](#) .
- **Activity Notifications.** Opens the Account Notification page, where you can subscribe to event notifications. See [Using Account Activity Notifications](#).
- **Partner Settings.** Opens the *Partner Settings* page, where you can upload a custom logo for your partner seat. See [Partner Settings](#).
- **User Settings.** Enables you to view and change user settings, such as your password. See [User Settings and Roles](#).
- **API Key.** Enables you to view your web service keys. See [Getting your developer keys](#).
- **Switch Partners.** Click to switch to another partner seat. The partner seats you can switch to depend on your access privileges. See [Switching partner seats](#).
- **Logout.** Click to sign out from the Oracle Data Cloud platform.

3.2.1 Frequently Asked Questions

This topic includes a list of frequently asked questions organized by subject. Click on a heading to see the questions and issues in that category.

Customer Support

I have a technical issue. How do I report it?

Contact My Oracle Support at <https://support.oracle.com/>.

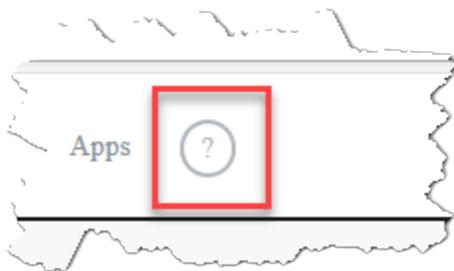
I have a problem relating to a partner integration. How do I report it?

Contact your Customer Success Manager or account representative.

Documentation and Help

How do I get more information about a page in the platform?

Every page in the Oracle Data Cloud platform interface (including the [dashboard](#)) includes a **Help** button in the toolbar. The Help button is a question mark icon that looks like this:



When you click this button, the DMP documentation opens to a topic relevant to the page you're working on. For example, if you click the **Help** button while using the Taxonomy Manager, you see information about using that page.

Data delivery

How do I install a data delivery app?

All apps follow the same basic installation procedure, but some apps have specific additional installation requirements. All apps with specific requirements and most other apps have individual installation docs.

[Follow this link](#) for the basic procedure. The navigation area on the left side of the page includes an alphabetical list of app-specific installation documents.

Why don't I see data in the end platform?

Follow these steps to determine why you don't see the data you expect.

1. Log into your seat at partner.bluekai.com.
2. Select **Manage > Campaigns** to open the *Campaigns* page.
3. Scroll to the campaign or search for it by ID or name.
4. Verify that the campaign is active as indicated by a green check mark in the **Status** column.

Status	ID	Name	Apps	IDs Delivered	Date Range	Updated
☑	302074	Wombat Awareness	KA_Freewheel	📱📱	Start: 8/17/2018 End: 8/17/2019	9/10/2018
☑	304368	KA_RLSA_camp	KA_RLSA	📱📱	Start: 8/30/2018 End: 8/30/2019	8/30/2018
☑	284367	Summer 2018	Outbrain	📱📱	Start: 5/29/2018 End: 5/29/2019	5/29/2018
⊖	236198	Cortado			Start: 1/23/2018 End: 1/23/2019	3/12/2018

5. Check the campaign date range to ensure that it has not expired.

If the campaign is active and has not expired, contact your CSM who can determine whether there is a delivery issue with the app partner.

There is a discrepancy in data volumes between the DMP and the end platform

Audiences can take up to 30 days to fully ramp up in scale on the receiving DSP. Check the date that a campaign was activated to see whether it falls inside that range.

1. Log into your seat at partner.bluekai.com..
2. Select **Manage > Campaigns** to open the *Campaigns* page.
3. Scroll to the campaign or search for it by ID or name.
4. Check the start date in the **Date Range** column.

Status	ID	Name	Apps	IDs Delivered	Date Range	Updated
<input type="checkbox"/>	302074	Wombat Awareness	KA_Freewheel		Start: 8/17/2018 End: 8/17/2019	9/10/2018
<input type="checkbox"/>	304368	KA_RLSA_camp	KA_RLSA		Start: 8/30/2018 End: 8/30/2019	8/30/2018
<input type="checkbox"/>	284367	Summer 2018	Outbrain		Start: 5/29/2018 End: 5/29/2019	5/29/2018
<input type="checkbox"/>	236198	Cortado			Start: 1/23/2018 End: 1/23/2019	3/12/2018

Contact your CSM for additional assistance.

Audiences and campaigns

Why does my audience have fewer user profiles than I estimated?

Oracle Data Cloud platform data expiration policies often explain why an audience contains fewer profiles than you expect based on your own estimates.

For example, if 10,000 users visit your site, and 500 never come back, the number of profiles drops to 9,500 almost immediately. Similarly, if 1,000 users revisit your site within a day but don't return after that, their profiles expire in a week. So a net total of 8,500 profiles results from the 10,000 original site visits. That number continues to change over time depending on how many users revisit your site regularly.

Additionally, when you deliver your audience to a media execution platform, the actual number of profiles delivered is less than then the audience reach. This is because the overlap between the Oracle Data Cloud platform and the media execution platform is never 100%.

See [Understanding the Data Expiration Policies](#) for a more complete explanation as well as examples.

Why did my campaign fail after I created it?

Follow these steps to determine why a campaign failed.

1. Log into your seat at partner.bluekai.com.
2. Click **View All Activity** on the landing page.
3. Scroll through recent activity to find an event called *Campaign Pixel URL Creation Failed*.

The **Message** column includes a description of the failure, such as:

```
Failed to create pixel url 199872 for campaign "ABC Test" with id 171666. Error is "Your ABC token is invalid. Please get a new token from https://www.abc.com/tokens."
```

4. If possible, edit the campaign to correct the problems. Alternatively, you can create an entirely new campaign with the correct information. Retry building the campaign with the required adjustments

If you are unable to resolve the issue, contact your CSM for assistance.

How can I see how many profiles are in my first-party categories?

The Inventory Trend report enables you to monitor the current number of unique user profiles in your first-party categories and to see how the inventory has ramped over time.

See [Using the Inventory Trend Report](#) for more information.

Inventory Trend							Export	
PERIOD	CATEG...	CATEGORY PATH	SITE NAME	SITE ID	COUNTRY NAME	EXISTING PROF...	NEWLY TAGGE...	
Total							-	-
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	Israel	85	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	New Zealand	46	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	Russian Federation	8	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	Israel	91	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	New Zealand	54	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	India	110	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	China	113	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	New Zealand	16	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	New Zealand	8	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	Israel	7	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	New Zealand	8	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	New Zealand	8	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	New Zealand	23	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	New Zealand	8	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	Russian Federation	8	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	United States	15	0	
10/16/2018	1249...	BlueKai/Oracle Test ...	Oracle Test Site ID_m...	21203	China	16	0	

Reports

How do I find out how many page views my site has received?

You can create a Site Hits report in the Oracle Data Cloud platform interface. See [Site Hits report](#) for detailed instructions.



Privacy and data protection

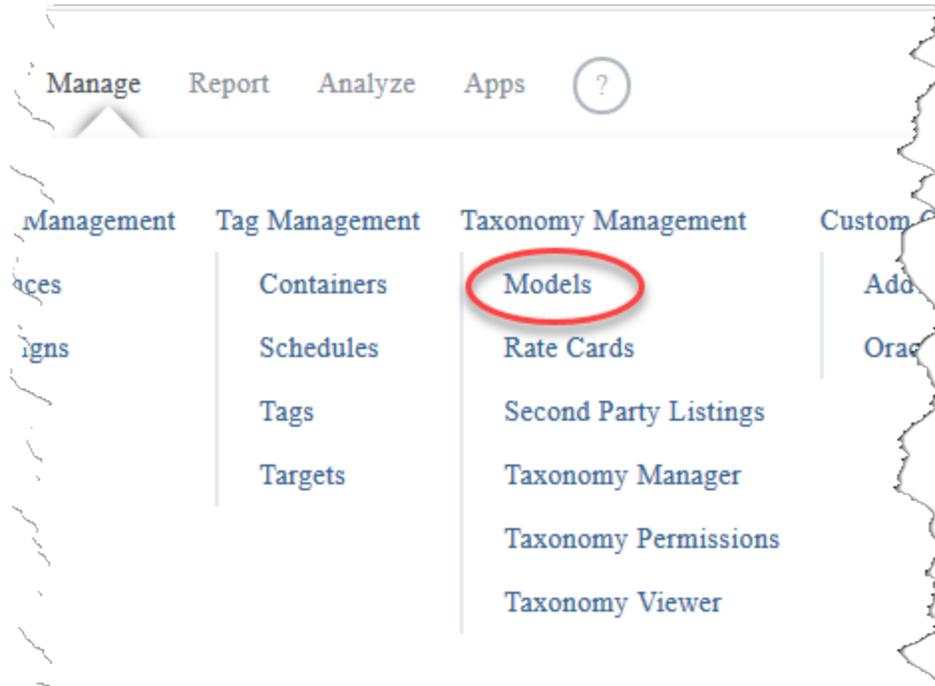
What is the impact of GDPR on the Oracle Data Cloud platform?

The Oracle Data Cloud platform complies with GDPR (General Data Protection Regulation) and other data privacy regimes. To ingest and receive data for user profiles located in the European Union (EU), you must have signed Oracle's GDPR agreements. Contact your Oracle Account Representative to obtain and sign the agreements.

Taxonomy

I can't access the Modeling 360 feature

Oracle Modeling 360 is not included by default in the Oracle Data Cloud platform. If you do not see the **Manage > Taxonomy Management > Models** menu command, the feature is not enabled in your seat.



File an MOS ticket to have your seat enabled with Modeling 360, then see [Creating Look-alike Models with Oracle Modeling 360](#).

My look-alike-models are not populating after 14 days

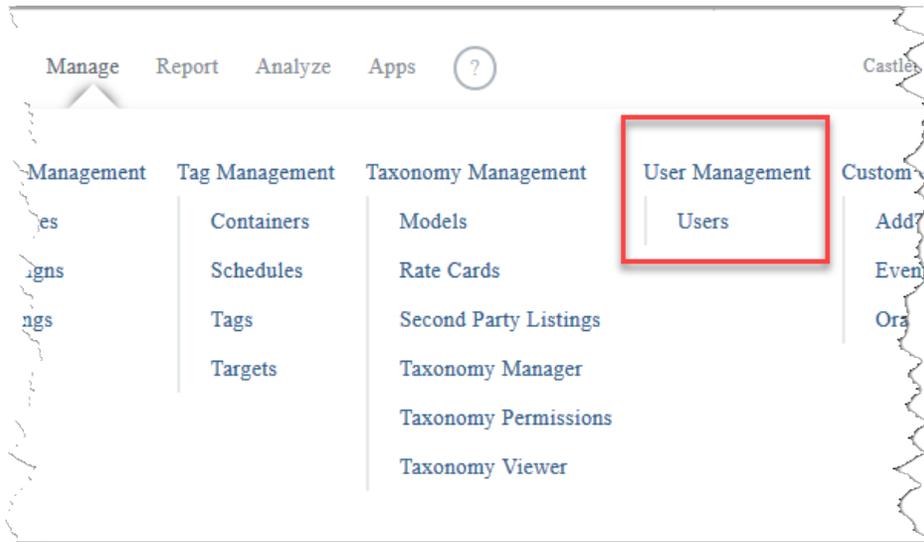
Examine the configuration carefully and make sure that you have followed the instructions in [Creating Look-alike Models with Oracle Modeling 360](#). Pay particular attention to the [requirements](#) highlighted in that document.

Contact My Oracle Support if the problem persists.

UserManagement

I don't see the User Management feature

The user management feature is not enabled by default. If you are an administrator for your seat and do not see the **Manage > User Management > Users** command in the DMP interface, the feature is not enabled.



Contact your Customer Success Manager to have the feature enabled.

After the feature is enabled, users with Administrator access can add, remove, and manage permissions for anyone in their seat. See [Creating and Managing Users](#) for more information.

3.2.2 Getting Help

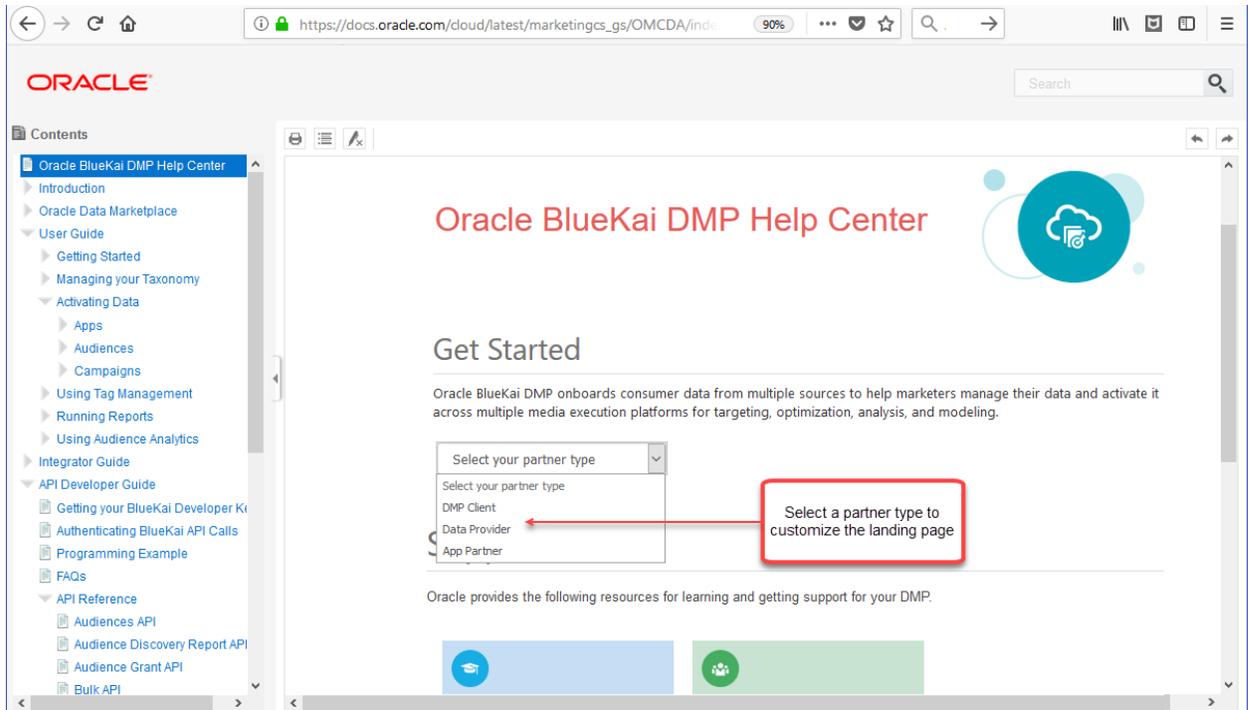
This topic outlines the ways you can get help as you are working in the Oracle Data Cloud platform.

Oracle Help Center

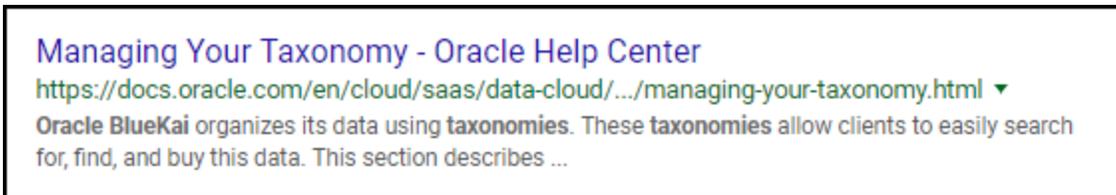
The Oracle Data Cloud platform documentation is published on the Oracle Help Center (OHC). OHC provides documentation and other information about Oracle products. The URL for the DMP docs is:

https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCDA/index.html

The documentation opens to a landing page. You can select a partner type to customize the tiles that you see.



Because OHC is publicly available, you can search information on the open web. For example, a search for *Oracle Data Cloud Taxonomy Manager* returns this results (among others):



Finding information in the documentation

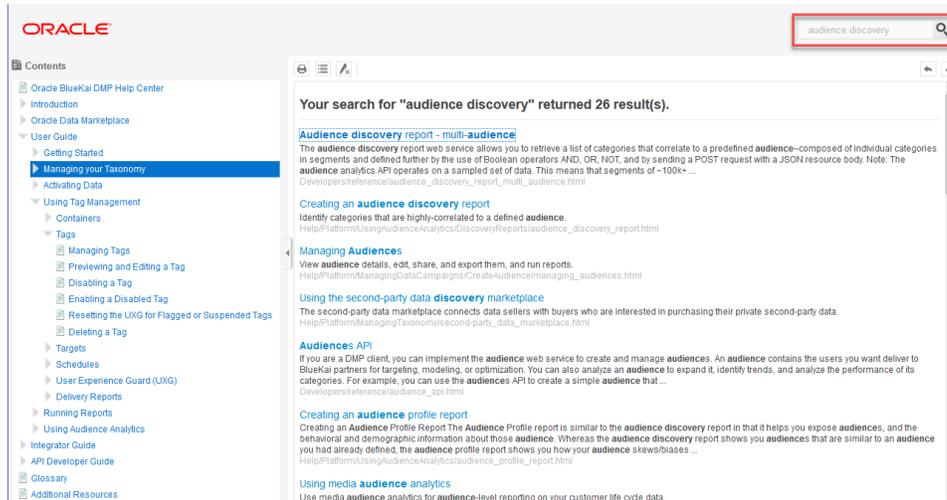
After you're in the DMP documentation, you can use several methods to get to the exact information you need.

- By using the navigation bar on the left of the page. The navigation bar displays the organization of the information in a familiar collapsing tree structure. Follow the headings until you find what you want.

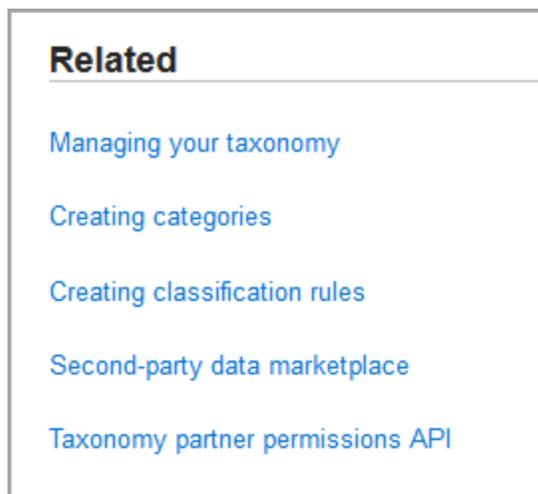
Contents

- Oracle BlueKai DMP Help Center
 - Introduction
 - Oracle Data Marketplace
 - User Guide
 - Getting Started
 - Managing your Taxonomy
 - Activating Data
 - Using Tag Management
 - Containers
 - Tags**
 - Managing Tags
 - Previewing and Editing a Tag
 - Disabling a Tag
 - Enabling a Disabled Tag
 - Resetting the UXG for Flagged or Suspended Tags
 - Deleting a Tag
 - Targets
 - Schedules
 - User Experience Guard (UXG)
- Reports

- By searching. There is a search field in the upper-right portion of the documentation window. You can enter a word or phrase and then see results order by their relevance to the search.

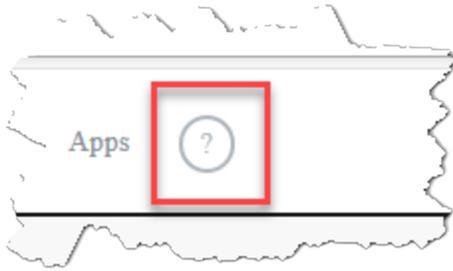


- By following links. Topics include lots of links to additional information. The **Related** area at the bottom of pages is particularly useful because it includes a list of topics that are relevant to the one you're reading.

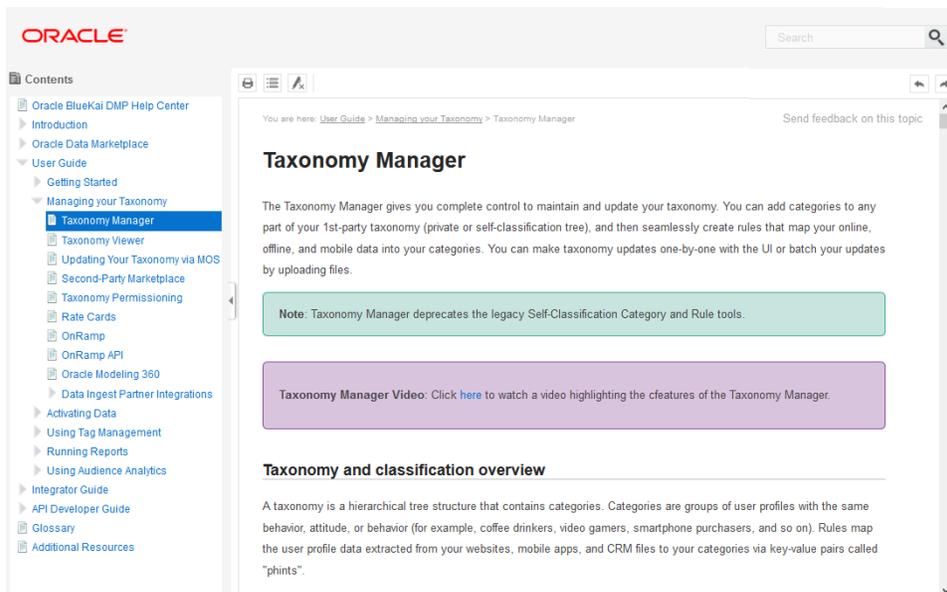


Context-sensitive help

Every page in the Oracle Data Cloud platform interface (including the [dashboard](#)) includes a Help button in the toolbar. The Help button is a question mark icon that looks like this:



When you click this button, the DMP documentation opens to a topic relevant to the page you're working on. For example, if you click the **Help** button while using the Taxonomy Manager, you see information about using that page:

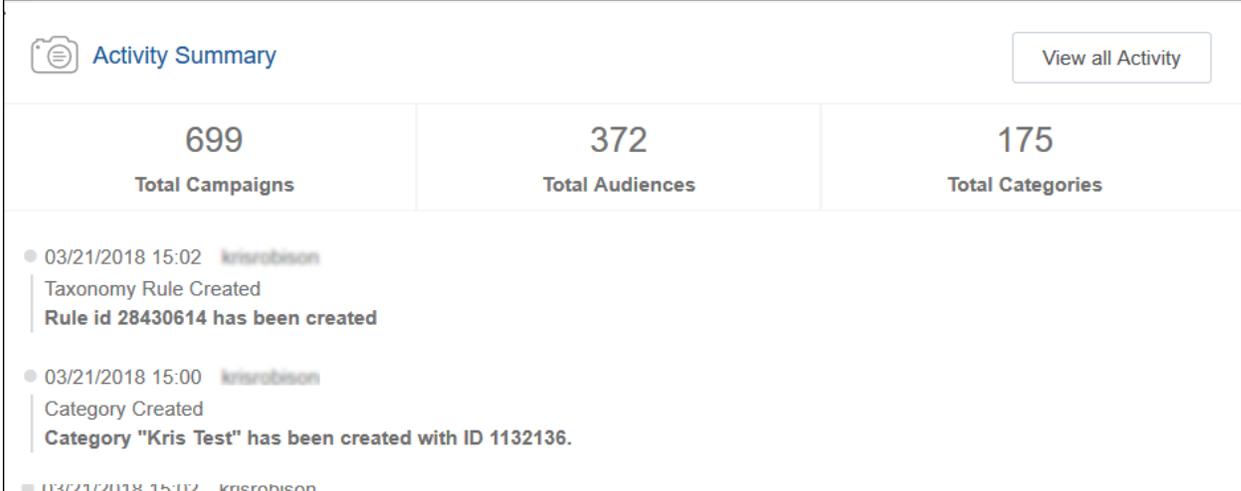


The Help button opens a topic in the DMP documentation on OHC. So you can use the normal techniques for finding information when you're there.

3.2.3 Viewing Account Activity

The Oracle Data Cloud platform keeps a record of the events that occur in your seat. The system records an event every time a user creates or edits an item in your seat, such as a category, classification rule, vendor, audience, campaign, or tag. The record also includes user logins to the seat.

You can get an overview of recent activity from the *Activity Summary* area in the dashboard. The *Activity Summary* area provides a scrolling list of the most recent activity and a summary of your seat totals. For complete activity information, click **View All Activity** to open the [Account Activity page](#).



The screenshot shows the 'Activity Summary' dashboard. At the top left is a menu icon and the title 'Activity Summary'. At the top right is a button labeled 'View all Activity'. Below the title is a summary section with three columns: 'Total Campaigns' with a value of 699, 'Total Audiences' with a value of 372, and 'Total Categories' with a value of 175. Below this is a list of activity items, each starting with a date and time, followed by a user name and a description of the event.

Total Campaigns	Total Audiences	Total Categories
699	372	175

- 03/21/2018 15:02 krisobison
Taxonomy Rule Created
Rule id 28430614 has been created
- 03/21/2018 15:00 krisobison
Category Created
Category "Kris Test" has been created with ID 1132136.
- 03/21/2018 15:02 krisobison

Viewing all account activity information

You can use the *Account Activity* page to:

- View the last 90 days of changes in your seat.
- Identify the date and user associated with an event, and review a summary of the event.
- Sort and filter events based on the date, user, and event type.

To view account activity, do one of the following:

- Click **View All Activity** in the *Activity Summary* area in the dashboard.
- Click the circle that contains your initials and select **Account Activity**.

Account Activity				
778 WITH CURRENT FILTERS 50 DISPLAYED	DATE	USER ⓘ	EVENT ⓘ	MESSAGE ⓘ
<input type="text" value="Search all text fields"/>	05/05/2017 15:46	janet.morales@oracle.c...	Vendor Created	Vendor "Smart AdServer App" has been created with id 56191.
Any Created Date	05/05/2017 14:46	janet.morales@oracle.c...	Schedule Created	Schedule "ID Swap Overlap Boost - SMART AdServer - US (system generated)" has been created ...
Past Day	05/05/2017 15:46	janet.morales@oracle.c...	Tag Created	The tag "ID Swap Overlap Boost - SMART AdServer - US (system generated)" was created.
Past Week	05/05/2017 09:17	System	Public Standard Rate C...	V12 Group - DMP has published new rates
Past Month	05/05/2017 09:09	System	Public Standard Rate C...	BlueKai - Default has published new rates
Custom Range...				
Any User	05/04/2017 01:00	System	Public Standard Rate C...	New public rates from Factual-data_provider have been activated
Myself	05/04/2017 01:00	System	Public Standard Rate C...	New public rates from V12 Group - DMP have been activated
Others	05/04/2017 01:00	System	Public Standard Rate C...	New public rates from BlueKai - Default have been activated
System				
Any Event	05/03/2017 13:46	System	Public Standard Rate C...	Factual-data_provider has published new rates
Custom Event...	05/03/2017 13:21	System	Public Standard Rate C...	V12 Group - DMP has published new rates
<input type="button" value="Reset Filters"/>	05/03/2017 11:43	System	Public Standard Rate C...	BlueKai - Default has published new rates

Sorting and filtering events

You can sort and filter the events listed in the *Account Activity* page. To sort the events, toggle the column headers. By default, events are sorted by date in descending chronological order (from most recent to earliest events). To filter the events, select one of the filters on the right side of the page. You can filter by date, user, and event. To filter by events, enter the event name in the **Custom Event** box. You can filter your account activity journal based on the [event types](#).

Receiving account activity notifications

You can receive email alerts when certain events occur in your Oracle Data Cloud partner seat. This enables you to proactively monitor activities and changes in your seat. For example, you can receive notifications when audiences are created, modified, or shared, campaigns are activated and idled based on start and end dates, tags are suspended, offline data is being onboarded, and so on. For details about subscribing to and receiving account activity notifications, see [using account activity notifications](#).

3.2.4 Using Account Activity Notifications

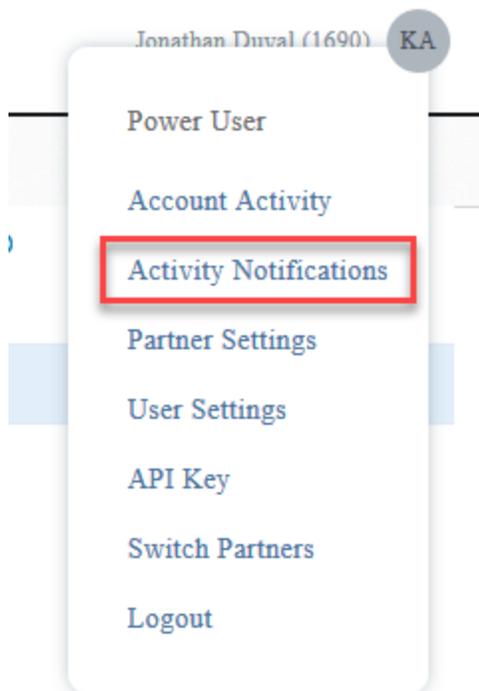
You can use the account activity notifications page to subscribe to account activity email alerts when certain events occur in your Oracle Data Cloud partner seat. Subscribing to activity notifications enables you to monitor activities and changes. For example, you can receive email notifications when audiences are created, modified, shared, or received; when campaigns are activated and idled based

on start and end dates; when campaigns run out of budget; when tags are suspended; when offline data is being onboarded; and so on.

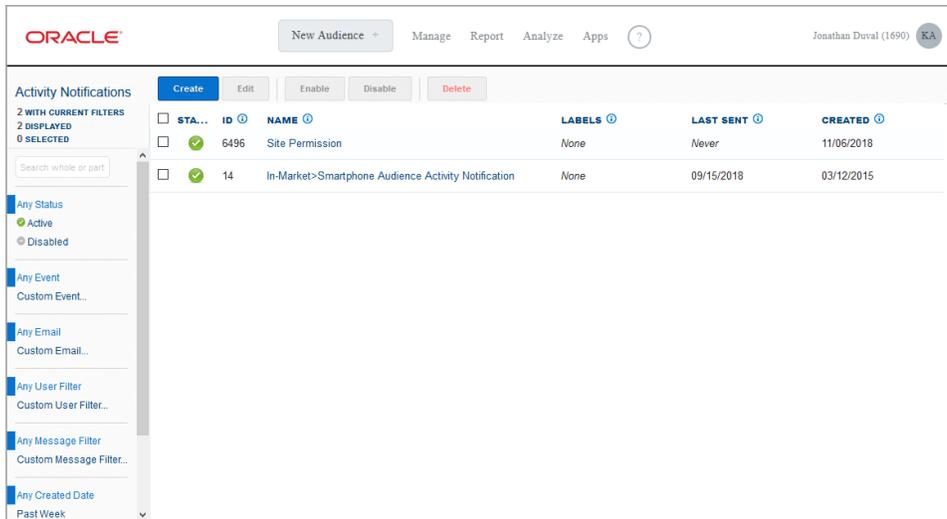
3.2.5 Creating account activity notifications

To create an account activity email notification:

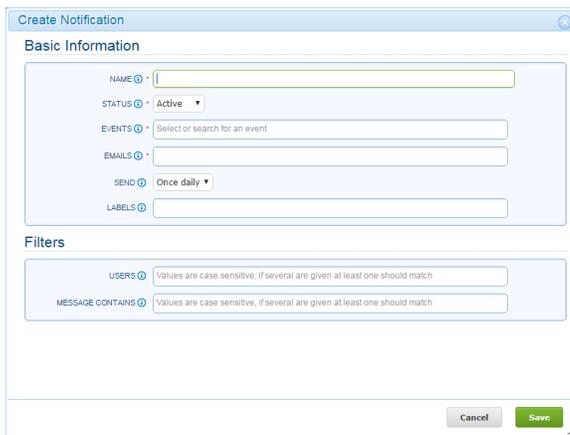
1. In the menu bar, click the circle that contains your initials and select **Activity Notifications**.



2. The **Activity Notifications** page lists all the account activity notifications you have previously created. You can use this page to sort and filter notifications, view notification details, edit notifications, and enable or disable notifications. For details, see [managing account activity notifications](#).



3. Click **Create**. The **Create Notification** dialog opens.



4. Enter the following information:

Basic Information section

Item	Description
Name	Enter a descriptive name that will make it easy to identify the notification you are creating.
Status	Select Active to send notification for the selected events. Select Disabled to stop sending notifications. The default status is Active .

Item	Description
Events	Select the name of the event for which email notifications are to be sent. Repeat for each event for which a notification is to be sent.
Emails	Enter one or more email addresses for the recipients of the account activity notification.
Send	The default value is Once daily , which is the only value that most events accept. The App Used event also accepts the Real time value, but not if you include any other events in the notification.
Labels	Enter a keyword identifier for advanced filtering of your account activity notifications.

Filters section

Item	Description
Users	Send notifications only when the event is generated by one or more specific users. For example, you can enter the name of a user in your seat so that notifications are only sent when that user deletes a vendor, edits an audience, idles a campaign, and so on.
Message Contains	Send notifications only when the message contains a specific word or phrase. For example, you can enter the name (whole or partial) of an audience or campaign so that notifications are only sent when the event is related to that specific audience or campaign.

5. Click **Save** to create the account activity notification. The notification is added to the top of the list on the Notifications index page. For more details, see [managing account activity notifications](#).

Events

You can add the following types of events to an account activity notification:

■ **Audience events:**

- Audience Created
- Audience Changed
- Audience Deleted
- Audience Segment Changed
- Audience Shared
- Audience Received
- Audience Withdrawn (Sharer)
- Audience Withdrawn (Receiver)
- Shared Audience Used (Sharer)
- Shared Audience Used (Receiver)
- Audience Changed (Receiver)
- Audience Segment Changed (Receiver)
- Audience Auto Withdrawn (Sharer)
- Audience Auto Withdrawn (Receiver)

■ **Campaign events:**

- Campaign Created
- Campaign Edit
- Campaign Status Change
- Campaign Segment Change
- Campaign Suspended
- Campaign Resumed
- Pacing Type Changed

- Pacing Goal Changed
 - Campaign Bid Changed
 - Campaign Idled Due to Inactivity
 - Campaign Idled Due to Withdrawn Audience
 - Campaign Deleted
 - Campaign Expiring: This event cannot be combined with other events.
- **Category events:**
 - Category Created
 - Category Deleted
 - Category Changed
- **Classification rule events:**
 - Classification Rule Created
 - Classification Rule Deleted
 - Classification Rule Changed
- **Container events:**
 - Container Name Changed
 - Container Exchange Setting Changed
 - Container Access Domains Changed
 - Container Third Party Access Setting Changed
- **Look-alike model events:**
 - Lookalike Model Created
 - Lookalike Model Deleted
 - Lookalike Model Changed

- Lookalike Model Enabled
 - Lookalike Model Disabled
 - Profile Input Created
 - Profile Input Deleted
 - Profile Input Changed
 - Model Request Completed
 - Model Expiring: This event cannot be combined with other events.
- **Mapped identifier events:**
 - Mapped Identifier Created
 - Mapped Identifier Deleted
 - Mapped Identifier Changed
- **Namespace events:**
 - Namespace Created
 - Namespace Deleted
 - Namespace Changed
- **Offline file events:**
 - Offline File Verified
 - Offline File Start Ingestion
- **OnRamp Audience events:**
 - OnRamp Audience In Progress
 - OnRamp Audience Ready to Publish
 - OnRamp Audience Published
 - OnRamp Audience Failed

- **Partner permissioning events:**
 - Taxonomy Permission Created
 - Taxonomy Permission Changed
 - Taxonomy Permission Deleted
 - Site Transaction Permission Created
 - Site Transaction Permission Deleted
 - Site Transaction Permission Changed

- **Partner type events:**
 - Partner Type Created
 - Partner Type Changed

- **Pixel events:**
 - Pixel Url Created
 - Pixel Url Deleted
 - Pixel Url Changed
 - Pixel Url Suspended
 - Pixel Url Resumed

- **Rate card events:**
 - Rate Card Created
 - Rate Card Deleted
 - Rate Card Changed
 - Rate Card Published
 - Rate Card Unpublished
 - Rate Card Expired

- Rate Card Copied
- Rate Card Activated
- **Report events:**
 - Unsampled Report Ready
- **Schedule events:**
 - Schedule Created
 - Schedule Deleted
 - Schedule Changed
 - Schedule Name Changed
 - Schedule Status Changed
 - Schedule Tags Changed
 - Schedule Containers Changed
 - Schedule Latency Changed
 - Schedule Frequency Changed
 - Schedule Start Date Changed
 - Schedule End Date Changed
 - Schedule Inside IFrame Setting Changed
- **SDT endpoint events:**
 - SDT Endpoint Created
 - SDT Endpoint Deleted
 - SDT Endpoint Changed

- **Tag events:**

- Tag Created
- Tag Deleted
- Tag Status Changed
- Tag Name Changed
- Tag HTML Changed
- Tag Performance Managed Setting Changed
- Tag Protocol Setting Changed
- Tag Flagged by the Latency Monitor
- Tag Suspended by the Latency Monitor
- Tag Returned to Normal
- Tag Region Changed
- Tag Isolation Setting Changed

- **Tag management events:**

- Partner Max Tag Exec. Time Changed
- Partner Avg. Latency Limit Changed
- Partner Latency Warning Threshold Changed

- **Target events:**

- Target Created
- Target Deleted
- Target Kind Setting Changed
- Target Audience Changed

- **Vendor events:**
 - Vendor Created
 - Vendor Modified
 - Vendor Deleted

- **Vertical events:**
 - Vertical Created
 - Vertical Modified
 - Vertical Deleted

- **App development events:**
 - App Created
 - App Submitted for Review
 - App Approved
 - App Rejected
 - App Installed
 - App Used

Note: The **App Used** event is the only event that accepts the **Real time** value for the **Send** setting. If you combine events in a notification, you can only select the **Once daily** value.

Managing account activity notifications

You can use the *Account Notifications* page to do the following:

- [Sort and filter activity notifications.](#)
- [View activity notification details.](#)

- [Edit notifications.](#)
- [Enable and disable notifications.](#)
- [Delete notifications.](#)

Sorting and filtering activity notifications

You can sort and filter the notifications listed in the *Account Notifications* page. To sort the notifications, toggle the column headers. By default, notifications are sorted by date in descending chronological order (from most recent to earliest notifications). To filter the notifications, select one of the filters on the right side of the page. You can filter by status, event, email recipient, user, and email message. To filter by specific values, enter the value in the **Custom** box, select the desired value from the list, and repeat for each filter to be used. Click **Clear Filters** to reset any filters applied to the notifications list.

Viewing activity notification details

You can view a detailed summary of an account activity notification, including the subscribed events and email recipients. To view the notification details, follow these steps:

1. Click the notification to be viewed.
2. The *Activity Notifications* page displays the following information for the selected notification.

Basic information

Item	Description
ID	The unique ID assigned to the notification.
Status	An icon indicating the status of the notification: enabled (✔) or disabled (✘).
Name	The name of activity notification.
Events	The name of the events for which email notifications are to be sent.
Created	The date when this notification was created.
Updated	The date when this notification was last updated.

Notification details

Item	Description
Emails	The email addresses of the recipients for this account activity notification.
Send	How often this notification is sent, which is Once daily , except for the App Used event, which supports the Real time send value.

Settings

Item	Description
Filters	Any user or message filters specified for this notification.
Labels	Keyword identifiers associated with this notification.

Editing notifications

To edit notifications:

1. Select the check box for the notification to be updated.
2. Click **Edit**.
3. In the **Edit Notification** dialog, update the notification.
4. Click **Save** to save your changes to the notification.

Enabling and disabling notifications

To activate or idle notifications:

1. Select the check box for the notification to be enabled or disabled.
2. Click **Enable** to activate the selected notification; click **Disable** to idle it.
3. The status icon for the notification is updated.

Deleting notifications

To delete a notification:

1. Select the check box for the notification to be deleted.
2. Click **Delete**.

3. Click **OK** to confirm the deletion of the selected notification.

Receiving account activity notifications

The recipients you entered in the Account Activity Notification will receive a single email alert after a qualifying event occurs (the email alert is sent within 24 hours). The email alert lists the name of the event, the time it was generated, the user who generated it, and the message logged in the account activity journal. In addition, the alert provides a summary of the account activity notification that triggered the email alert, including the events, recipients, and filters.

The recipients you entered in the account activity notification will receive a single email alert after a qualifying event occurs (the email alert is sent within 24 hours). The email alert lists the name of the event, the time it was generated, the user who generated it, and the message logged in the [account activity journal](#). In addition, the alert provides a summary of the account activity notification that triggered the email alert, including the events, recipients, and filters.

3.2.6 Partner Settings

Basic information about your partner seat is shown in the upper-right portion of the Oracle Data Cloud platform menu bar.



You see the following information:

- **User name:** This may be different than the user name you use to sign in to partner.bluekai.com, which is typically your email address.
- **Partner name:** This is the display name assigned to the partner seat that you are currently logged in to. If your user account is associated with multiple partner seats, you can change partner seats.
- **Partner ID:** This is the numeric identifier that you can use with certain API calls and when requesting support from My Oracle Support ([MOS](#)).

The user role that you are assigned for the current partner seat (in this image, it is the Power User role). Your user account may be assigned different user roles for different partner seats.

Switching partner seats

If your user account is associated with more than one partner seat, you can switch between seats during your session.

To switch partner seats:

1. In the menu bar, click the circle that contains your initials and select **Switch Partner**.
2. Select the partner seat you want to switch to, then click **Submit**.

You see the DMP dashboard with information about the new partner.

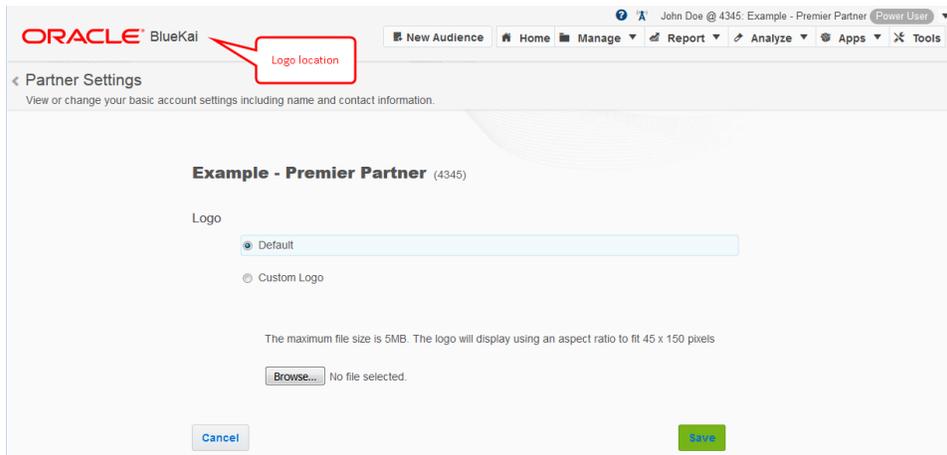
Adding a custom logo

If enabled for your DMP partner seat and for your [user account](#), you can use the *Partner Settings* page to add a custom logo to replace the default Oracle logo displayed in the upper left-hand corner of the Oracle Data Cloud platform.

Prerequisites

- The ability to upload a custom logo must be enabled for your DMP partner seat.
- The permissions to access the *Partner Settings* page must be enabled for your user account.
- Your logo file must have a maximum image size of 200 X 200 pixels and a maximum file size of 5 MB.
- Supported image file formats include GIF, JPG, and PNG.

Logo location with default logo:



Tip: The logo will be displayed using an aspect ratio to fit 45 x 150 pixels, so you may want to adjust your image to be displayed in a horizontal rectangle of that size. For example, you could add text with your company name next to a round logo.

To upload a custom logo:

1. In the menu bar, click the circle that contains your initials and select **Partner Settings**.

The *Partner Settings* page is displayed. If you do not see this option, contact your administrator or My Oracle Support ([MOS](#)).
2. Click **Edit**.
3. In the *Logo* section, select **Custom Logo**.
4. Click **Choose File**. A copyright and trademark warning dialog is displayed.
5. Click **Confirm** if you have permission to use the logo file and it otherwise meets the requirements of the warning message.
6. Select the file and click **Save**.
7. If your logo is not immediately displayed, refresh your browser.

If you choose to revert to the default Oracle logo, you can always select the **Default** option on the *Partner Settings* page.

3.2.7 User Settings and Roles

You can view your Oracle Data Cloud platform user information, including your user role. Most information is read-only, but you can update your email address and your password.

Viewing user settings

To view user settings and change your password:

1. In the menu bar, click the circle that contains your initials and select **User Settings**.
Your user detail information and partner seat are displayed.
2. Click **Edit Account Info**.
The User Details page appears.
3. In the Email field, enter a new email address.
4. In the Password field, enter a new password.
5. Re-enter the new password in the Confirm Password field.
6. Click **Save**.

User roles

You can see your user role for the current partner seat in the menu that appears when you click the circle on the dashboard that contains your initials. Your role also appears on the *User Details* page. The page displays one of the following roles assigned to your user account for the partner seat:

- [Administrator User](#)
- [Power User](#)
- [User:](#)

- [View Only](#)
- [Audiences and Analytics Only](#)

Administrator User role

Has all permissions of the Power User role with the addition of creating users and managing user roles for that particular partner seat. Only administrator users can [add, update, and remove user roles](#) for an account. Primary account owners are automatically assigned the administrator user role and they can add administrator users to the account.

Power User role

Has permissions for all basic and expert capabilities available to the assigned partner seat. For example, if the partner seat includes the following capabilities, power users would have permissions to all of them:

- App Catalog - View
- App Catalog - Write
- Audience Analytics - View
- Audience Analytics - Write
- Audiences - Reports
- Audiences - Share
- Audiences - View
- Audiences - Write
- Campaigns - Reports - Read
- Campaigns - Reports - Write
- Campaigns - Set Priority
- Campaigns - Set Win Frequency
- Campaigns - View

- Campaigns - Write
- Container Management - View
- Container Management - Write
- Country Blocking
- CPM Rates - View
- Develop Apps - View
- Develop Apps - Write
- Models - View
- Models - Write
- Offer Data Subscriptions - View
- Offer Data Subscriptions - Write
- Orders - View
- Orders - Write
- Rate Cards - View
- Rate Cards - Write
- Reporting - Provider
- Tag Management - Mobile
- Tag Management - Reports - Read
- Tag Management - Schedules - Outside iFrame
- Tag Management - Schedules - Read
- Tag Management - Schedules - Write
- Tag Management - Tags - Read
- Tag Management - Tags - Write

- Tag Management - Target Third-Party Data
- Tag Management - Targets - Read
- Tag Management - Targets - Write
- Taxonomy Manager - Read
- Taxonomy Manager - Write
- Taxonomy Permissioning - Read
- Taxonomy Permissioning - Write
- User Data API - Get Categories
- User Data API - Return Category Frequency Count
- User Data API - Return Partner UUID
- User Data API - Return When User Last Tagged
- User Data API - Tag Users
- Whitelabel Custom Logos

User role

Has read and write permissions for all basic platform capabilities available to the assigned partner seat, such as apps, audiences, campaigns, orders, vendors, and web services. This role only has read permissions for expert platform capabilities, such as container management, taxonomy permissioning, rate card management, self classification, and tag management. For example, the User role would include the following capabilities if they are included for the partner seat:

- App Catalog - View
- App Catalog - Write
- Audience Analytics - View
- Audience Analytics - Write
- Audiences - Reports

- Audiences - Share
- Audiences - View
- Audiences - Write
- Campaigns - Reports - Read
- Campaigns - Reports - Write
- Campaigns - Set Win Frequency
- Campaigns - View
- Campaigns - Write
- Container Management - View
- CPM Rates - View
- Develop Apps - View
- Models - View
- Models - Write
- Offer Data Subscriptions - View
- Orders - View
- Orders - Write
- Rate Cards - View
- Reporting - Provider
- Tag Management - Reports - Read
- Tag Management - Schedules - Read
- Tag Management - Tags - Read
- Tag Management - Target Third-Party Data
- Tag Management - Targets - Read

- Tag Management - Targets - Write
- Taxonomy Manager - Read
- Taxonomy Permissioning - Read
- User Data API - Get Categories
- User Data API - Return Category Frequency Count
- User Data API - Return Partner UUID
- User Data API - Return When User Last Tagged
- User Data API - Tag Users

View Only role

Read-only permissions to view all capabilities available to the partner seat, but cannot create, edit, or activate anything. For example, the View Only role would include the following capabilities if they are included for the partner seat:

- App Catalog - View
- Audience Analytics - View
- Audiences - Reports
- Audiences - View
- Campaigns - Reports - Read
- Campaigns - Reports - Write
- Container Management - View
- CPM Rates - View
- Develop Apps - View
- Models - View
- Offer Data Subscriptions - View
- Orders - View

- Rate Cards - View
- Reporting - Provider
- Tag Management - Reports - Read
- Tag Management - Schedules - Read
- Tag Management - Tags - Read
- Tag Management - Targets - Read
- Taxonomy Manager - Read
- Taxonomy Permissioning - Read

Audiences and Analytics Only role

Read and write permissions for audience analytics and audiences:

- Audience Analytics - View
- Audience Analytics - Write
- Audiences - Reports
- Audiences - Share
- Audiences - View
- Audiences - Write

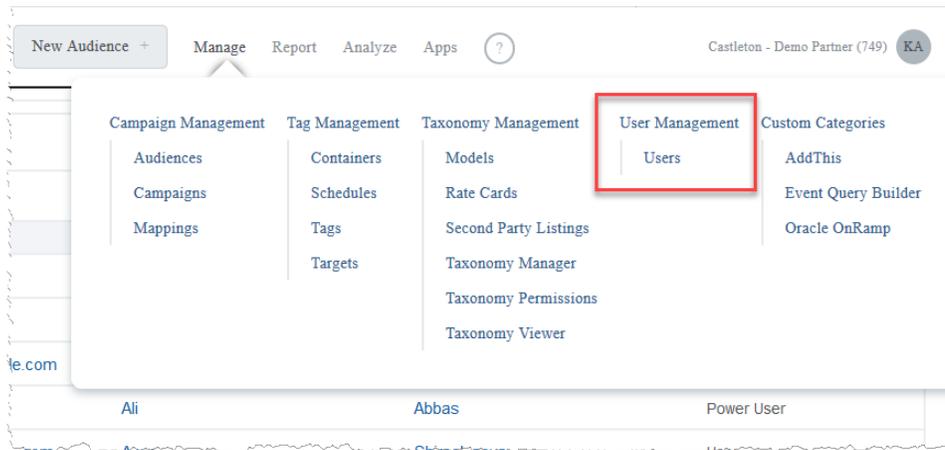
3.2.8 Creating and Managing Users

If you are an [Administrator User](#) and your partner seat has read and write capabilities enabled for User Management, you can create new users, add exiting users to your seat, and edit, and remove users.

Creating a user

To create a user:

1. Log in to the Oracle Data Cloud platform UI and select **Manage > Users**. (If you do not see this command, you do not have Administrator privileges.)



2. The *Users* page is displayed.

No filters applied...

+ Create Edit Remove Username

ID	Username	First Name	Last Name	User Role	
16348	DMPuser07	DMPuser07	07	User	
<input checked="" type="checkbox"/>	16349	DMPuser08	DMPuser08	08	User
<input type="checkbox"/>	16350	DMPuser09	DMPuser09	09	User
<input type="checkbox"/>	16351	DMPuser10	DMPuser10	10	User
<input type="checkbox"/>	16400	DMPuser11	DMPuser11	11	User
<input type="checkbox"/>	16401	DMPuser12	DMPuser12	12	User
<input type="checkbox"/>	16402	DMPuser13	DMPuser13	13	User
<input type="checkbox"/>	16403	DMPuser14	DMPuser14	14	User
<input type="checkbox"/>	16404	DMPuser15	DMPuser15	15	User
<input type="checkbox"/>	16405	DMPuser16	DMPuser16	16	User

Page 1 of 1 (1-42 of 42 items)

3. Click **Add**.
4. Enter the following required information for the new user:
 - First Name
 - Last Name

- Email

Important: The email address you enter becomes the user name. User names are case sensitive.

- Phone Number
- Password (The password requirements are displayed in the UI.)
- Role

5. Click **Save**.

Adding an existing user

To add users to your seat who already have a user account:

1. Select **Manage > Users**. The *Users* page is displayed.
2. Click **Add**.
3. Enter the email address of the user. A notification that the user already exists in the system is displayed.
4. Select the role for the user in your seat.
5. Click **Save**.

Editing a user

You can change most of a user's details, but you cannot edit the email address of an existing user. User accounts are based on email addresses. Changing a user's email address therefore means that the system treats them as a new user. The best practice in this situation is to create a new user with the new email address and to delete the old one.

To edit a user:

1. Select **Manage > Users**. The *Users* page is displayed.
2. Select the check box of the user and click **Edit**. The *User Details* page is displayed in edit mode.

< User Details | Save

User Information *Required

First Name*
DMPUser08

Last Name*
08

Email*
DMP0@example.com

Phone Number*
555-5555

Username *Required

Username*
DMPUser08

User Settings *Required

Role*
User

3. Edit the fields for the new user.

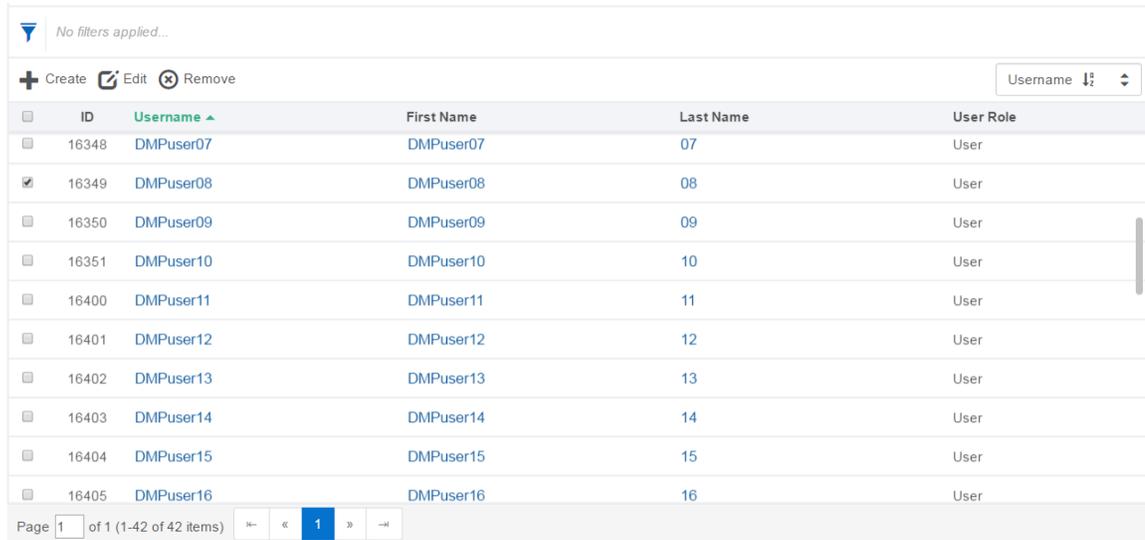
Do not change the email address.

4. Click **Save**.

Removing a user

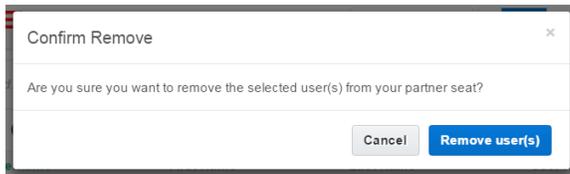
To remove a user:

1. Select **Manage > Users**. The *Users* page is displayed.



ID	Username	First Name	Last Name	User Role	
16348	DMPuser07	DMPuser07	07	User	
<input checked="" type="checkbox"/>	16349	DMPuser08	DMPuser08	08	User
<input type="checkbox"/>	16350	DMPuser09	DMPuser09	09	User
<input type="checkbox"/>	16351	DMPuser10	DMPuser10	10	User
<input type="checkbox"/>	16400	DMPuser11	DMPuser11	11	User
<input type="checkbox"/>	16401	DMPuser12	DMPuser12	12	User
<input type="checkbox"/>	16402	DMPuser13	DMPuser13	13	User
<input type="checkbox"/>	16403	DMPuser14	DMPuser14	14	User
<input type="checkbox"/>	16404	DMPuser15	DMPuser15	15	User
<input type="checkbox"/>	16405	DMPuser16	DMPuser16	16	User

2. Select the check boxes for one or more users and click **Remove**. The *Confirm Remove* dialog is displayed.



3. Click **Remove user(s)**. The users are removed and you are returned to the *Users* page.

3.3 Working with the Taxonomy

The Oracle Data Cloud platform uses a hierarchical taxonomy to organize and categorize data. Categories are arranged in a tree structure built to represent the context of a category, using parent-child relationships where the parent is broader conceptually and the child is more precise. This is different from flat-list taxonomies, which are just lists of categories that may or may not be arranged in a specific order, such as a shopping list or the brands section of an e-commerce website. Hierarchical taxonomies require that all categories in a branch have defined relationships between each other, making it easier to navigate and easier to understand a large volume of information.

A small hierarchical taxonomy might be constructed like this: Beagles, Bulldogs, German Shepherds, Golden Retrievers, and Labrador Retrievers are breeds of dogs. Therefore, all of these breeds are placed under the parent category of Dogs.



3.3.1 Parent-child category relationship

Parent and child categories must have a meaningful relationship. When unique profiles are placed into a child category, they are also automatically placed into the broader parent categories. This prevents users from having to select and purchase all child categories individually. Users can simply select the parent category and be confident that any unique profiles in the narrower child are also included.

Both parent and child categories are buckets that can hold unique profiles. For example, there are many more breeds of dogs than the ones included in the preceding child categories above. These five just happen to be the most popular dogs in the United States. In this example, other breeds of dogs did not have a significant enough population to be called out individually, but they are still included in the category of Dogs.

Because the parent category can also hold its own set of unique profiles, the breeds of dogs that are not popular enough to have their own named child category are not lost or ignored. They are aggregated together in the parent category of Dogs. The sum of the unique profiles in the Dogs category follows:

Dogs = Beagle + Bulldog + German Shepherd + Golden Retriever + Labrador Retriever + All Other Types of Dogs

This is a significant difference between a hierarchical taxonomy and a computer-style folder model. In the folder model the folders are merely placeholders for the files at the very bottom of the tree structure. In the hierarchical taxonomy every category can contain its own information.

3.3.2 Category types

Your taxonomy contains the following types of categories:

- **First-party categories:** Categories in your private first-party taxonomy, which are only available in your DMP. You can create first-party categories in the following ways:
 - [Taxonomy Manager](#): Classify your own user data by creating categories, and then creating rules that map the user attributes extracted from your site or offline file into the categories.
 - [MOS](#): Oracle Data Cloud's classification and taxonomy team maps your user data to your custom categories. To request managed taxonomy services, contact My Oracle Support ([MOS](#)).
- **Second-party categories:** Private categories that another DMP partner shared with you using one of the following methods:
 - **Audience sharing:** A DMP partner can share an audience with you so that you can create a data campaign with that audience or analyze the audience. DMP clients typically use audience sharing to send their audiences to an agency who will then run the data campaign for them.
You can use the [audience grant API](#) or the [audience management tool](#) to share audiences.
 - **Whitelisting:** A data provider can share a category in their private taxonomy with you so that you can target, analyze, and model users in that category. A DMP client typically whitelists their consumer data so that another DMP client can use it for some mutually beneficial activation.
You can use [taxonomy permissions](#) or the [taxonomy partner permissions API](#) to whitelist categories.

- **Third-party categories:** Categories in the [Oracle Data Marketplace](#), which are available to all DMP partners.

3.3.3 Taxonomy Manager

The Taxonomy Manager gives you complete control to maintain and update your taxonomy. You can add categories to any part of your 1st-party taxonomy (private or self-classification tree), and then seamlessly create rules that map your online, offline, and mobile data into your categories. You can make taxonomy updates one-by-one with the UI or batch your updates by uploading files.

Note: Taxonomy Manager deprecates the legacy Self-Classification Category and Rule tools.

Taxonomy Manager Video: Click [here](#) to watch a video highlighting the features of the Taxonomy Manager.

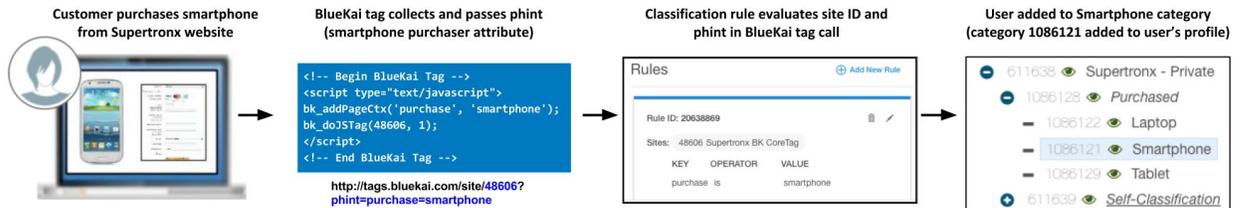
Taxonomy and classification overview

A taxonomy is a hierarchical tree structure that contains categories. Categories are groups of user profiles with similar behaviors and attributes. For example, there might be categories for coffee drinkers, video gamers, smartphone purchasers, frequent travelers, and so on. Rules map the user profile data extracted from your websites, mobile apps, and CRM files to your categories via key-value pairs called "phints".

Phints are passed into tags (and offline files) when customers, for example, visit product pages, browse items, add items to their carts, and complete purchases. The rules state which phints must be in the tag and where the tag must have been fired (denoted by a unique site ID) in order to classify the user into the category.

Consider a user that has purchased a smartphone from an online store (for example, "Supertronx", which has a site ID of 46506). The tag could have a "purchase=smartphone" phint for this user. When this phint is passed into a tag, it can be mapped to a Supertronx - Private > Purchased > Smartphone category via a rule that states "if item purchased is a smartphone AND the tag is fired from site 46506,

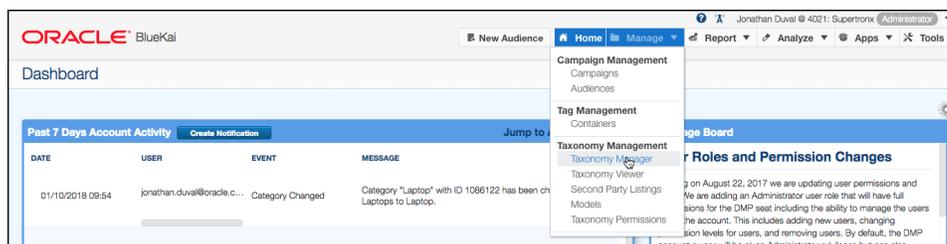
then the add the user to the Smartphone category (in other words, add category ID 1086121 [Smartphone] to the user's profile). The following diagram illustrates how categories and rules are used to onboard your user data into your taxonomy.



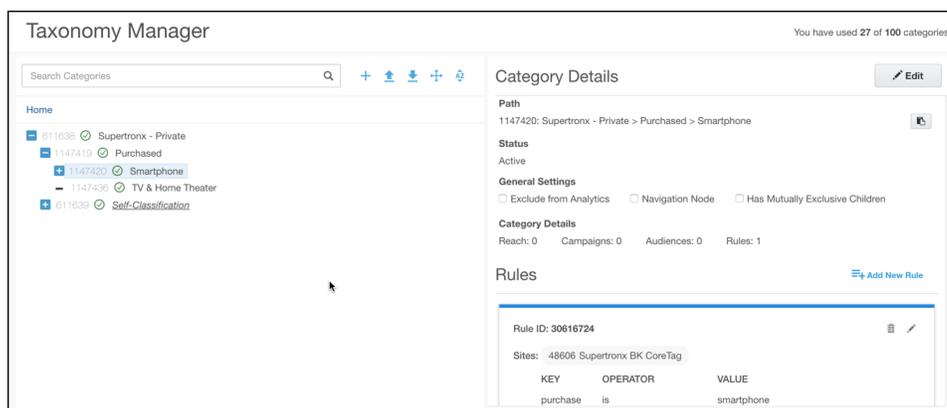
Opening the Taxonomy Manager

To access the Taxonomy Manager, follow these steps:

1. Log in to partner.bluekai.com.
2. Select **Manage > Taxonomy Manager** (under **Taxonomy Management**).



3. The **Taxonomy Manager** opens.



4. The Taxonomy Manager is divided into three sections: **Taxonomy**, **Category Details**, and

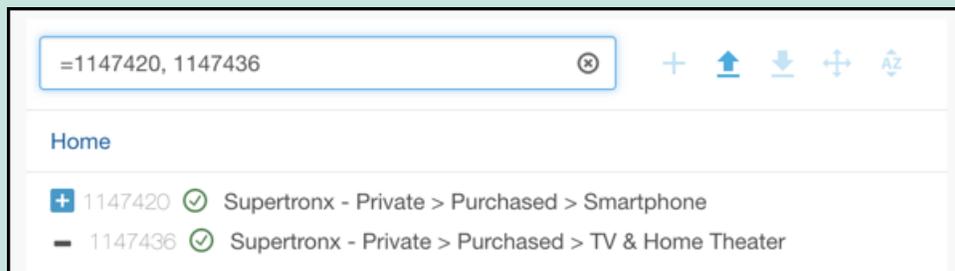
Rules.

- **Taxonomy.** Contains your 1st-party category tree, and options for adding, downloading, uploading, moving, and sorting categories (also herein referred to as "nodes").

By default, your taxonomy includes a {PartnerName} - **Private** root node at the top, and it may include a **Self-Classification** node directly under this category. You cannot edit, rename, or move the **Self-Classification** category because it is a legacy node that is still used in many data ingest integrations. You can move any of the child categories from under the **Self-Classification** node to directly under the **Private** node.

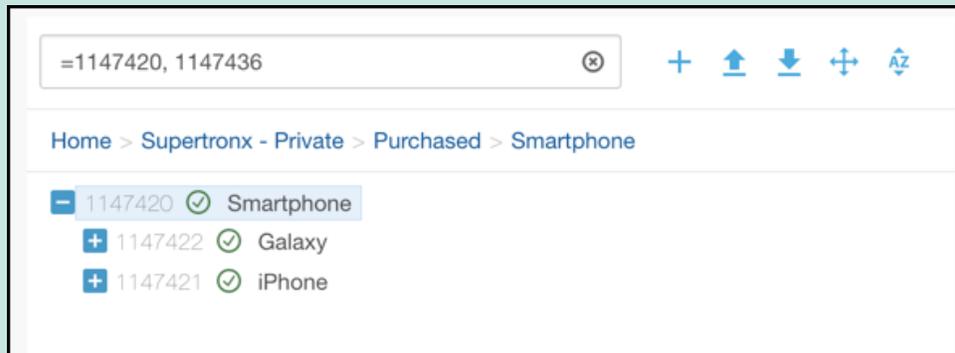
Navigating your Taxonomy. You can navigate the taxonomy tree by expanding and collapsing nodes, searching category names or IDs, and clicking on the breadcrumb path.

Search. To search for a category, enter its name or category ID (for example, "smartphone" or "1086121"). To search for multiple categories, enter the equals symbol (=) and then a comma-separated list of category IDs (for example, "=108621, 108629"). Click the reset icon (⊗) to clear the search and reset the tree.



Breadcrumb Trail. When you click on a category from your search results, the breadcrumb above the tree denotes the full path of the selected category. You can click on any node in the path to navigate to it. For example, if you clicked on **Laptop** in the following example, you would get the path for the Laptop category. You could then click the **Purchased** category to temporarily make it the root

node displayed in the tree, and the expand it to see its child categories.



- **Category Details.** Lists the all properties for the category currently selected in the tree, including the name, description, path, reach, and usage statistics.
- **Rules.** Lists all the classification rules associated with the category currently selected in the tree.

Category Limit. You can create up to the maximum number of categories that is specified in your contract. The upper-right hand corner of the Taxonomy Manager displays the current number of categories you have created. You cannot delete categories, but you can rename them and modify any associated rules if the categories are not actively being used in any audiences or campaigns.

5. You can use the Taxonomy Manager to do the following:

- [Add Categories](#)
- [Add Rules](#)
- [Maintain your Taxonomy](#) ([View Category Reach and Usage](#), [Move Categories](#), and [Sort Categories](#))
- [Download Categories](#)

- [Add and Edit Categories in Bulk \(via Upload\)](#)
- [Download Rules](#)
- [Add and Edit Rules in Bulk \(via Upload\)](#)

Adding categories

To add a single category to your taxonomy, follow these steps (to add multiple categories in bulk, see [Adding and Editing Categories in Bulk \(via Upload\)](#)):

1. From the tree on the left, click the parent node to which the new category is to be added, and then click the **Add** icon (+).

Private (Managed) Tree is now Accessible: You can now select any category in your tree, including those directly underneath the Private node. With the previous classification tool, you could only add categories to your Self-Classification tree.

2. In the **Category Details** section, enter the following properties:

Setting	Description
Name	Enter a unique, concise name for the category. The category will be listed by this name in your private taxonomy. The name may be a maximum of 255 characters.
Description	A verbose summary of the type of users included in with this category. The description may be a maximum of 255 characters.
General Settings (optional)	Optionally, configure the following general settings. By default, these settings are disabled. <ul style="list-style-type: none"> ▪ Exclude from Analytics. Disables the inclusion of this category in Audience Analytics reports. ▪ Navigation Node. Limits the functionality of this category to a parent node that cannot store user profile data, accumulate inventory, or be added to audiences. A navigation node essentially functions as a folder for one or more child categories. ▪ Has Mutually Exclusive Children. Makes the child categories under this

category mutually exclusive (only the most recently tagged child category is in the user's profile). You may only create a flat list of mutually exclusive child categories. Mutually exclusive categories may not have any child categories below them unless you mark the mutually exclusive categories as navigation-only nodes.

Status Select whether the category is to be placed in the **Active** or **Draft** state. The default value of this setting is based on the parent category. Changing the status of parent category also updates the status of all the child categories underneath it. If a parent node is in the **Draft** state, you cannot make any of its child nodes **Active**.

- **Active.** The category is published to your taxonomy. This means that it is visible in the Audience Builder and Taxonomy Viewer, may be added to audiences, and may be shared with other clients.
- **Draft.** The category is only visible in the Taxonomy Manager. It cannot be used in the Audience Builder or Taxonomy Viewer, and it cannot be shared.

3. Click **Save**. To edit the category, click **Edit**, make changes to the properties, and then click **Save**.
4. The new category is added underneath the selected parent node. The category ID and status icon are listed to the left of the category. The green check mark (✔) indicates that the category is active; the pencil-book icon (✎) means the category is in the draft state. The Path property under **Category Details** list the ID and full taxonomy path of the category (for example, **1086122: Supertronx - Private > Purchased > Laptop**). You can click the clipboard to copy the path.
5. Create one or more rules for your category following the steps in the [next section](#). If you created a navigation node, you cannot create a rule for it (by definition, it cannot have user profile data mapped into it).

Adding rules

To create rules for a single category, follow these steps (to create rules for multiple categories in bulk, see [Uploading Rules](#)):

1. From the tree on the left, click the category for which new rules are to be created (if it is not already selected), and then click **Add New Rule** in the **Rules** section.
2. Under **Available Sites**, click one or more site IDs/container tags for which the rule is applicable. To make the rule applicable for all your sites/containers, click **Add All Sites** (in this case, the **Selected Sites** field will show your partner ID [for example, P4021]). You can filter the list of sites displayed by entering the digits or characters in the site ID or container name in the **Filter Sites** box.

The screenshot shows the 'Rules' configuration page. At the top right, there is a button labeled 'Add New Rule'. Below this, there is a 'Filter Sites' section with a text input field labeled 'Filter Sites by ID or Name'. Underneath, the 'Selected Sites' section shows a link 'Show Site Names' and a tag '48606' with a close button. The 'Available Sites' section has a link 'Show Additional Sites' and several tags for adding sites: '+ Add All Sites', '+ 53347 Supertronx: e_id_s Private oHash Pool_mobile', '+ 53346 Supertronx: e_id_s Private oHash Pool', '+ 48605 Supertronx JSON Return Tag', '+ 48604 Test_mobile', '+ 48603 Test', and '+ 48602 Supertronx_mobile'.

3. Under **Key**, do one of the following:
 - Enter the name of the attribute to be evaluated. Phint keys are case-insensitive, and they support alphanumeric and underscore characters (a-z, 0-9, and _). Spaces in the phint key are not supported. Do not use the period character (.) in your phint key if you plan on creating rules that use the contains operator (rules involving regex expressions will fail to evaluate the key properly).
 - Select **URL** (__bk_l) to evaluate the path or query string of a web page URL. The Oracle Data Cloud core tag automatically extracts the URLs from your web pages. This enables you to link categories to your web pages.

- Select **Referrer URL** (`__bk_pr`) to evaluate the path or query string of a URL, where a customer clicked and was consequently directed to your web page. The Oracle Data Cloud core tag automatically extracts the referrer URLs from your web pages. This enables you to link categories to referrers.
4. In the **Operator** box, select whether the phint value in their tag must exactly match the one in the rule (**is**), include the value (**contains**), begin with the value (**starts-with**), or end with it (**ends-with**). The default operator is **is**.

The screenshot shows the 'Rules' configuration page. At the top right, there is a '+ Add New Rule' button. Below that, there are sections for 'Filter Sites' (with a search box 'Filter Sites by ID or Name'), 'Selected Sites' (with a link 'Show Site Names' and a selected site 'P4021'), and 'Available Sites' (with a link 'Show Additional Sites' and a button '+ Add All Sites'). The main configuration area has four columns: 'KEY', 'OPERATOR', 'VALUE', and 'VALUE 2'. The 'KEY' dropdown is open, showing 'URL' and 'Referrer'. The 'OPERATOR' dropdown is also open, showing 'is', 'contains', 'starts with', and 'ends with'. The 'VALUE' field is empty. There is a 'Notes' field below the main configuration area. At the bottom right, there are 'Cancel' and 'Save' buttons.

5. In the **Value** box, enter the name of the value for the user attribute to be classified. Phint values support all Latin-1 and UTF-8 characters (alphanumeric characters and special symbols).

Creating URL Rules with Multi-Byte Characters: To create rules for URLs that include multi-byte characters, you must encode the percentage symbols (%) in the UTF-8 encoded character. For example, to create a URL rule for `http://www.?????/site.html`, you would do the following:

- Convert `?????` to UTF-8, which results in the following encoding:
`%e3%83%9e%e3%83%8d%e3%82%b8%e3%83%a1%e3%83%b3%e3%83%88`

ii. Encode the percentage symbols in the UTF-8 encoding (convert each % symbol to %25), which results in the following:

```
%25e3%2583%259e%25e3%2583%258d%25e3%2582%25b8%25e3%2583%25a1%25e3%2583%25b3%25e3%2583%2588.
```

iii. Enter the following in the **Value** box:

```
http://www.com%2F%25e3%2583%259e%25e3%2583%258d%25e3%2582%25b8%25e3%2583%25a1%25e3%2583%25b3%25e3%2583%2588%2Fsite.htm  
/.
```

- To add another phint to the rule, click **Add New Key-Value Pair** and repeat steps 3-5. This creates an AND condition, where both phints must be in the tag call of offline file to add the category to the user profile. To remove a phint, click the delete (X) icon to the right of it.
- Click **Save** to save the rule. Click **Cancel** to discard all changes. The unique ID generated for the rule (the **Rule ID**), the **Created** and **Last Updated** timestamps, and the user name of the rule creator is displayed.

Rules Add New Rule

Rule ID: 30616724 🗑️ ✎️

Sites: 48605 Supertronx JSON Return Tag 48606 Supertronx BK CoreTag

KEY	OPERATOR	VALUE
purchase	is	smartphone

Notes: none

Created on 01/13/2018 by piggy.wiggins@gmail.com Last updated on 01/23/2018 by piggy.wiggins@gmail.com

- To add another rule to the category, repeat steps 2-7. This creates an OR condition, where only one of the rules must be true to add the category to the user profile. To delete the rule, click the garbage can icon (🗑️), and then confirm the deletion. To edit the rule, click the pencil icon (✎️), make changes, and then click **Save**.

Maintaining your taxonomy

Taxonomy maintenance tasks includes viewing category reach and usage, moving categories to different parent node, and sorting the order of categories under parent nodes.

Viewing category reach and usage

To view the reach and usage of a category, follow these steps:

1. From the taxonomy tree on the left, click the category for which you want to view the details.
2. Under **Category Details**, you can view the following statistics for the selected category:

Setting	Description
Reach	The number of user profiles in the category. This figure is updated daily (around 12PM GMT) with the previous day's inventory data, and it is based on a sampling rate of 1/8.
Audiences	The number of audiences that include the category.
Campaigns	The number of data campaigns that include the category.
Rules	The number of rules associated with the category.

Category Details Edit

Name
Smartphone

Description
Users that have demonstrated interest or intent to purchase a smartphone.

Path
1086121: Supertronx - Private > Purchased > Smartphone 📄

Status
Active

General Settings
 Exclude from Analytics Navigation Node Has Mutually Exclusive Children

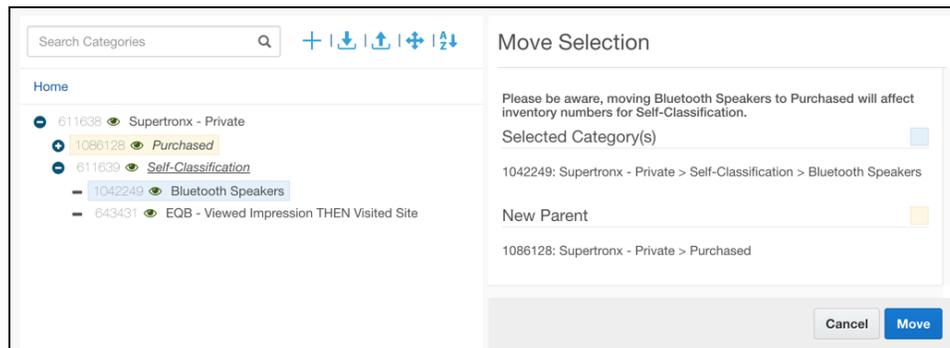
Category Details
Reach: 84,340 Campaigns: 3 Audiences: 3 Rules: 1

Moving categories

To move a category to a different parent node.

1. From the taxonomy tree on the left, click the category to be moved.
2. Click the **Move** icon (📁➡️).
3. From the taxonomy tree, click the new parent node to which the current category is to be moved. The category being moved is highlighted blue in the tree; the selected parent node is highlighted yellow.

Note that the reach values for the old and new parent category do not update immediately to reflect the relocation of the child category.



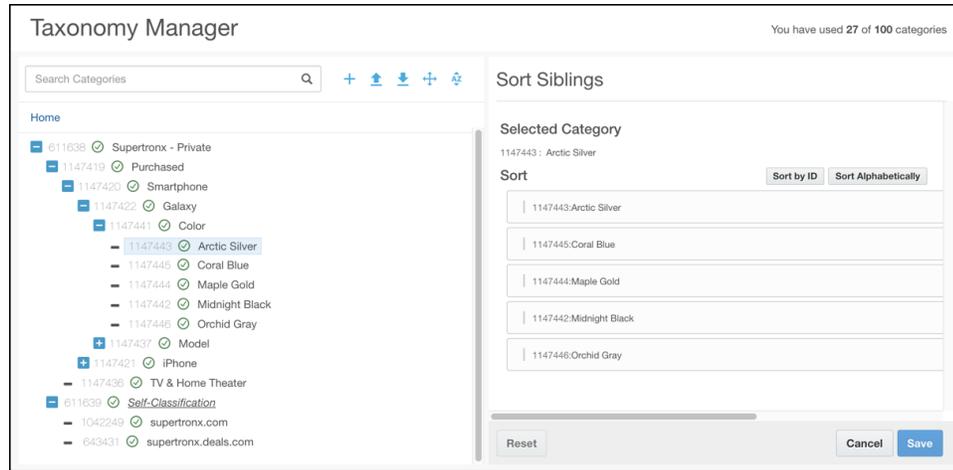
4. Click **Move** to move the category. Click **Cancel** to discard all changes.
5. The category is moved under the new parent category. Its placement is based on the current sort order of the new parent node (alphabetical by default).

Sorting categories

To change the order of the child categories under a parent node ("sibling categories"), follow these steps:

1. From the taxonomy tree on the left, click one of the child categories under the parent node to be re-ordered.
2. Click the **Sort** icon (📁↕️).
3. You can order the sibling categories by doing one of the following:
 - a. Drag a category to the desired position within the list of sibling categories. Repeat for any other categories you want to reorder.

- b. Click **Sort by ID** to arrange the categories by category IDs in ascending order (oldest to newest).
- c. Click **Sort Alphabetically** to arrange the categories in alphabetical order.



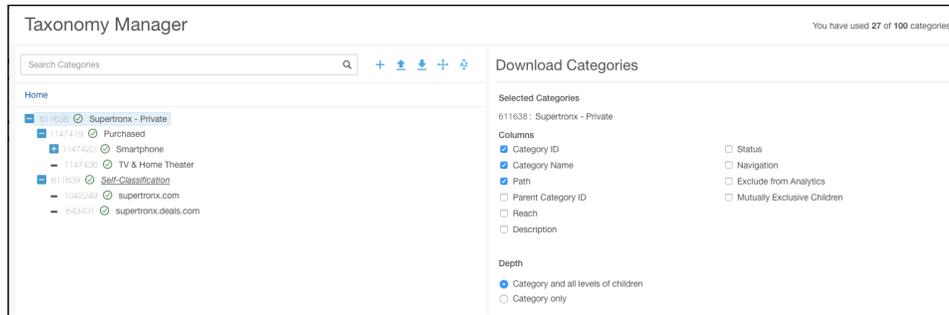
4. Click **Save** to save the reordering. Click **Cancel** to discard all changes.

Downloading categories

You can download one or more categories, and the child categories underneath them, to a text file. This is particularly useful for (1) viewing the reach of your categories (optionally, separated by country and ID source) and (2) generating a template to be used for making bulk updates to your taxonomy (via upload). To download categories, follow these steps:

1. Select one or more categories from the tree on the left. A category is highlighted blue when it has been selected.
 - To select multiple categories, click one category, hold down COMMAND, and then select additional categories.
 - To select a range of categories, click one category, hold down SHIFT, and then select another category.
 - To de-select a category, just click it.
2. Click the **Download** icon ().

3. The **Download Categories** pane opens on the right.



4. Under **Columns** , select which fields to include in the export file (the **Category ID**, **Category Name**, and **Path** fields are selected by default). Under **Depth**, select the depth of child categories to be included (the **Category** and **All Levels of Children** option is selected by default). The following table summarizes the fields you can include in the export file.

Field	Description
Columns	
Category ID*	The unique ID assigned to the category. This column is required for editing categories via bulk upload because Taxonomy Manager identifies categories based on the unique category IDs.
Category Name	The name of the category.
Path*	The full taxonomy path of the category. This column is required for adding categories via bulk upload because Taxonomy Manager determines where to create new categories based on the taxonomy path.
Parent Category ID*	The unique ID assigned to the category directly above the selected category in your taxonomy. This column is required for moving categories via bulk upload.
Price	The CPM (cost per 1,000 impressions) of the category. This field is only available if the CPM Rate feature is enabled for your seat. - 1st-party categories. CPM is 0. - 3rd-party categories. CPM is based on rate cards set by the data provider.
Reach	The total number of users in the category. By default, the reach includes inventory across all countries and ID sources (cookies and Mobile

Advertising IDs [MAIDs]) are included.

- **Countries.** You can select which countries included in the total reach by clicking in the **Countries** box and entering the name of the country or its [ISO 3166-1 alpha-2 country code](#) (for example, you can enter "United Kingdom" or "GB" to specify the United Kingdom).
- **ID Sources.** You can select which ID sources to include in the total reach by selecting their check boxes. You can include inventory by **3rd Party Desktop Cookie ID, Mobile Cookie ID, Google Advertising ID (AdID), and Apple IDFA.**

Description	The summary associated with the category.
Status	The current state of the category: Active or Draft .
Navigation	Whether this category is a navigation-only node, which only functions as folder to one or more child categories.
Exclude from Analytics	Whether this category is excluded from Audience Analytics reports.
Mutually Exclusive Children	Whether this category has mutually exclusive child categories (only the most recently tagged child category is in the user's profile).
Depth	
Category and All Levels of Children	The selected category and all of the categories underneath it are exported. For example, if you exported Category A in the example below with this option selected, you would export categories A, A>1, A>1>x, A>1>y, A>1>z, A>2, A>2>x, A>2>y, and A>2>z.

+ Category A
++ Category 1
+++ Category x
+++ Category y
+++ Category z

- ++ Category 2
- +++ Category x
- +++ Category y
- +++ Category z
- + Category B

Category and First Level of Children The selected category and only the categories in the child directly underneath it are exported. For example, if you exported Category A in the example below with this option selected, you would only export categories A, A>1, and A>2.

- + Category A
- ++ Category 1
- +++ Category x
- +++ Category y
- +++ Category z
- ++ Category 2
- +++ Category x
- +++ Category y
- +++ Category z
- + Category B

Category Only Only the selected category is exported.

5. Click **Download**. A text file named **Category-YYYY-MM-DD-HH-MM-SS+0000.txt** is downloaded (the time stamp is based on GMT). You can open it with a text editor or spreadsheet. The following example demonstrates an export that includes the total reach based on user profiles in the United States and United Kingdom that are linked to the Oracle Data Cloud desktop cookie. Categories are sorted by ID in ascending order (oldest to newest).

	A	B	C	D	E	F	G	H	I
1	Id	Name	Path	Reach with Countries (GB, US) for Id Sources (BlueKai 3rd Party Desktop Cookie ID)					
2	1086128	Purchased	Supertronx - Private > Purchased	198,334					
3	1086129	Tablet	Supertronx - Private > Purchased > Tablet	25,641					
4	1086130	SmartTV	Supertronx - Private > Purchased > SmartTV	47,199					
5	1086131	Blu-ray Player	Supertronx - Private > Purchased > Blu-ray Player	145					
6	1042249	Bluetooth Speakers	Supertronx - Private > Purchased > Bluetooth Speakers	3,984					
7	1086121	Smartphone	Supertronx - Private > Purchased > Smartphone	84,340					
8	1086122	Laptop	Supertronx - Private > Purchased > Laptop	34,998					

Adding and editing categories in bulk

After you do an export, you can update your taxonomy in a spreadsheet, tab separated value (TSV) file, or text file and then upload the file to the taxonomy manager. The updates you can make include adding new categories, editing the names and properties of existing categories, and moving and sorting categories. This is especially useful for quickly creating and configuring multiple categories in bulk. To add and edit categories via download, follow these steps:

1. Download all or a portion of your taxonomy to a text file.
 - **Bulk Creation.** If you are adding categories to your taxonomy, you can download all the target parent nodes or the nodes in a specific section. In this case, only the **Path** column is required in the export file. This is because the Taxonomy Manager determines where to create new categories based on the full taxonomy path.
 - **Bulk Editing.** If you are editing category properties (name, description, general settings, status), you can download your entire taxonomy with the default settings selected and additionally whichever columns you want to edit (at a minimum, the **Category ID** column is required).
 - **Bulk Moving.** If you are moving categories to different parent nodes, you can download your entire taxonomy with the default settings and the **Parent Category ID** column selected.
2. To add new categories, copy and paste paths or enter the full path of the parent node under which the new category is to be created, and then append " > {ChildCategoryName}" to the path (there is a space before the path/greater than symbol).

Category Import Example: Consider the following import scenario:

- a. You download the **Supertronz - Private > Purchased > Smartphone** category with only the **Path** column selected.

Path
Supertronz - Private > Purchased > Smartphone

- b. You want to add **iPhone** and **Galaxy** categories under the Smartphone category. You therefore add two rows to your export file for the new categories:

Path
Supertronx - Private > Purchased > Smartphone
Supertronx - Private > Purchased > Smartphone > iPhone
Supertronx - Private > Purchased > Smartphone > Galaxy

- c. You want to further add new categories for iPhone models and colors. In this case, you could actually skip explicitly creating the actual **Model** and **Color** categories. This is because Taxonomy Manger automatically creates any existing categories in the path. For example, if you created a **Supertronx - Private > Purchased > Smartphone > iPhone > Color > Rose Gold** category, the **Color** and **Rose Gold** categories would both get created (note that you would probably want to later edit the **Model** and **Color** categories so that they were navigation-only nodes because they function as folders for their child categories).

Path
Supertronx - Private > Purchased > Smartphone
Supertronx - Private > Purchased > Smartphone > iPhone
Supertronx - Private > Purchased > Smartphone > Galaxy
Supertronx - Private > Purchased > Smartphone > iPhone > Color > Space Gray
Supertronx - Private > Purchased > Smartphone > iPhone > Color > Silver
Supertronx - Private > Purchased > Smartphone > iPhone > Color > Gold
Supertronx - Private > Purchased > Smartphone > iPhone > Model > iPhone 8
Supertronx - Private > Purchased > Smartphone > iPhone > Model > iPhone 7 Plus
Supertronx - Private > Purchased > Smartphone > iPhone > Model > iPhone 7

3. To edit categories, change the values in the columns (the **Category ID** column is required). To move categories, change their parent category IDs (**ParentCategory**).
4. Save your updated file in .txt or .tsv format.
5. In the Taxonomy Manager, move your mouse pointer over the **Upload** icon () , select **Upload Categories**, select your updated taxonomy file, and then click **Upload**.
6. The **Import Preview** section displays all the categories in your taxonomy to be added or updated. To make additional edits before applying your changes, update your file and then repeat steps 3-5.

Import Categories

Select a file to import categories
 Your tab-separated file must contain a header row that contains the corresponding attribute for each column. It must also not have any tabs or newlines in any of the content.

Export-2018-01-12-13-25-14+0000.txt

.tsv, .txt files are supported

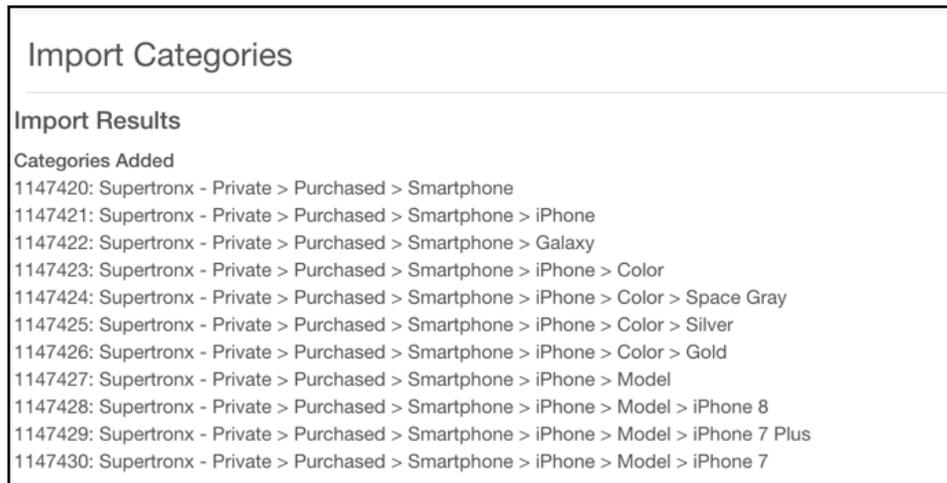
Import Preview

Categories to be Added

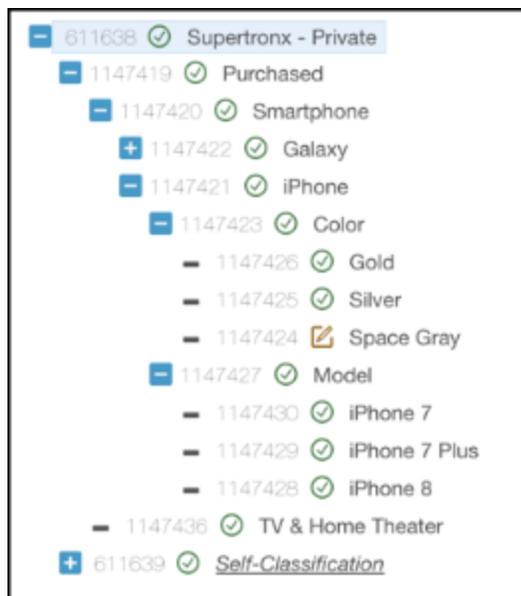
```

*****: Supertronx - Private > Purchased > Smartphone
*****: Supertronx - Private > Purchased > Smartphone > iPhone
*****: Supertronx - Private > Purchased > Smartphone > Galaxy
*****: Supertronx - Private > Purchased > Smartphone > iPhone > Color
*****: Supertronx - Private > Purchased > Smartphone > iPhone > Color > Space Gray
*****: Supertronx - Private > Purchased > Smartphone > iPhone > Color > Silver
*****: Supertronx - Private > Purchased > Smartphone > iPhone > Color > Gold
*****: Supertronx - Private > Purchased > Smartphone > iPhone > Model
*****: Supertronx - Private > Purchased > Smartphone > iPhone > Model > iPhone 8
*****: Supertronx - Private > Purchased > Smartphone > iPhone > Model > iPhone 7 Plus
*****: Supertronx - Private > Purchased > Smartphone > iPhone > Model > iPhone 7
    
```

7. The **Import Categories** section displays all the categories, with their IDs, that have been added to your taxonomy or updated.



8. Click **Close**. Refresh your browser to see the new or updated categories in your taxonomy.



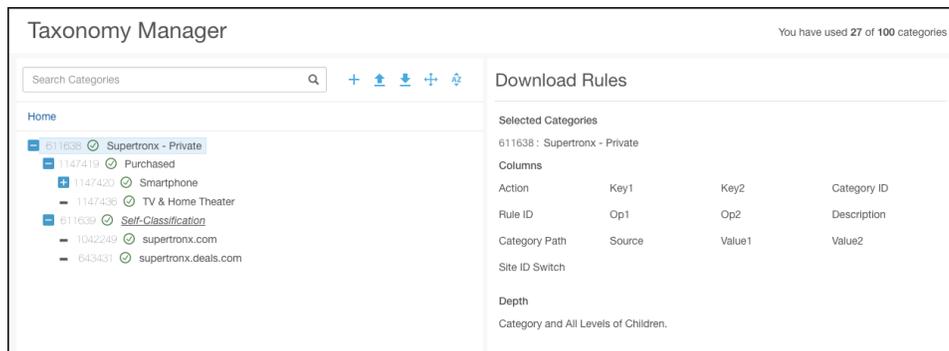
Downloading rules

You can download one or more classification rules to a TSV file. You can then use the text file to make bulk updates to your rules (via upload). To download rules, follow these steps:

1. Select one or more categories from the tree on the left. A category is highlighted blue when it has been selected.

- To select multiple categories, click one category, hold down COMMAND, and then select additional categories.
- To select a range of categories, click one category, hold down SHIFT, and then select another category.
- To de-select a category, just click it.

2. Click the **Download** icon (), and then click **Download Rules** from the **Download Categories** pane on the right (the **Columns** and **Depth** fields are not applicable for rules).



3. A TSV file named **Rules-YYYY-MM-DD-HH-MM-SS+0000.tsv** is downloaded. You can open it with a text editor or spreadsheet. The following example demonstrates a rules export file. Rules are sorted by **Rule ID** in ascending order (oldest to newest).

The Rules export file will only contain categories that have one or more rules associated with it. Categories that do not have any rules are not included.

4. The Rules export file contains the following columns (the columns required for upload and ones that require values are denoted):

	A	B	C	D	E	F	G	H	I
1	Action	Rule ID	Source	Site ID Switch	Key1	Op1	Value1	Category ID	Category Path
2		30616724	48605		purchase	==	smartphone	1147420	Supertronx - Private > Purchased > Smartphone
3		30616725	48606		_bk_l	==	https://www.supertronx.com	1042249	Supertronx - Private > Self-Classification > supertronx.com
4		30616726	48606		phone	==	galaxy	1147422	Supertronx - Private > Purchased > Smartphone > Galaxy
5		30616727	48606		phone	==	iphone	1147421	Supertronx - Private > Purchased > Smartphone > iPhone
6		30616728	48606		_bk_l	.*	www.supertronx.deals.com	643431	Supertronx - Private > Self-Classification > supertronx.deals.com

Column	Description	Value Required for Upload	Value Required for Creating Rules via
--------	-------------	---------------------------	---------------------------------------

			Upload
Action	The value entered into this field depends on the action: Create rule. Leave blank. Edit rule. Enter "modify". Delete rule. Enter "delete".	YES	NO
Rule ID	The unique ID generated for the rule. This is required for editing or deleting rules.	YES (if editing)	NO
Site ID	A pipe-separated list of the site IDs for which the rule is applicable. If the rule is applicable to all site IDs, your partner ID is listed with the following syntax: P{partnerId} (for example, P4021).	YES	YES
Site ID Switch	Internal-use only. Site ID switches are used to attribute the data collected from a site ID to another one. This is typically used for 3rd-party offline match partners.	YES	NO
Key1	The name of the phint key. Phint keys are case-insensitive, and they support alphanumeric and underscore characters (a-z, 0-9, and _). Spaces in the phint key are not supported. Do not use the period character (.) in your phint key if you plan on creating rules that use the contains operator (rules involving regex expressions will fail to evaluate the key properly).	YES	YES
	<div style="border: 1px solid orange; padding: 10px; background-color: #fff9c4;"> <p>Rules with Multiple Phints: If a rule contains multiple phints, the export will include an additional key, op, and value column for each phint. For example, if a rule has three phints, the export will additionally include key2, Op2, Value2, key3, Op3, and Value3 columns.</p> </div>		
Op1	The operator used to evaluate the phint value linked to the key. This may be one of the following values:	YES	YES

Symbol Name	Description
==	is The phint value passed in the tag (or offline file) must exactly match the one in the rule.
* _*	contains The phint value must be contained within the one in the rule.
_*	starts-with The phint value must start with the one in the rule.
* _	ends-with The phint value passed must end with the one in the rule.

For rules created by Oracle service teams, the operator may be one of the following read-only values. These operators may be made available for rule creation in a future versions of the Taxonomy Manager:

Symbol Name	Description
[]	range The phint value must be included between the range of two specified phint values.
>	greater than The phint value in the tag must be greater than the one in the rule.
<	less than The phint value in the tag must be less than the one in the rule.
>=	greater than or equal The phint value in the tag must be greater than or equal to the one in the rule.
<=	less than or equal The phint value in the tag must be less than or equal to the one in the rule.
>,<	greater than + less than The first phint value in the tag must be greater than the first value in the rule, AND the second phint value in the tag must be less than to the second one in the rule.
>,<=	greater than + less than or The first phint value in the tag must be greater than the first value in the rule, AND the second phint value in the tag

	equal	must be less than or equal to the second one in the rule.		
	>=, <	greater than or equal + less than	The first phint value in the tag must be greater than or equal to the first value in the rule, AND the second phint value in the tag must be less than to the second one in the rule.	
	>=, <=	greater than or equal + less than or equal	The first phint value in the tag must be greater than or equal to the first value in the rule, AND the second phint value in the tag must be less than or equal to the second one in the rule.	
	!=	not	The phint value in the tag must not equal the one in the rule.	
Value1		The phint value. Phint values support all Latin-1 and UTF-8 characters (alphanumeric characters and special symbols).	YES	YES
Category ID		The unique ID assigned to the category. This column is required for editing categories via bulk upload because Taxonomy Manager identifies categories based on the unique category IDs.	YES	YES
Category Path		The full taxonomy path of the category. This column is required for adding categories with rules via bulk upload because Taxonomy Manager determines where to create new categories based on the taxonomy path.	NO	NO

Adding and editing rules in bulk

You can export one or more classification rules to a TSV file, create new rules or edit the properties of existing ones in the file, and then upload the file to create and update rules. This is especially useful for quickly creating and configuring multiple rules in bulk. To add and edit rules via upload, follow these steps:

1. Export all or a portion of your taxonomy to a TSV file. Alternatively, you can create a TSV file with the following required columns:

Action Rule ID Site ID Site ID Switch Key1 Op1 Value1 Category ID

2. To add new rules, enter the values in the required columns:

Rule Import Example: Consider the following import scenario:

- a. You do a rule export for your entire taxonomy.

Action	Rule ID	Site ID	Site ID Switch	Key1	Op1	Value1	Category ID	Category Path
	30616724	48605		purchase	==	smartphone	1147420	Supertronx - Private > Purchased > Smartphone
	30616726	48606		phone	==	galaxy	1147422	Supertronx - Private > Purchased > Smartphone > Galaxy
	30616727	48606		phone	==	iphone	1147421	Supertronx - Private > Purchased > Smartphone > iPhone

- b. You want to add rules for all the iPhone color categories. You therefore add three new rows to your export file, and then enter the site ID (**Site ID**), print (**Key**, **Op**, and **Value**), and **Category ID** for the rules (the **CategoryPaths** field has been entered in the example below for this demonstration, but are not required):

Action	Rule ID	Site ID	Site ID Switch	Key1	Op1	Value1	Category ID	Category Path
	306167 24	48605		purchase	==	smartphone	1147420	Supertron x - Private > Purchased > Smartphone
	306167 26	48606		phone	==	galaxy	1147422	Supertron x - Private > Purchased > Smartphone > Galaxy
	306167 27	48606		phone	==	iphone	1147421	Supertron x - Private > Purchased > Smartphone > iPhone
	306167 32	P4021		color	==	gold	1147426	Supertron x - Private

								> Purchase d > Smartpho ne > iPhone > Color > Gold
		48606 486 05		color	==	silver	1147425	Supertron x - Private > Purchase d > Smartpho ne > iPhone > Color > Silver
		48606		color	==	spacegrey	1147424	Supertron x - Private > Purchase d > Smartpho ne > iPhone > Color > Space Gray

Import Notes:

- To include multiple site IDs in the **Site ID** column, use a pipe-separated list (do not use spaces between the pipe and site ID or the upload will fail).
- To include multiple phints in a rule, insert additional key, op, and value column for each phint. For example, to create a rule with three phints, add key2, Op2, Value2, key3, Op3, and Value3 columns to the file.

3. In the Taxonomy Manager, move your mouse pointer over the **Upload** icon () , select **Upload Rules**, select your updated rules file, and then click **Upload**.
4. Rules are added or edited based on your file. Click a category, and then view the **Rules** section to see the updates.

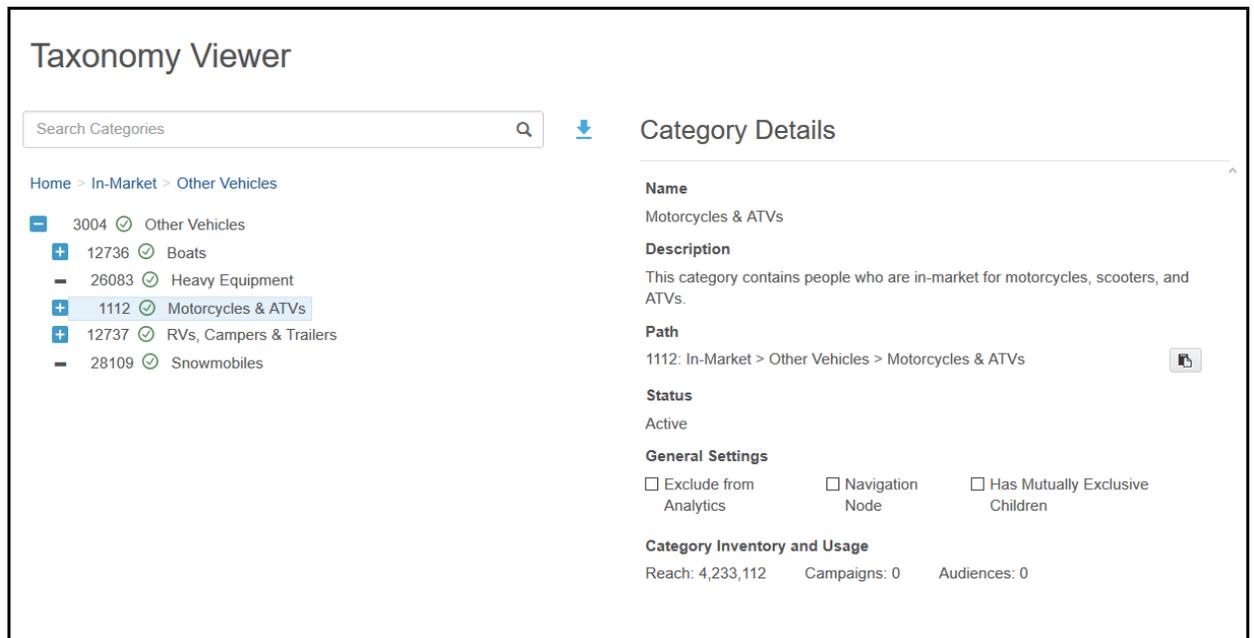
3.3.4 Viewing your Taxonomy

You use the *Taxonomy Viewer* page to view detailed information about the first- and second-party categories in your private taxonomy and third-party categories in the Oracle Data Marketplace.

You can also select one or more categories in your taxonomy and download them to a tab-separated value (TSV) file. The procedure for downloading categories in Taxonomy Viewer is the same as for Taxonomy Manager. See [Downloading categories](#) for instructions.

To view your taxonomy:

1. Select **Manage > Taxonomy Viewer**. The *Taxonomy Viewer* page is displayed.



2. To view a category's details, locate it in the taxonomy tree in the left-hand pane and click on it. Its ID, name, description, path, and reach are displayed in the *Basic Information* section.

Category Details

Field	Description
ID	The unique ID assigned to the category by the Oracle Data Cloud platform
Name	The name given to the category
Path	The full taxonomy path of the category
Description	The summary associated with the category
Category Reach	The number of users in the category

3.3.5 Updating your Taxonomy via MOS

Oracle Data Cloud's classification and taxonomy team can classify your user data for you and create custom categories in your first-party taxonomy. You can then update your taxonomy at any time by working directly with your taxonomy or solutions consultant if you have engaged in an Ongoing Services agreement or by filling out a taxonomy spreadsheet and attaching it to a My Oracle Support ([MOS](#)) ticket as described in this topic.

Steps for updating your taxonomy by with My Oracle Support

To update your taxonomy with MOS:

1. Download the [taxonomy update template spreadsheet file](#).
2. (Optional) contact [MOS](#) to request a copy your current data classification rules. This will provides you with a list of category paths, rule IDs, and other information which can make updates easier to document in the taxonomy update template.
3. Fill out the taxonomy update template with the desired modifications to your taxonomy.
4. Create a [MOS](#) ticket requesting the updates and attach the completed taxonomy update spreadsheet.

Template worksheet descriptions

The [taxonomy update template](#) is a spreadsheet in XLSX format that includes the following worksheets for you to populate as needed:

- **Overview:** Provide your contact details and objectives. This worksheet also provides a rules reference and examples.
- **[New_Categories](#):** Request new categories and assign new rules to them.
- **[Edit_Categories](#):** Request a change to a category name or to its position in the hierarchy.
- **[New_RulesForExistingCategories](#):** Request additional rules targeting taxonomy categories which have already been created.
- **[Edit_Rules](#):** Request edits to existing rules, such as changing site IDs or target categories.
- **[Delete](#):** Request the removal of categories and rules.

New_Categories worksheet

The **New_Categories** worksheet provides columns for you to specify category details and to associate it with sites and new rules.

For convenience, multiple key, operator, and value columns are provided but are not required.

Column	Description
Category Path	The full taxonomy path of the category, such as <i>category parent > category child > name of new category</i>
Category Description	(Optional) A brief description of the category to be displayed in the Category Details dialog in the Oracle Data Cloud platform.
Site ID	Your partner ID such as <code>P9876</code> (for rules that should apply to all your sites) or a list of site IDs separated by a pipe delimiter, such as <code>12345 23456 34567</code> .
Key1	The phint key associated with the rule to be created
Op1	The rule operator used, such as <code>*_*</code> (contains) or <code>==</code> (equals). For a full list, see rule operators .
Value1	The value of the key

Edit_Categories worksheet

The **Edit_Categories** worksheet provides columns for you to request a change to a category name or to its position in the hierarchy.

Column	Description
Category ID	The unique ID assigned to the category by the Oracle Data Cloud platform
Existing Category Path	The current full taxonomy path of the category, such as <i>category parent > category child > name of existing category</i>
SELECT ACTION BELOW	Select either CHANGE CATEGORY NAME or MOVE CATEGORY .
Category Rename	The new category name for the category
New Category Path	The new full taxonomy path of the category, such as such as <i>new category parent > new category child > new name of category</i>

New_RulesForExistingCategories worksheet

The **New_RulesForExistingCategories** worksheet provides columns for you to specify new rules to associate with existing categories. If you want to create *new* categories, use the [New_Categories worksheet](#) instead.

For convenience, multiple key, operator, and value columns are provided but are not required.

Column	Description
Site ID	Your partner ID such as <code>P9876</code> (for rules that should apply to all your sites) or a list of site IDs separated by a pipe delimiter, such as <code>12345 23456 34567</code> .
Key1	The phint key associated with the rule to be created
Op1	The rule operator used, such as <code>*_*</code> (contains) or <code>==</code> (equals). For a full list, see rule operators .
Value1	The value of the key
Category	The unique ID assigned to the category by the Oracle Data Cloud platform

Column	Description
ID	
Category Path	The full taxonomy path of the category, such as <i>category parent > category child > name of category</i>

Edit_Rules worksheet

The **Edit_Rules** worksheet provides columns for you to specify changes to existing rules. For example, you can change the site IDs or categories associated with existing rules.

The columns in the following table are repeated in the **EXISTING RULES** and the **UPDATED RULES** sections. For clarity, please list your rule details in both sections (even if you are not changing much about the rule and it seems redundant).

Column	Description
Rule ID	The unique ID assigned to the rule by the Oracle Data Cloud platform
Site ID	Your partner ID such as P9876 (for rules that should apply to all your sites) or a list of site IDs separated by a pipe delimiter, such as 12345 23456 34567 .
Key1	The phint key associated with the rule to be created
Op1	The rule operator used, such as *_* (contains) or == (equals). For a full list, see rule operators .
Value1	The value of the key
Category ID	The unique ID assigned to the category by the Oracle Data Cloud platform
Category Path	The full taxonomy path of the category, such as <i>category parent > category child > name of category</i>

For convenience, multiple key, operator, and value columns are provided but are not required.

Delete worksheet

When you remove outdated categories from your taxonomy, you will typically want to remove all associated rules—especially if you have one rule per category. To do this, select the **Remove CATEGORY and all its RULES (default)** action.

In cases where multiple rules apply to one category or a rule is used by multiple categories, please select the action that indicates whether only the category or only the rule should be deleted.

Important: Deleting categories is permanent and results in the loss of the associated inventory of user profiles.

You should also edit any existing audiences and campaigns that used the deleted categories.

Column	Description
SELECT ACTION	Specify one of the following actions for each deletion: <ul style="list-style-type: none"> ■ Remove CATEGORY and all its RULES (default): Specify the category to be removed and all its associated rules will also be removed. ■ Remove only CATEGORY: Specify the category to be removed but do not delete its associated rules. ■ Remove only RULE: Specify the rule to be removed but do not delete its associated categories.
Category ID	The unique ID assigned to the category by the Oracle Data Cloud platform
Category Path	The full taxonomy path of the category
Rule ID	The unique ID assigned to the rule by the Oracle Data Cloud platform
Source	Your partner ID such as P9876 (for rules that apply to all your sites) or a list of site IDs separated by a pipe delimiter, such as 12345 23456 34567
Key1	The phint key associated with the rule to be deleted
Op1	The rule operator used, such as *_* (contains) or == (equals). For a full list, see rule operators .
Value1	The value of the key

Rule operators and examples

The following table describes the available rule operators and provides examples that correspond to the **Key1**, **Op1**, and **Value1** columns in the template's rules worksheets.

Operator	Description	Examples		
		Key1	Op1	Value1
==	Is (or equals)	keyname	==	foobar
_*	Starts with	keyname	_*	foo
*_	Ends with	keyname	*_	bar
_	Contains	keyname	*_*	foobar
[]	Integer range	keyname	[]	[1-50]

Note: This can only be used on ranges of 100 unique integer values or less, such as 10-100 and not 10-10000. For larger ranges, use the greater than and less than

Operator	Description	Examples		
		Key1	Op1	Value1
	operators instead.			
<	Less than	keyname	<	50
<=	Less than or equal to	keyname	<=	50
>	Greater than	keyname	>	50
>, <	Greater than and less than	keyname	>, <	1 50
>, <=	Greater than and less than or equal to	keyname	>, <=	1 50
>=	Greater than or equal to	keyname	>=	50
>=, <	Greater than or equal to and less than	keyname	>=, <	1 50
>=, <=	Greater than or equal to and less than or equal to	keyname	>=, <=	1 50

3.3.6 Using the Second-party Data Discovery Marketplace

The second-party data marketplace connects data sellers with buyers who are interested in purchasing their private second-party data. This topic explains how to list your private data and how to subscribe to second-party data.

Data buyers and sellers

Data sellers can use the *2nd Party Listings* page to list the private data assets they have available for monetization, cooperative campaigns, or analytics-only use cases.

Data buyers can browse the listings and contact the data sellers when they are interested in buying data. Second-party listings help to generate interest and facilitate deals for clients and publishers, and enable marketers to independently discover buying opportunities in the second-party data marketplace.

ID	LOGO	NAME	DESCRIPTION	UPDATED
4		Dun & Bradstreet	Contact us for access to D&B's private taxonomy!	06/08/2016
5		Ziff Davis	Ziff Davis is a leading global digital media company in tech, gaming, entertainment and men's lifestyles, reaching over 150 million users	07/23/2015
6		Glassdoor	Glassdoor is the world's most transparent career community that is changing the way people find jobs, and companies recruit top talent.	07/28/2015
8		Connexity	Connexity (formerly Shopzilla) is a global e-commerce leader, and delivers premium online shopping intent data on 100MM consumers.	11/09/2015
13		PlaceIQ	PlaceIQ is a leading location analytics company that provides innovative solutions based on real world location data tied to movement data.	04/04/2016
14		PushSpring	PushSpring is the leading independent provider of device level targeting data for verified iOS and Android mobile app audiences.	03/07/2016
15		My Bank Existing Mort...	Existing Mortgage Customers	09/07/2016
16		Cardlytics	Cardlytics Audiences deliver powerful targeting based on actual past purchases.	11/14/2016

The second-party data marketplace provides the following benefits for each party:

- **Private data marketplace client:** Monetize data assets through custom and direct-to-marketer deals. This enables you to protect the value of new and unique data assets in a closed, private market, customize pricing for high-value data assets, and increase usage of your data assets through audience analytics.
- **Publisher:** Feature your brand to the marketers in the Oracle Data Cloud ecosystem to monetize and share your data with strategic partners, focus content and ads on your site based on data gained or purchased through the marketplace, and increase ad buying on sites.
- **Marketer:** Browse and select from the inventory from branded data providers to scale your targeting campaigns to a unique set of in-market, highly brand-related consumers, and optimize brand messaging based on insights and analysis gained from audiences built with second-party data.

After a data seller lists their private data assets in the *2nd Party Listings* page, interested buyers can contact the data seller directly through the page. The data seller receives an email notification indicating the buyer's interest. The data seller, buyer, and Oracle can then work together to make a deal. After the deal has been completed, Oracle will update the data provider's [rate card](#) for the buyer based on the terms of the deal. The data seller then shares (whitelists) the specific data categories from their private taxonomy into the buyer's seat. The buyer can then target, optimize, model, and analyze their new second-party categories just like their private first-party categories, and the data seller will begin receiving revenue based on the data usage.

Listing your private data assets

Data providers can have their private data assets listed on the *2nd Party Listings* page for data buyers to browse.

Prerequisite

Contact My Oracle Support ([MOS](#)) to have them enable the second-party data marketplace feature in your DMP so you can post your private data assets on the *2nd Party Listings* page.

To list your private data assets:

1. Log in to partner.bluekai.com and select **Manage > Second Party Listings** (under *Taxonomy Management*). The *2nd Party Listings* page opens.

- Select the check box for your company, and then click **Create My Listing**.

2nd Party Listings ⓘ			
ID	LOGO	NAME	DESCRIPTION
<input type="checkbox"/> 4		Dun & Bradstreet	Contact us for access to D&B's private taxonomy!
<input type="checkbox"/> 5		Ziff Davis	Ziff Davis is a leading global digital media company i
<input type="checkbox"/> 6		Glassdoor	Glassdoor is the world's most transparent career corr
<input type="checkbox"/> 8		Connexity	Connexity (formerly Shopzilla) is a global e-commerc
<input type="checkbox"/> 13		PlacelQ	PlacelQ is a leading location analytics company that
<input type="checkbox"/> 14		PushSpring	PushSpring is the leading independent provider of de

The *Edit My Listing* dialog is displayed.

- In the **Company Name** box, enter the name of your company (maximum 45 characters). Your company name will be displayed in the **Name** column in the *2nd Party Listings* page.
- In the **Emails** box, enter a comma-separated list of email addresses of the team members who will receive notifications when data buyers are interested in purchasing your data.
- In the **Short Description** box, enter a brief summary (maximum 140 characters) of the type of data you selling in the second-party private data marketplace. This summary will be displayed in the **Descriptions** column in the *2nd Party Listings* page.
- In the **Long Description** box, enter a detailed listing (maximum 315 characters) of your private categories to be displayed in a dialog that opens when a data buyer selects your listing and clicks **More Info**.

Edit My Listing
✕

* COMPANY NAME

* SHORT DESCRIPTION

* EMAILS ⓘ

* LONG DESCRIPTION

Enterprise data, analytics, and software as a service that uniquely fuses trust, experience, and scale to fuel data-driven results. Data products include a collection of high-quality compiled consumer data products that draws information from the single largest and most comprehensive data repository of U.S. consumer data.

7. Click **Save** to update your listing.

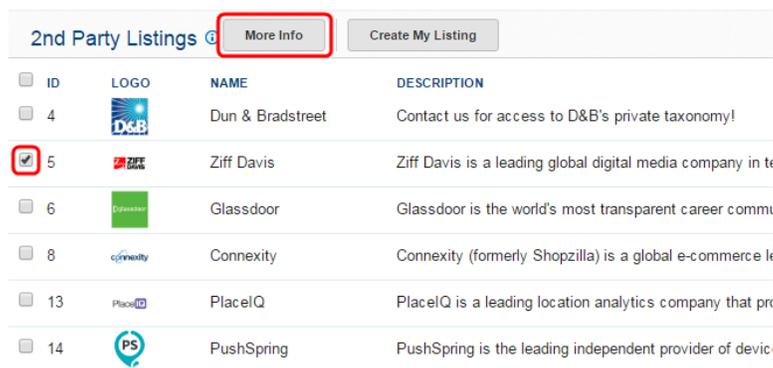
Your company name and short description are displayed the *2nd Party Listings* page.

Subscribing to second-party data

Data buyers can browse the data available in the private second-party data marketplace and contact the providers from whom they are interested in purchasing data.

To subscribe to second-party data:

1. Log in to partner.bluekai.com and select **Manage > Second Party Listings** (under *Taxonomy Management*). The *2nd Party Listings* page lists the data providers who have listed their private data for sell in the second-party data marketplace. The *Description* column includes a brief summary of the type of data that is being sold.
2. Select the check box of the data provider from whom you are interested in purchasing data, and then click **More Info**.



ID	LOGO	NAME	DESCRIPTION
<input type="checkbox"/> 4		Dun & Bradstreet	Contact us for access to D&B's private taxonomy!
<input checked="" type="checkbox"/> 5		Ziff Davis	Ziff Davis is a leading global digital media company in the
<input type="checkbox"/> 6		Glassdoor	Glassdoor is the world's most transparent career commu
<input type="checkbox"/> 8		Connexity	Connexity (formerly Shopzilla) is a global e-commerce le
<input type="checkbox"/> 13		PlacelQ	PlacelQ is a leading location analytics company that pr
<input type="checkbox"/> 14		PushSpring	PushSpring is the leading independent provider of devic

The listing is displayed and you can read a detailed description of the categories available for purchase.

3. To express interest in purchasing data from the data provider, enter the following information and click **Contact** *dataProviderCompanyName*
 - **Name:** Enter your company name to be included in the email message sent to the data provider.
 - **Emails:** Enter a comma-separated list of email addresses of the team members who will work with the data provider on your data purchase.

- **Message:** Enter the text to be included in the body of the email message sent to the data provider. The default message states that you would like more information about signing up for a data subscription with the data provider.

The screenshot shows a web form titled "Ziff Davis". On the left, under the heading "About", there is a Ziff Davis logo and a paragraph of text: "Ziff Davis audience data is rich in purchase intent signals from high volume activities on more than 100 global media brands, including PCMag, IGN, AskMen, ExtremeTech, Geek, Toolbox and TechBargains. We are making available for the first time dozens of private consumer and business categories from our deep product-based taxonomy. Customization and whitelisting available." To the right of this text are three input fields, each with a red asterisk indicating a required field. The first is labeled "NAME" and contains the text "Joe Smith". The second is labeled "EMAIL(S)" and contains "joe.smith@example.com". The third is labeled "MESSAGE" and contains "I would like more information about Ziff Davis private audiences." At the bottom of the form are two buttons: a grey "Cancel" button and a green "Contact Ziff Davis" button.

The data provider will receive an email notification indicating your interest in their data.

3.3.7 Using Taxonomy Permissions to Share your Data

Taxonomy permissions allow you to share (whitelist) categories in your taxonomy with a specific partner. The shared (permissioned) categories appear in the buyer's taxonomy tree and can be used for targeting, optimization, modeling, or analysis when they log in to the Oracle Data Cloud platform. You receive revenue based on data usage and the rate you negotiate with the buyer or set within the rate card tool. Taxonomy permissioning, along with audience sharing, facilitate the second-party marketplace in the Oracle Data Cloud platform. While audience sharing lets you share a single, discrete audience, taxonomy permissioning lets you share category-level information with your trusted partners.

Taxonomy permissioning provides the following benefits for DMP clients and data providers:

- **DMP clients:** Rapidly share categories with marketers whenever needed—without any assistance from your Oracle Data Cloud account manager. This provides you with complete control of the second-party data sharing process. You can now independently negotiate, sell, and share your data with multiple marketers with minimal turnaround.

- **Data providers:** Maintain precise control of your data in real time and optimize data monetization. In combination with the [second-party listings](#) feature, you can monetize your data while protecting its value and uniqueness.

Tip: If your agreement with a buyer changes or ends, you can edit or delete the taxonomy permission.

Getting started with taxonomy permissions

Before you can create taxonomy permissions, work with your buyer to negotiate a purchase contract, and then set up a rate card.

- Contact My Oracle Support ([MOS](#)) to request access to the taxonomy permissions. You will need to provide a list of users that should be allowed to create taxonomy permissions. By default, no users can create permissions.
- Work with your buyer and with Oracle to create a rate card based on the terms of your negotiated deal.
- Contact My Oracle Support ([MOS](#)) to associate the buyer with your account.

Creating taxonomy permissions

You can create a taxonomy permission to share (whitelist) specific portions of your taxonomy with a buyer in real time at a precise, granular level.

Best practices

- **Separate permissions:** Do not enter more than one buyer for an individual permission whitelist.
- **Separate contract, pricing, and upsell path:** Maintain each buyer independently.
- **Exceptions:** Exceptions are OK only if multiple buyers are purchasing the entire tree or a single buyer has multiple platform seats (client numbers).

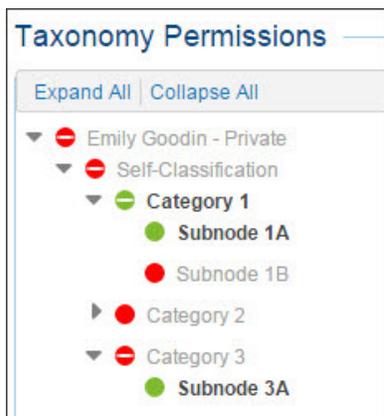
To create taxonomy permissions:

1. Navigate to **Manage > Taxonomy Permissions** (under *Taxonomy Management*) and then click **Create New**.
2. In the **Selected Recipients** field, select the buyer for the data. Begin typing the client name of the buyer; a drop-down list of valid buyers displays for you to select from.
3. From the **Permissioning Type** list, select **Modeling, Targeting, and Analytics, Targeting and Analytics**, or **Analytics Only**.
4. In the **Your Taxonomy** area, click the triangle icons as needed to expand the taxonomy path (tree nodes) and view the available data verticals and categories that you can share. Alternatively, you can click **Expand All** to expand all the nodes in the tree.
5. Click one or more node icons, changing their color from red to green, to share those categories with the buyer. If you click a node by mistake, click again to hide (blacklist) the category. Make sure you share only the specific categories in your taxonomy that the buyer is purchasing. Nodes are hidden (blacklisted) by default and appear with a red icon. This table explains the status icons used for each node and sub-node in the tree:

Icon	Status	Description
	Permissioned	The category or node and all children, if applicable, are visible and purchasable by the buyer.
	Not permissioned	The category or node is not visible and cannot be purchased by the buyer.
	Category is not permissioned but at least one child category is permissioned	The category is hidden (blacklisted), but at least one child category is shared (whitelisted). The category is not displayed in the buyer's taxonomy, but the shared children are displayed.
	Category is permissioned along with at least one child category	The category is shared (whitelisted) and at least one child category is shared. The category and any shared child categories are displayed in the buyer's taxonomy.

6. Click **Save**. The categories become visible to the buyer in 15-60 minutes.

The following figure shows an example of shared categories. Category 1, Subnode 1A, and Subnode 3A are shared; Category 3 is not shared.



Editing a taxonomy permission

After creating a taxonomy permission, you can edit it to change your selections.

To edit a taxonomy permission:

1. Navigate to **Manage > Taxonomy Permissions**.
2. To delete a permission, select the check box next to the permission, then click **Delete**.

Warning: After you delete a permission, any active campaigns using that data continue to run until the categories expire.

3. To copy a permission and use it as a starting point for a new permission, select the check box next to an existing permission, then click **Copy**. Fill in the fields for the new permission and click **Save**. Click **Refresh** to update the page and show your new permission.
4. To edit a permission, select the check box next to the permission, then click **Edit**. The **Your Taxonomy** area displays your taxonomy hierarchy with your currently selected permissions.
5. Click the triangle icons as needed to expand the taxonomy (tree nodes representing categories). Alternatively, you can click **Expand All** to expand all the nodes in the tree at once.

- Click one or more category icons to change their status from shared (green) to hidden (red), or from hidden to shared. Make sure you share only the specific categories in your taxonomy that the buyer is purchasing.
- Click **Save** to save your selections. Your changes take effect in the buyer's taxonomy view in 15-60 minutes.

Viewing taxonomy permission details

The **Taxonomy Permissions** index page shows the shared (whitelisted) and hidden (blacklisted) categories that you defined, or that Oracle Data Cloud client support defined for you. Any category that you have not shared is hidden (blacklisted).

To view your existing taxonomy permissions:

- Select **Manage > Taxonomy Permissions** (under **Taxonomy Management**).
- The *Taxonomy Permissions* page lists each buyer and a list of the taxonomy permissions.

Taxonomy Permissions					
2 WITH CURRENT FILTERS 2 DISPLAYED 0 SELECTED	Create New	Copy	Edit	Delete	
ID	PROVIDER	BUYER	PERMISSION TYPE	CREATED	UPDATED
18473	2498: Lisa	2499: Nikki	Analytics	03/10/2015	09/12/2016
19031	2498: Lisa	924: Sherene Hilal	Targeting and Analytics	10/25/2015	10/25/2015

Property	Description
ID	The unique ID assigned to the taxonomy permission
Provider	The ID and name of your partner seat in the Oracle Data Cloud platform
Buyer	The ID and name of the client or data buyer for the taxonomy permission
Created	A timestamp indicating when the taxonomy permission was created
Updated	A timestamp indicating when the taxonomy permission was last modified

Each buyer name is a link. Click the link to see the specific selections in your taxonomy for the permission.

3.3.8 Viewing Rate Cards

A rate card specifies the prices, in cost per 1,000 impressions (CPM), that you charge buyers for various categories in your taxonomy. You can view and export the rate cards that were created for you.

About rate cards

The Oracle Data Cloud platform creates override (buyer-specific) rate cards for each buyer that has negotiated special pricing terms with a data provider and creates a universal (standard) rate card that is applicable for all other buyers. When a buyer purchases data, the Oracle Data Cloud platform determines the cost by looking up the category prices in the override rate cards first and then in the universal rate card—if the buyer does not have a direct deal with the provider.

Within each rate card, the system starts at the targeted category. If that category does not have a price, the system ascends the hierarchy to find the price of the purchased category. For example, if a direct buyer purchases data from the **Branded Data > Data Logix > DLX Retail > Consumer Electronics Buyers** category, the system first looks for the price for that node in the override rate card. If there is no price, the system will then move up the hierarchy and look for the price set in the parent node, **Branded Data > Data Logix > DLX Retail**, and then in the top-level **Branded Data > Data Logix** node. If there is still no applicable price, the system will then look for the price in the universal rate card, starting at the **Consumer Electronics Buyers** category. If there is no price set for **Branded Data > Data Logix > DLX Retail > Consumer Electronics Buyers** or its parent node, the system will use the default price set in the top-level **Branded Data > Data Logix** node in the universal rate card.

This means that data providers must indicate the pricing for their top-level category to create a universal rate card. This price functions as their default price. Without it, the platform cannot create a universal rate card.

Viewing rate cards

To view a rate card:

1. Go to partner.bluekai.com, and then select **Manage > Rate Cards** (located under *Taxonomy Management*).

Note: If the **Rate Cards** option is not displayed in the **Manage** menu, contact My Oracle Support ([MOS](#)) to request it.

The *Rate Cards* page opens and displays all your universal and override rate cards. The following properties are displayed for each rate card:

Property	Description
AdType	The advertising type, which can be display , video , or both
Buyer	For override rate cards, this property displays the name of your direct buyer. For universal rate cards, this property displays <i>All</i> .
Channel	The name or partner ID of the channel partner
Country	The two-letter ISO 3166-1 alpha-2 country code <i>All</i> is equivalent to a list of all country codes.
Device Type	The device can include any of the following types: desktop , mobile , and tv
End Date	The date the rate card will stop or the date when it stopped For universal rate cards, this property displays Never because they do not expire until another universal rate card begins. Never is also displayed for override rate cards that do not have an end date.
ID	The unique identifier assigned to the rate card
Name	The name of your rate card The name will typically include your name and the name of your direct buyer (if applicable).
Provider	The name or partner ID of the provider
Start Date	The date the rate card went into effect or will go into effect
Status	The current state of the rate card, which may be one of the following: <ul style="list-style-type: none"> ■ Active: The rate card is currently in effect. ■ Expired: The end date for the rate card has passed. ■ Pending Activation: The rate card has been published, but the start date has not occurred yet. ■ Draft: The rate card has not been published.

2. (Optional) Filter your rate cards based on any of the available values.

Exporting rate cards

You can export a rate card to a TSV file that lists the IDs and names of the rate card, your account, and your direct buyer (if applicable), and the effective dates for the rate card.

To export a rate card:

1. Select the check box for the rate card to be exported.
2. Click **Export**.
3. Open or save the TSV file for the exported rate card.

3.3.9 Using Oracle OnRamp to Onboard your CRM Data

The Oracle OnRamp app provides an automated, self-serve offline onboarding solution embedded in the Oracle Data Cloud platform. You can segment the users in your CRM database and then securely upload offline files containing personally identifiable information (PII). OnRamp will match your offline users and then classify their attributes into new categories in your private taxonomy. You can then activate your offline data across multiple media execution platforms for targeting, analysis, modeling, and optimization.

Oracle OnRamp provides the following benefits:

- **Self-serve onboarding:** Upload your offline files on demand and include new values to capture new data and customize your taxonomy. OnRamp dashboards provide you with near real-time visibility into the match rate and number of users onboarded by segment as your inventory starts to ramp.
- **Rapid onboard process via automated workflow:** Use a quick and automated workflow that reduces the offline onboarding process. The OnRamp integration with Oracle Data Cloud eliminates the need to work across multiple platforms and teams to onboard your data.
- **Maximum match rates:** Activate more of your customer base.

This document describes onboarding data by using the OnRamp app. You can also onboard OnRamp data programmatically by using the [OnRamp API](#).

Request the Oracle OnRamp app

To get started with Oracle OnRamp, contact your sales representative to gain access to the OnRamp app.

Prepare your offline data

Consider the following when preparing your offline CRM audience data so that OnRamp can properly classify it and achieve the highest match rate.

Data requirements and best practices

Item	Description
Data format	<ul style="list-style-type: none">■ Columns: Each piece of PII data should be listed in a separate column.■ Delimiters: comma, pipe, semicolon, or tab■ Header row: Each column must be identified in the header row.■ Maximum number of columns: 200■ Transaction data: If included, bucket values instead of breaking them out individually, (for example, \$0 - \$50 not \$26.78).■ Hashed data: If you will include hashed email addresses, first lowercase the email addresses to improve match rates.
Files	<ul style="list-style-type: none">■ Compressed formats: GZ or ZIP of a single uncompressed file. The TAR.GZ file format is not supported.■ Maximum size: 2 GB■ Uncompressed formats: CSV, TAB, or TXT■ Automated file uploads: only support the TXT format.
PII	<ul style="list-style-type: none">■ The US is currently the only country supported for onboarding PII to OnRamp.■ (Required) One of the following sets:<ul style="list-style-type: none">□ First Name, Last Name, Address, City, State, Zip

Item	Description
	<ul style="list-style-type: none"> ▫ First Name, Last Name, Zip ▫ Email Address ▫ Telephone Number ■ More customer data results in a higher match rate. ■ Non-hashed PII provides a higher match rate.
Taxonomy	The number of unique values available per column determines the number of segments created in your private taxonomy.

Important: QA your data. If you use a spreadsheet application to prepare your data file, ensure that its values are properly formatted. For example, check that Zip codes with leading 0s are not truncated.

Match keys

A match key data type selection is used to match the data in your file to known types. For example, if you are using name and address data at a minimum, you will need to select one of the following

- First Name, Last Name, Zip
- Email Address

When you initially upload your file to OnRamp, you will be prompted to select one of the following match keys for each column in your file:

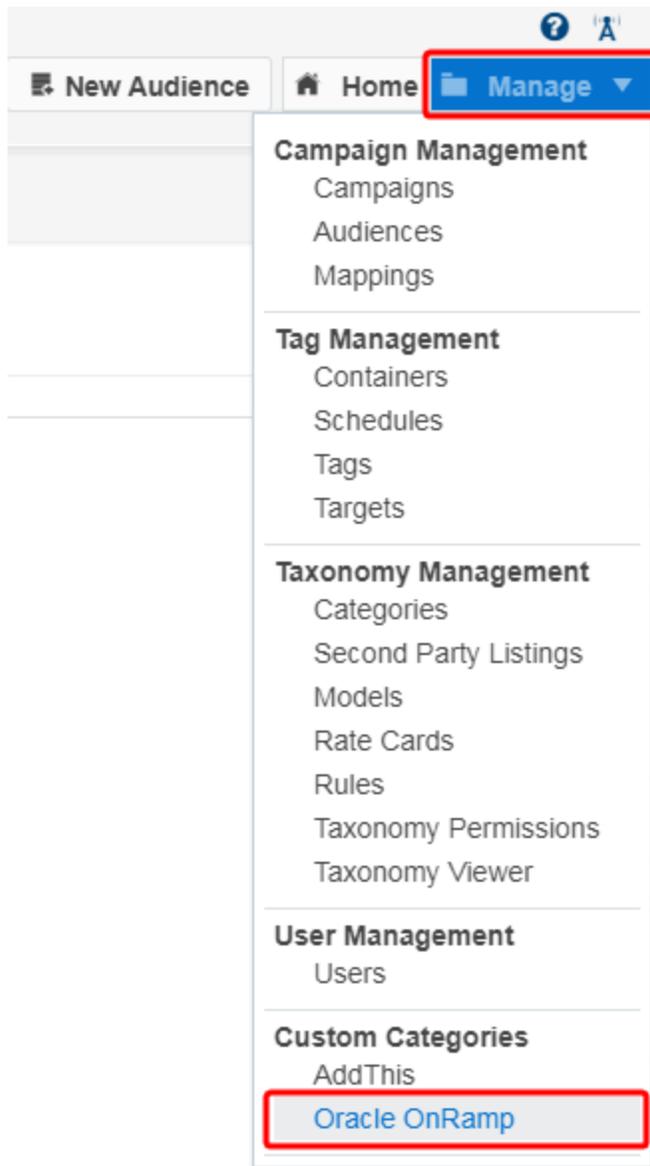
Category	Match key	Description
Raw	Last Name	Unhashed last name (PII)
	First Name	Unhashed first name (PII)
	Address1	Unhashed first line of the street address (PII)
	Address2	Unhashed second line of the street address (PII)
	City	Unhashed city
	State	Unhashed US state
	Zip (5 digits)	Unhashed Zip code (PII)
	Zip Extension (last 4 digits)	Unhashed Zip code extension (PII)
	Email	Unhashed email address (PII)

Category	Match key	Description
	Phone Number	Unhashed telephone numbers (PII)
SHA-1	Email	SHA-1-hashed email address
SHA-256	Last Name	SHA-256-hashed last name
	First Name	SHA-256-hashed first name
	Address1	SHA-256-hashed first line of the street address
	Address2	SHA-256-hashed second line of the street address
	City	SHA-256-hashed city
	State	SHA-256-hashed US state
	Zip (5 digits)	SHA-256-hashed Zip code
	Zip Extension (last 4 digits)	SHA-256-hashed Zip code extension
	Email	SHA-256-hashed email address
	Phone Number	SHA-256-hashed telephone number
MD5	Email	MD5-hashed email address
Customer ID	Customer ID	Customer ID
Segmentation	Classification	Select to create a segment for each unique value in the column.
Custom Field	Custom Field	Select to drop the data in this column. It will not be stored in the system.

Upload your offline file

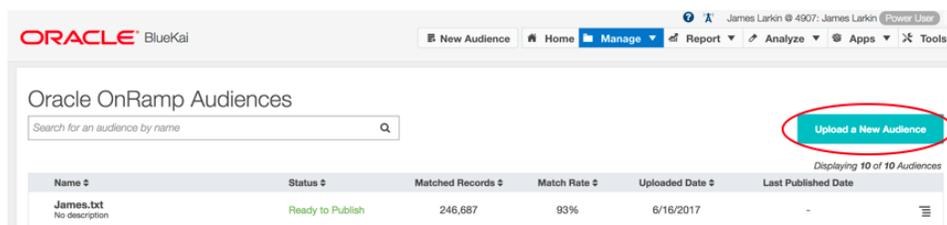
To upload your offline file to Oracle OnRamp:

1. Log on to partner.bluekai.com and select **Manage > Oracle OnRamp**.

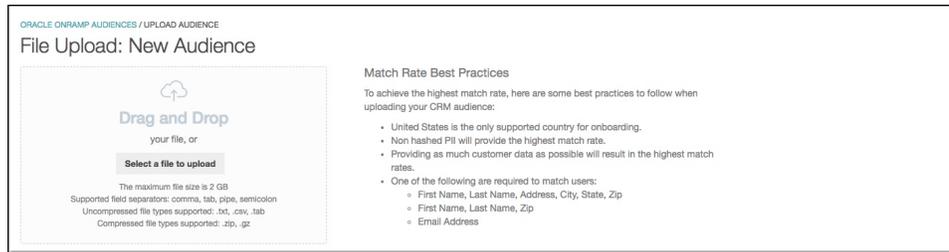


The *Oracle OnRamp Audiences* page is displayed.

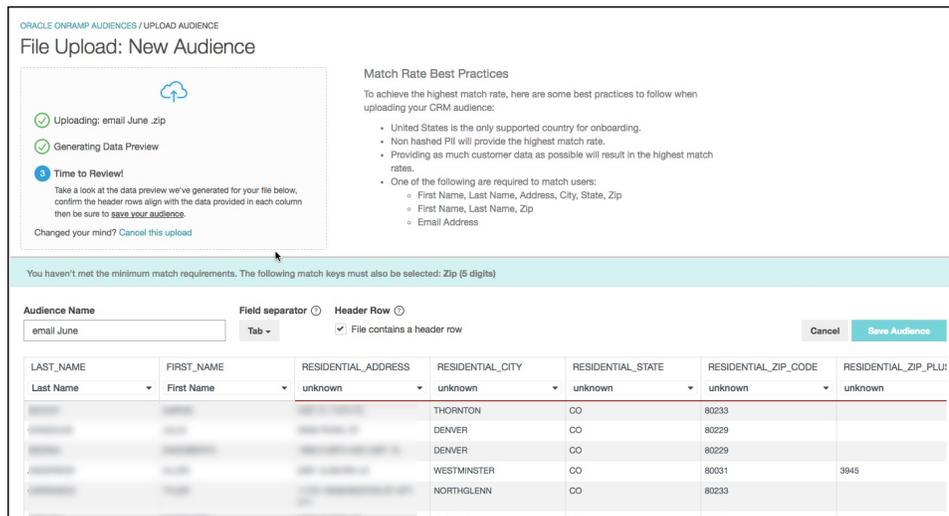
2. Click **Upload a New Audience**. The *Upload Audience* page is displayed.



3. Either drag and drop the file to be uploaded, or click **Select a file to upload**.



4. OnRamp displays the status of your file upload. When the upload is complete, the Data Preview table is displayed.



5. Use the column header drop-down lists to identify the correct match key for all columns that include PII, such as names, addresses, postal codes, and so on.
6. Optionally, you can edit the following items:
 - If you want to rename your audience, enter a new name in the **Audience Name** box.
 - If your file contains columns with multiple delimiter characters, click the delimiter that is used in your offline file to separate fields, such as Comma, Pipe, Tab, or Semi-colon. OnRamp typically detects the correct delimiter, but this gives you a chance to specify it.
 - If your file does not contain a header row, clear the **File contains a header row** check box. Otherwise, your first row of data will be used as a header row. A header row is strongly recommended, but not required.

- Use the column header drop-down lists to identify match keys for columns that do not include PII. If you set match keys for this data, segments are created for the relevant audiences.

7. Click **Save Audience**. The file is uploaded and you are returned to the *Oracle OnRamp Audiences* page.

Automated upload

Your account manager can provide you with an SFTP location where you can upload data files, which will be automatically processed and ingested into your private taxonomy.

Important! The SFTP account you use for automated uploads must be specifically requested by your account manager. It is different from the SFTP account you use for offline onboarding and for data delivery via SDT.

Before you set up automated SFTP uploads to Oracle OnRamp, you must first use the [manual upload process](#) and then publish the resulting audience. This establishes the categories and an audience ID that are necessary for automated file processing. The initial file can contain a small sub-set of your audience (such as 10 to 20 rows), but it should include all of the same columns and use the same formatting, file name, and the TXT extension.

Depending on whether you want to append the data contained in the new file to the existing audience data or completely replace it, use one of the following file-naming conventions:

- **Append:** `onramp_audience_ID_append.txt`
- **Replace:** `onramp_audience_ID_replace.txt`

Important: TXT is the only supported file format for automated uploads.

To automate your upload process to OnRamp:

1. [Manually upload](#) a sample data file to OnRamp.
2. When the audience's status is *Ready to Publish*, click **Publish**. The categories are created in your private taxonomy and an audience ID is displayed in OnRamp.
3. Upload your data file to the SFTP location.
4. Validate and track your uploads via the OnRamp match report for the audience.

Monitor and Publish your OnRamp audiences

After you upload your file, OnRamp begins to process your file to match your users, and displays a status of *In Progress*.

Oracle OnRamp Audiences

Search for an audience by name Q

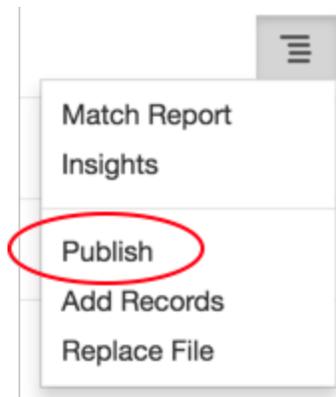
Name	Status
James.txt No description	<i>In Progress...</i>

After OnRamp finishes processing the file and creating segments, it changes the status to *Ready to Publish*.

James.txt No description	<i>Ready to Publish</i>	246,687	93%	6/16/2017	-	
------------------------------------	-------------------------	---------	-----	-----------	---	---

To publish your audience:

1. Next to the audience, click the menu icon  and then select the **Publish** option.



- On the confirmation screen, click **Publish**. The audience is submitted for further processing to create categories in your private taxonomy for each of your segments and its status is changed to *Publishing*. When processing is complete, the status is updated to *Published*.

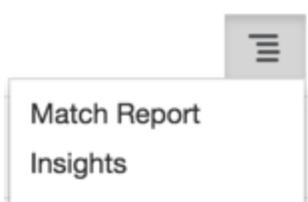
Name	Status	Matched Records	Match Rate	Uploaded Date	Last Published Date
James.txt No description	Published	246,687	93%	6/16/2017	6/16/2017

Note: After the audience data has been matched and published to your private taxonomy, Oracle OnRamp does not retain the data.

Gain insights into your audiences

You can view the match report and audience insights by selecting those options from the audience's

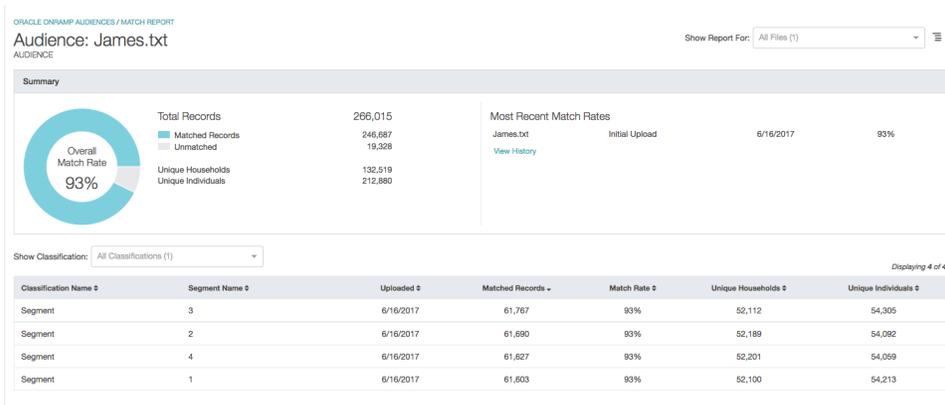
menu icon .



Match report

The match report provides detailed metrics, such as matched records, unique individuals, and on what % of a customer's CRM file were matched to Oracle's ID graph. Match metrics provide insight into the share of the CRM file that will be addressable online for digital targeting.

Sample match report

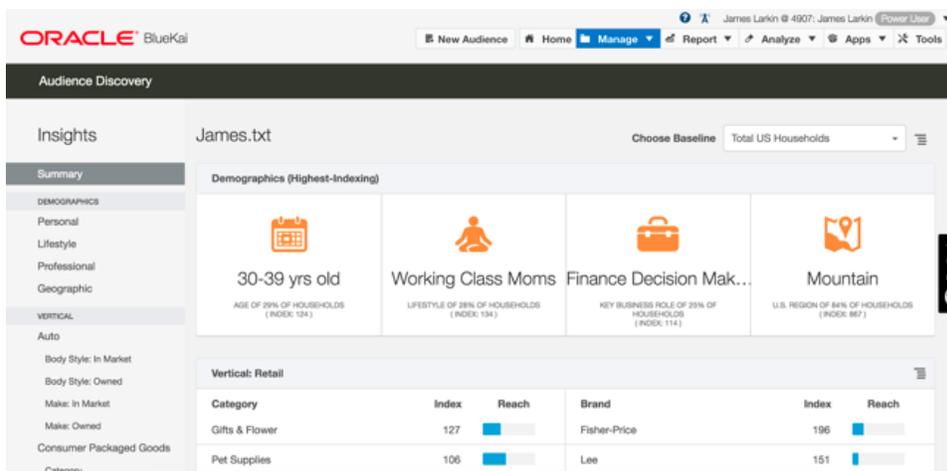


The total addressable reach (for cookies and MAIDs) can be displayed in the Audience Builder after the audience is published.

Audience insights

Oracle OnRamp can display insight reports summarizing the demographics, geographic locations, interests, and attributes of your segment. Audience insights, by default, are for the entire matched records for the file uploaded. If segmentation-level audience insights are needed, the initial file must be separated into the relevant segments. For insights on previously uploaded audiences, you will need to re-upload.

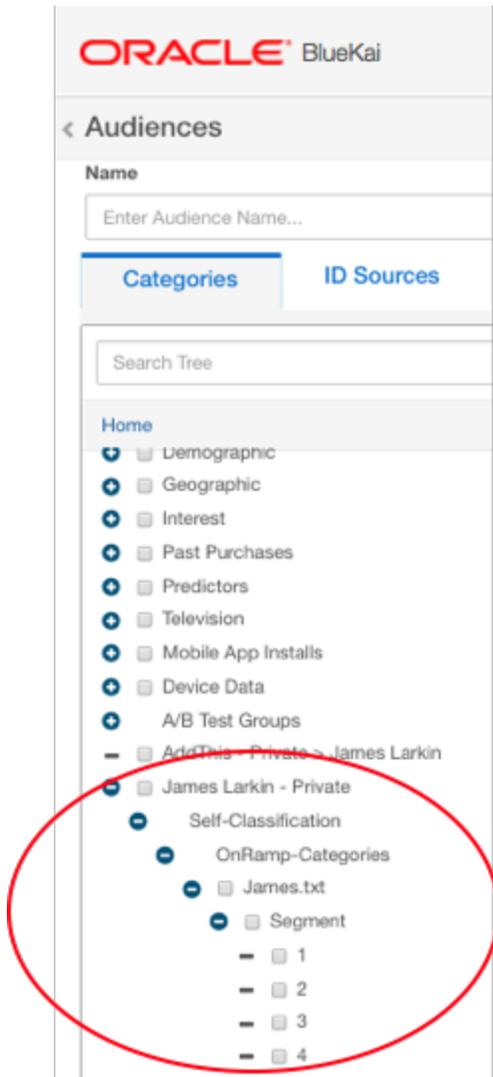
Sample audience insights



Activate your OnRamp categories

After your offline file has been onboarded, [create an audience](#), add your offline categories, and [create a campaign](#) to deliver your audience across multiple media execution platforms. Your OnRamp

categories are located under the *Self-Classification* node in your private taxonomy.



3.3.10 Creating Look-alike Models with Oracle Modeling 360

You can use look-alike models in the Oracle Data Cloud platform UI to identify high-value users who behave similarly to your best customers and converters so that you can increase the reach and precision of your target audience.

About Oracle Modeling 360

Oracle Data Cloud provides an automated, self-serve modeling solution, Oracle Modeling 360, for sending model requests to a modeling vendor. A model request includes:

- The users you want modeled (the signal audience)
- The group of categories used to rank the users in your signal audience (the profile input)
- The instructions for tailoring your model request, such as the granularity of the data you want returned (for example, the top 0-1%, 1-5%, and 6-10% of users in your custom look-alike model)

After your modeling vendor receives your model request, they will score and stack rank users according to who best matches the attributes of your signal audience and they will add the top percentage of look-alikes as new categories to your taxonomy. You can then deliver your look-alikes across multiple media execution platforms for targeting, analysis, and optimization.

Look-alike modeling provides the following benefits:

- **Automated workflow:** The Oracle Data Cloud platform automates the process of sending model requests to look-alike modeling partners.
- **Custom models with a large selection of data:** Create models from your first-party data, second-party data shared with you, and third-party data from the [Oracle Data Marketplace](#).
- **Multivariate models:** Multivariate look-alike models consider all the attributes of the users, including the frequency and recency in which they have been tagged with the attributes.
- **Rapid model creation and activation:** Create a model request in minutes; receive your look-alikes within a week.
- **Automatic refresh:** Your look-alike model is refreshed weekly so you always have the latest scores for your best users.

Requirements: While planning your look-alike model requests, keep the following requirements in mind:

- The signal audience can target only user profiles linked to Oracle Data Cloud desktop and mobile web cookies. Modeling cannot be run on user profiles linked to mobile advertising IDs (IDFAs and Google AdIDs).
- Your signal audience must have a minimum reach of at least 5,000 profiles with a recency of seven days. The model will not be created if the audience's reach is below this minimum size. To check if the audience is large enough, change the recency setting to seven days in the audience creation page to see the projected reach.
- Your signal audience may include Oracle, In-Market, Datalogix, and AddThis 3rd-party categories. It may not include any other 3rd-party branded data.

[Click here for a list of the supported categories.](#)¹

- To include 2nd-party data in your signal audience, contact your account representative. Currently, 2nd-party data must be manually delivered into the Oracle Modeling 360 system to create models using this data.

¹555374 / Branded Data > AddThis > In-Market

413996 / Branded Data > Datalogix > DLX Business (B2B)

24509 / Branded Data > Datalogix > DLX Demographics

63262 / Branded Data > Datalogix > DLX Finance

25713 / Branded Data > Datalogix > DLX Lifestyles

196858 / Branded Data > Datalogix > DLX Philanthropy (Charity)

152697 / Branded Data > Datalogix > DLX Politics

140165 / Branded Data > Datalogix > DLX Seasonal

142003 / Branded Data > Datalogix > DLX Subscription Services

24423 / Branded Data > Polk Audiences powered by Oracle

6463 / Custom Categories 2090 / Demographics

142416 / Device Data 1 / Geographic 17 / In-Market > Auto, Cars and Trucks

22605 / In-Market > Consumer Packaged Goods (CPG)

12246 / In-Market > Education

6956 / In-Market > Financial Products and Services

3004 / In-Market > Other Vehicles 107938 / In-Market > Real Estate (Home and Commercial)

19 / In-Market > Retail

21490 / In-Market > Services

5915 / Interest

671901 / Oracle

43876 / Past Purchases

149605 / Predictors

369765 / Television

To create and activate a look-alike model :

1. [Install the Oracle Modeling 360 look-alike modeling app.](#)
2. [Create a model request.](#)
3. [Monitor your model request.](#)
4. [Activate your look-alike models.](#)

Note: Your look-alike rate will be set in the [campaign workflow](#). This will typically be a CPM on impressions set in the central rate card and will be displayed on your model category when you [create an audience](#).

Install Oracle Modeling 360 app

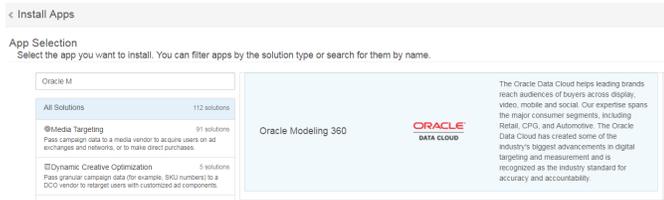
The app catalog includes the Oracle Modeling 360 app for creating look-alike models. This app does not require any ramp time.

Important: You cannot delete a look-alike app. Delete permissions are disabled to protect the flow of data from the look-alike partner to the platform.

To add the Modeling 360 app:

1. Contact My Oracle Support ([MOS](#)) and request access to look-alike modeling with Oracle Modeling 360.
2. Log on to [partner.bluekai.com](#), and then select **Apps** > [Install Apps](#).
3. Click **App Catalog**.
4. Click **Look-alikes** campaign solution type.

5. Select Oracle Modeling 360.



6. In the **App Name** box, enter a name that identifies the look-alike app configuration.
7. (Optional) In the *App Profiles* section, enter an descriptive name for a custom profile in the **App Profile Name** box, select the categories to be included, and then click **Add App Profile**. You can add multiple custom profiles.

Tip: The best models include the largest possible data set. The default profile includes *all* the categories that are available to you and will generate the best models.

8. Click **Save** . The look-alike app is added to the *Install Apps* page.
9. The platform creates an audience named "**Audience for Oracle Modeling 360 Lookalike - [Partner ID YourPartnerID + Vendor Name M360 - Default Lookalike Model App]**" in your partner seat and shares it with Oracle Modeling 360. It includes the following categories:
 - All your first-party categories under the private node in your taxonomy.
 - Your self-classification node, which contains all the first-party categories you created.
 - All second-party categories that have been whitelisted to you by another DMP client with modeling, targeting, and analytics permissioning.
10. The platform automatically creates a server data transfer (SDT) campaign in the look-alike partner's seat to deliver your first- and second-party categories in an hourly batch file. The look-alike partner begins ramping your first-party data. All the third-party data in the Oracle Data Marketplace has already been sent in a separate SDT batch delivery and has been ramped.
11. You can send your model requests to your look-alike partner and your custom app profiles are ready to be used in your model requests.

Creating a model request

After you have added a modeling app, you can create a maximum of 50 model requests in your Oracle Data Cloud partner seat.

To create a model request:

1. Select **Manage > Models**. The *Models* page is displayed.

STATUS	ID	NAME	PROFILE	CATEGORIES	LABELS	CREATED BY	CREATED	UPDATED
Active	919	BMW Model	Default	0-1%, 1-5...	0	David Wie...	07/11/2016	07/11/2016
Active	563	PeopleWhoLikeExpensiveCars	1p Only Pr...	.01-1%, 1...	0	David Wie...	10/21/2015	10/21/2015
Active	551	Robin Model	1p Only	.01-1%, 1...	0	David Wie...	10/16/2015	10/16/2015
Active	308	LAL Model - Timing Request Weds March 4	Default	0-1%, 1-5...	0	David Wie...	03/04/2015	03/04/2015

2. Click **Create Model**. The *Create Model Request* dialog opens.

Model Details

Model Name: Top Converters | Signal Audience: 227921: 1P Only Test | Reach: 243,000 | Start Date: 11/15/2017 | End Date: 05/14/2018

Look-alike App Selection

App List: 5788: MS80 Test App (ORACLE DATA GROUP)

App Settings: MODEL CATEGORIES FORMAT: Default | 0-1%, 1-5%, 5-10% | COUNTRY: United States (US)

Additional Details

Labels: Select labels... | Notes: [Text Area]

Predictors: 2P DATA | 1P DATA

3. In the **Model Name** box, enter a descriptive name for your model request that makes it easy to identify later. The model name must not include any special characters.
4. In the **Signal Audience** list, select the audience containing the users you want to model (for example, an audience containing your converters or purchasers). Enter two or more characters in the audience name to filter and select the audience.

When you select the audience, the **Reach** field displays the number of users seen in the selected audience over the last 30 days (not the projected reach of the model).

Tip: You can select your signal audience directly from the *Audiences* page by selecting its check box and then selecting **Create > Create Model**.

- In the **Start Date** and **End Date** boxes, enter when you want the model to start and stop running. By default, the **Start Date** is set to tomorrow's date, and the **End Date** is set to 6 months later.
- In the **Model Categories Format** list, select the top groups of look-alikes in your model that you want classified into new categories in your private taxonomy. The following table summarizes the model category format options:

Option	Categories created	Description
Default	0-1%, 1-5%, and 5-10%	Includes three categories representing the top 0-1%, 1-5%, and 5-10% of users in your model to provide a balance of performance and scale
Extreme Performance	.0-0.01%, .01-1%, .1-1%, 1-2%, 2-5%, 5-10%	High-performance model with increased granularity and precision. Useful for targeting the highest of the top-ranked look-alikes
Scale	0-1%, 1-5%, 5-10%, 10-15%, 15-20%, 20-30%	Expanded reach useful for targeting a large number of look-alikes. This format is based on the default model, but it has additional categories for lower percentages of look-alikes to increase scale.
Custom	User-specified	Custom look-alike model. Enter a comma-separated list of ranges, which may contain whole numbers and decimals (for example, 0.1-0.5%, 0.5-1%, 1-2%)

- In the **Country** box, select look-alikes from which countries to include in your model categories. By default, look-alikes from only the United States are included.

You can also add look-alikes from Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, Denmark, Finland, France, Germany, Iceland, India, Indonesia, Ireland, Italy, Japan,

Luxembourg, Malaysia, Mexico, Netherlands, New Zealand, Norway, Peru, Philippines, Poland, Portugal, Russian Federation, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, Turkey, United Arab Emirates, United Kingdom, United States, and Vietnam.

8. Under **Predictors**, select which groups of categories are used to rank the look-alikes in your model (1st-party data and/or 3rd-party data). The default is 3rd-party data only,
9. (Optional). In the **Notes** box, enter any comments related to your model request.
10. Click **Save**. Your model request is added to the **Manage > Models** page.

Monitoring your model requests

You can use the *Models* page to monitor and manage your model requests.

STATUS	ID	NAME	PROFILE	CATEGORIES	LABELS	CREATED BY	CREATED	UPDATED
Active	919	BMW Model	Default	0-1%, 1-5...	0	David Wie...	07/11/2016	07/11/2016
Active	563	PeopleWhoLikeExpensiveCars	1p Only Pr...	.01- 1%, .1...	0	David Wie...	10/21/2015	10/21/2015
Active	551	Robin Model	1p Only	.01- 1%, .1...	0	David Wie...	10/16/2015	10/16/2015
Active	308	LAL Model - Timing Request Weds March 4	Default	0-1%, 1-5...	0	David Wie...	03/04/2015	03/04/2015

This page lists the status of your model request, which may be on of the following (listed in order of the model creation process):

Status	Description
Sent	Your model request has been delivered to the look-alike modeler.
Ramping	This model uses first-party data that is currently being processed by the modeler. When your data has finished ramping, the status will switch to the Creating state. Subsequent model requests containing your first-party data will not require this ramp time and will be processed within the standard 1-week time frame. Ramping is not applicable for model requests that include only third-party data.
Creating	The vendor has received your model request, and the model is now in the process of being created. The vendor does the following to onboard your look-alike modeling data: <ul style="list-style-type: none"> 1. After the look-alike partner finishes creating your model, they create an offline file that maps your look-alike users' online profiles to the modeled categories you specified in the model request.

Status	Description
	<p>2. The look-alike partner drops the offline file onto Oracle Data Cloud upload servers. The platform then onboard your look-alike users into new modeled categories in the look-alike partner's taxonomy within 24 to 48 hours. Rules written by Oracle Data Cloud map the users in your offline file to the new modeled categories.</p> <p>3. Your new modeled categories are then whitelisted into your taxonomy.</p>
 Active	Categories representing your look-alikes have been added to a Oracle Modeling 360-Private node in your taxonomy. Your model will continue to be updated weekly.
 Pending Info	The model is pending additional information before it can be activated. Typically, this means that your model request does not include enough data. For more information, contact My Oracle Support (MOS).
 Disabled	The model has been disabled by a user in your Oracle Data Cloud partner seat.

The *Models* page also lists the number of models you have created out of the 50 you are allotted. It also includes columns listing the ID, name, profile, categories, labels of your model request, the user who created the model, and the dates when the model was created and last updated. You can sort your models using these columns and filter them based on their name and status.

Disabling models

You can disable an active model to stop the continuous training of the model and the updating of the users in your look-alike categories. You may want to disable an active model if you want to use a different model that better fits your business goals.

To disable models, select the check boxes for the models to be disabled, click **Disable**, and then click **Disable** in the confirmation dialog.

Disable Model? ✕

You are about to disable 1 model. The model are associated to the following Audiences and Campaigns:

Associated Campaigns

No associated Campaigns

Associated Audiences

Product X Converters

62433: Lookalikes

62433: Lookalikes

62433: Lookalikes

Cancel Disable

Activating disabled models

To activate a disabled model and begin re-training and updating the model, select its check box and then click **Enable**. Your re-activated model will re-train on the current data set. This means that you will have to wait for a new model to be created before it is in the **Active** state and your look-alike categories are ready for use.

Viewing model details

You can click a model to view a detailed summary of the model that includes information on the model categories being created, the model vendor, and the signal audience.

Models [Back to Models](#) [Enable](#) [Disable](#)

	BMW Model	Reach	Created	Updated
919		All	07/11/2016	07/11/20

3 Model Categories

ID	NAME	REACH
628265	BMW Model Top 0-1%	0
628266	BMW Model Top 1-5%	0
628267	BMW Model Top 5-10%	0

Signal Audience - 131904: DavidBMW Females

Include - AND Reach: 57,920

Segment 1 Frequency: Any 153,280

OR 405: 328 48,000

In-Market > Autos > Makes & Models > BMW > 3-Series > 328

OR #10: 335 17,280

In-Market > Autos > Makes & Models > BMW > 3-Series > 335

OR 438: M3 75,200

In-Market > Autos > Makes & Models > BMW > 3-Series > M3

OR 3631: 325 10,880

In-Market > Autos > Makes & Models > BMW > 3-Series > 325

OR 7459: 330 10,560

In-Market > Autos > Makes & Models > BMW > 3-Series > 330

AND

Segment 2 Frequency: Any 425,778,560

OR 22599: Female 425,778,560

Demographic > Gender > Female

Modeler

Demo Model Profile
2558 Default

Model Settings

Start Date End Date
N/A N/A

Countries Include Seed In the Output
No

Excluded Output Category
Categories Filter
None None

Signal Audience Settings

DavidBMW Fem Updated
ales 2016-07-11

131904 Recency
90

Country Source
ALL Both

Device Created by
All David Wiener

Labels
none

Activating your look-alike models

After your look-alike categories have been added to your taxonomy, you can add them to your target audiences, and deliver them across multiple media execution platforms. You can find your look-alike categories in a ***Look-alikePartnerName- Private*** node in your taxonomy. For more details, see [activating data](#).

3.3.11 Adding Data to your Taxonomy

You can add data to your taxonomy using data ingest, which is the process of collecting and classifying user data in your first-party taxonomy. The data ingest process entails extracting user attributes from your offline, online, and mobile sources and then mapping the collected attributes into categories in your taxonomy via [classification rules](#). After the data has been ingested into your first-party taxonomy, you can deliver it to multiple media execution platforms for targeting, optimization, and modeling.

The ingest process differs depending on the source of the data.

- [Offline onboard](#): Onboard data from a data warehouse, a customer relationship management (CRM) system, or another structured source using offline match integration.
- [Online ingest](#): Collect and organize your page and online user attributes by deploying an Oracle Data Cloud core tag. For mobile websites, you will deploy a mobile core tag.
- [Mobile app ingest](#): Collect data from your mobile native and hybrid apps using the Oracle Data Cloud Android and iOS SDKs.
- [User data API](#): Transfer your user data to the Oracle Data Cloud platform using a real-time server-side API.
- [Oracle OnRamp](#): Onboard your CRM data within the platform UI.
- [Partner integrations](#): Use a partner integration to ingest data into the Oracle Data Cloud platform.

Data Providers Onboarding EU Data. To ingest data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent agreement. Contact your Oracle Account Representative to obtain and sign the agreement.

Ingesting offline data

The following scenario describes a typical offline ingest integration.

To ingest your offline data:

1. [Create a container](#) to generate a site ID and an associated ID swap tag.
2. [Deploy and monitor an ID swap tag](#) on each page in your network.
3. [Create an offline file](#) containing the user data to be ingested.
4. Classify your data using [the Taxonomy Manager](#).
5. Upload the offline file.
6. Monitor your data ingest.

Learn more: [Offline onboarding](#)

Ingesting online data

The following scenario describes a typical integration for ingesting online data.

To ingest your online and mobile data:

1. [Create a container](#).
2. [Scope your data](#).
3. [Configure and deploy the Oracle Data Cloud core tag](#).

4. Classify your online data using [the Taxonomy Manager](#).
5. [Monitor data ingest](#).

This scenario generally applies to collecting mobile web data. The Oracle Data Cloud mobile core tag includes a specific set of JavaScript functions that collect user and phone attributes from mobile properties and transfers them into the Oracle Data Cloud platform.

Learn more: [On-demand onboarding](#)

Mobile app ingest

Every mobile app has different data that is critical for classifying and targeting your users. The following scenario describes a typical integration for ingesting data from native and hybrid apps.

To ingest mobile app data:

1. [Create a container](#) to generate a site ID that you can specify in the Oracle Data Cloud SDKs to associate the data being extracted from your site with your DMP.
2. Scope the data you want to extract and pass into the Oracle Data Cloud SDKs.
3. Configure the [Android SDK](#) and the [iOS SDK](#) to collect data from your native and hybrid apps, such as DOM properties, keywords, and native variables such as product SKU numbers.
4. Classify your mobile app data using [the Taxonomy Manager](#).
5. Monitor data ingest.

Learn more: [Mobile ingest](#)

Calling the user data API to ingest data

You can transfer your user data into the Oracle Data Cloud platform using a real-time server-side API. Use this method if you are a DMP client that does not have sufficient space for storing user data.

To call the user data API to ingest data:

1. [Get your developer keys](#).
2. [Create a container](#).
3. [Deploy and monitor an ID swap tag](#). After an ID swap has been triggered for a user, you can use the user data API to transfer their attributes into the Oracle Data Cloud platform.
4. Classify your data using [the Taxonomy Manager](#). You can use the [category](#) and [rule](#) APIs if you want to programmatically create the data mapping rules and categories.
5. Call the [user data API](#).
6. [Monitor your data ingest](#).

You can call the [user data API](#) anytime to transfer additional attributes and deliver user data out of the system to execution platforms.

Learn more: [Getting user data](#)

Using ingest partner integrations

You can also use the following partner integrations to ingest your data:

- [Eloqua](#): Perform ID swaps and ingest your Eloqua data by installing the Oracle Data Cloud platform data Activation Cloud Action app in the Eloqua platform.
- [Kenshoo](#): Ingest your search data from the Kenshoo search solution.
- [Kochava](#): Ingest your mobile user data in real time.
- [Marin](#): Ingest your search data from the Marin platform.
- [Moat](#): Deliver your Oracle Data Cloud platform data to Moat, map your categories to ad server events, use Moat analytics, and then ingest your Moat engagement data into the Oracle Data Cloud platform.
- [Proxemic](#): Deliver Oracle Data Cloud platform data to Proxemic, use Proxemic to map your site data to contextual categories, and then use offline files to ingest your Proxemic data into the Oracle Data Cloud platform for activation.

- **Responsys**: Segment your email contacts, classify them into the Oracle Data Cloud platform categories, and import them directly into the DMP.

Activating Adobe Target Data

You can ingest conversion and engagement data from Adobe Target into the Oracle Data Cloud platform and then activate it in real-time across multiple media execution platforms. Adobe Target data helps you to target users that have converted or achieved an engagement metric on your site (for example, time spent on site, page count, or score per visit). You can further tailor your target audiences by combining your Adobe Target data with other first-, second-, and third-party data.

You need an Adobe Target client code to complete this integration.

To ingest your Adobe Target data into your DMP:

1. [Create a data map.](#)
2. [Add Oracle Data Cloud pixels to your Adobe mboxes.](#)
3. [Create an Adobe Target campaign.](#)
4. [Classify your Adobe Target data.](#)

Creating a data map

A data map provides an outline of how your Adobe Target user attributes should be ingested into the Oracle Data Cloud platform. You can also use your data map as a checklist to verify that all the necessary categories and classification rules are ready to ingest your Adobe Target data. Your data map should do the following:

- Define a set of keys used in your phints (key-value pairs that represent Adobe Target user attributes).
- Define the possible set of values for each key and associate them with human-readable category names.
- Define the hierarchical relationships, if any, between a set of keys.

For example, if you want to capture the attributes of users who have converted or engaged on your site, you could create phints (key-value pairs that represent user attributes) to capture these events. The phints for the conversions and success metrics could have the following syntax: `conversion=value` and `engagement_metric=value`. You could then create the following data map:

Key	Value	Category name
N/A	N/A	Adobe Target
N/A	N/A	Adobe Target > Converters
conversion	application	Adobe Target > Converters > Applicant
conversion	clickthrough	Adobe Target > Converters > Clicker
conversion	purchase	Adobe Target > Converters > Purchaser
conversion	registration	Adobe Target > Converters > Registrar
N/A	N/A	Adobe Target > Engagers
engagement_metric	score	Adobe Target > Engagers > Engagement Score
engagement_metric	pageCount	Adobe Target > Engagers > Page Count
engagement_metric	timeSpent	Adobe Target > Engagers > Time Spent on Site

Adding Oracle Data Cloud pixels to your Adobe mboxs

An [Adobe Target mbox](#) is a window or location inside the application where an advertiser can dynamically switch the content. You can generate an image pixel for use with your Adobe Target mboxs in order to send your conversion and engagement data to the platform.

To add an image pixel to your mboxs:

1. [Create a container](#) to be used for ingesting Adobe Target conversion and engagement data. This will generate a site ID that you will specify in your rules used for classifying your Adobe Target data.
2. Use the following settings for your container:
 - **Name:** Enter "Adobe Target Data Ingest" (or another name that makes it easy to identify your container's purpose).
 - **Country Blocking:** Accept the default of the **Netherlands**.
 - **Default Auction Limit:** Enter 0 for the number of slots to be allocated on your site for firing third-party pixels.

- **Data Transfer Enabled:** Clear this check box.
- **Campaign Access:** Keep the default of **Only Me**.
- **Data Transfer Boost:** Clear this check box.

3. Click **Save and Generate Code**. The **Generate Code** dialog is displayed.
4. Click **Pixel**.
5. Under *Add Phints*, click **Add a Phint** and then enter key value pairs for the attributes users are to be tagged with when converting or achieving engagement success metrics on your site.
6. Click **Copy** and then paste the image pixel code to a text file. You will add this code to your mbox.

7. For each additional phint needed for your data map, click **Delete** next to the prior phint, enter key value pairs for the user attributes, and then copy the code into your text file.
8. On your site, deploy the pixel code in your text file to the mbox for which you want to capture conversion and engagement data. This is the location where the conversion will occur or the success metric will be fulfilled.
9. Log in to Adobe Target.
10. Create an Adobe Target campaign or select an existing campaign.
11. Click **Edit**.
12. In the *Choose Conversion and Other Success Metrics* section of the edit page, click **Measure Engagement**.
13. Select the engagement type you want to track:
 - **Page Count per visit:** The number of pages visitors view during a site visit
 - **Time on Site per visit:** The amount of time visitors spend on the site during a visit
 - **Score per visit:** Total of the assigned score for each page viewed during a visit
14. Click **Save**.

Classifying your Adobe Target data

You can use the BlueKai [the Taxonomy Manager](#) or [API](#) to map your Adobe Target converters and engagers into categories in your taxonomy. Create rules that state when a tag is fired from your mbox (based on the site ID) and contains a phint representing a conversion to add the user to a specific Adobe Target category. For example, if an `engagement_metric=score` phint is included in the tag, add the user to an **Adobe Target > Engagers > Score** category in your taxonomy.

Classification Rule
✕

*** NAME**

SITE

Phints - All Phints are **AND**'ed.

key	operator	value	
AND engagement_metric	is	score	🗑️

Category Associations

CATEGORY

To map your Adobe Target conversions to categories and the platform:

1. Create [categories](#) in the Oracle Data Cloud platform or the [Categories API](#) to create categories representing your search categories. Use descriptive category names that make it easy to identify the attributes of the search users to be included in the category. Your categories will be listed in the **Self-Classification** node within your taxonomy.
2. Follow your data map to [create phint-based classification rules](#) in the Oracle Data Cloud platform or the [Rules API](#) to map your Adobe Target conversions to the categories and the platform you created.

As your Adobe Target conversion and segment data is imported into your DMP, you can add the categories representing converters and engagers to your target audiences and create a campaign to deliver them across multiple media execution platforms. For more details, see [activating data](#).

Activating Eloqua Email Marketing Data

You can integrate Eloqua with the Oracle Data Cloud platform for smart, seamless cross-channel activation of your email marketing data. This integration enables you to segment your contacts,

classify them into categories, and import them directly into your DMP—all with just a few clicks from within your Eloqua Cross-Channel Marketing Solution. After your Eloqua email marketing data has been onboarded into your DMP, you can deliver it across Oracle Data Cloud's integrated media execution platforms. For example, you can target unsubscribed users with "come back" offers, exclude email responders and converters from targeting to avoid wasted impressions, and target high-value non-responders with optimized display ads, search ads, and site content.

This integration provides the following benefits:

- **Smarter Customer Messaging through Cross-Channel Activation.** Use your email marketing data to intelligently customize your customer's experience across display, search, social, optimization, mobile, and other channels.
- **Efficient Use of Marketing Dollars.** Ensure you are reaching your contacts at the right time, at the right frequency across all channels.
- **Look-alike Modeling.** Use the Oracle Data Cloud platform's built-in modeling app to find high-value users that behave like your best email openers and clickers.
- **Streamlined Workflow.** Link your Eloqua Cross-Channel Marketing Solution with the Oracle Data Cloud platform with just a few clicks.

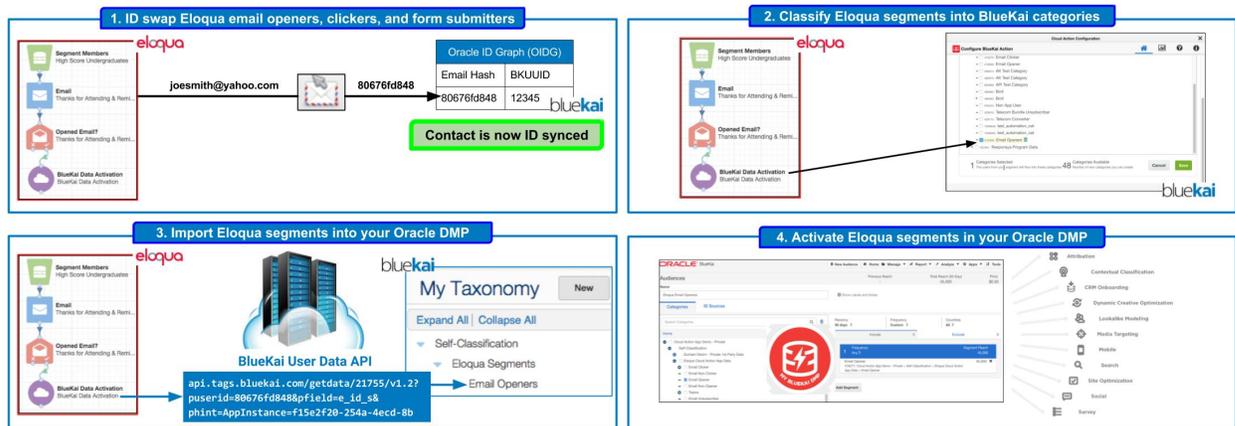
Video: Click [here](#) to watch a video demonstrating the integration.

Integration overview

To import your Eloqua data into your DMP, your contacts are ID swapped as they open your Eloqua-based email marketing messages (on email clients that support third-party cookies such as Outlook and Yahoo Mail), click-through to your landing page, or submit a form. The ID swap sends the contact's hashed email address to the Oracle Data Cloud platform, and the hash is then mapped to the contact's anonymous unique user ID (BKUUID). You will add the Data Activation app to your Eloqua campaign and use it to classify your Eloqua segments into categories in your DMP. As contacts flow through your Eloqua campaign, the app calls the User Data API with their email hash and Eloqua segment attributes. The attributes are mapped to the contacts' BKUUIDs, and the contacts are added to your

categories, and the platform. You can then create audiences and campaigns in your DMP to deliver your Eloqua contacts to the hundreds of media execution platforms integrated with the DMP.

The following diagram illustrates the workflow of the integration:



To activate your Eloqua email marketing data:

[Step 1: Request the Eloqua Match Multiplier Integration](#)

[Step 2: Configure ID Swapping](#)

[Step 3: Classify Eloqua Segments with the Oracle Data Cloud platform data activation app](#)

[Step 4: Activate Eloqua Segments in the platform](#)

Step 1: Request the Eloqua Match Multiplier integration

To get started with the integration, follow these steps:

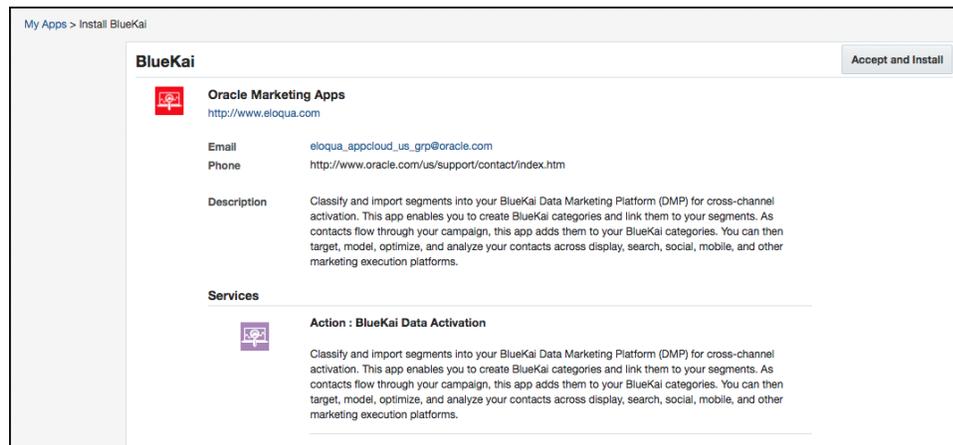
1. Contact your Oracle Customer Success Manager (CSM) and request the integration. Specify your Partner ID, your Eloqua instance name, the name of your account manager, and whether you want to use Match Multiplier or a private oHash pool.

- **Match Multiplier.** Match Multiplier leverages the oHashes you've sent to the Oracle Data Cloud platform and the large pool of oHashes also maintained by the platform to match your Eloqua contacts to their online anonymous profiles. If you want to use Match Multiplier, the platform will help you add the Match Multiplier Cloud Service SKU (a \$0 value SKU) to your contract. You will receive the SKU, an Ordering Document, and a

Cloud Service Description, which outlines your opportunities, rights, and licenses with Match Multiplier from a legal, policy, and operations perspective.

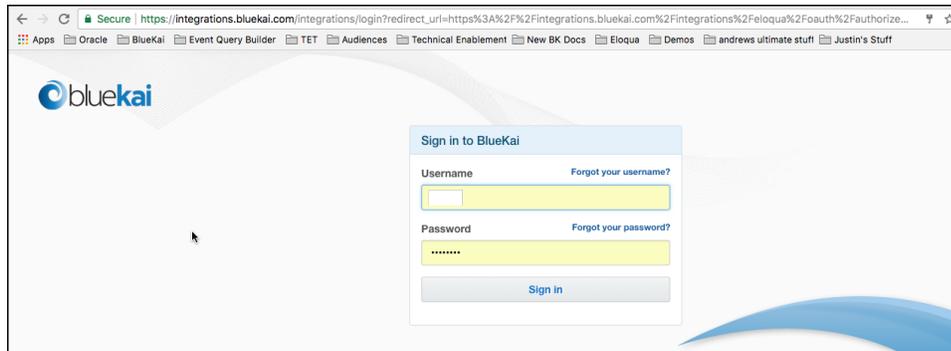
- **Private oHash Pool.** Alternatively, you may request a private oHash pool, which enables you to onboard data via your oHashes only. With a private oHash pool, no other clients have access to your oHashes, but you cannot leverage the oHashes in the Match Multiplier pool.

2. The platform grants you access to the Data Activation app in the Eloqua platform. In your Eloqua instance, you will then add the Data Activation app to your catalog and install it following these steps:
 - a. The platform provides a link to the **Add to Catalog** page in the Eloqua platform. Click this link, log in to the Eloqua platform, and then click **Accept**. The Data Activation app is added to your catalog.
 - b. Click **Accept and Install** in the app.

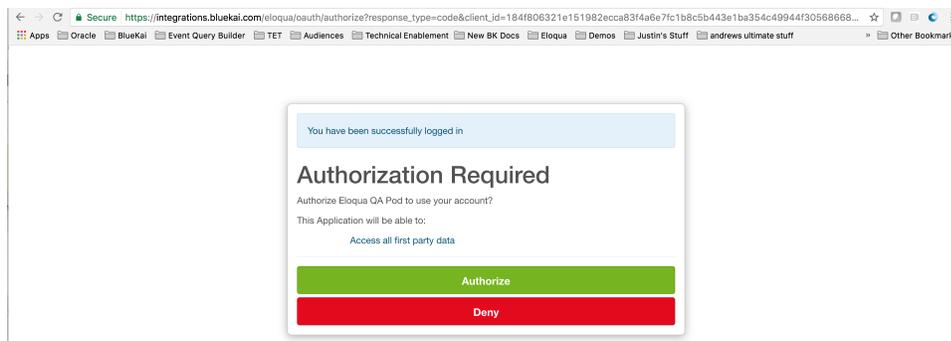


- c. In the DMP UI login screen, enter your DMP user name and password. If your DMP credentials cannot be authenticated (you get a 500 "Internal Server Error"), contact your Oracle Data Cloud Account Manager and opens a MOS ticket. Oracle Data Cloud ops

will verify that you have been given access to the app in the Eloqua platform.



- d. When you have been authenticated, click **Authorize**. This enables Eloqua to create categories, create classification rules, and call the User Data API on your behalf.



- e. After you are redirected to the Eloqua log in page, click **Sign In**.
- f. Click **Accept** to enable the Data Activation app in your Eloqua orchestration campaigns.
- g. When the app installed confirmation message is displayed, you can return to the Eloqua platform.
- h. You can add the Data Activation app to your campaigns following steps Step 3: Classify Eloqua Segments with the Oracle Data Cloud platform data Activation App. However, the platform will need to create some additional configurations before you can activate your Eloqua campaigns. This process takes approximately 1 week. During this time, you can add the app to your canvas and configure it, but do not activate your campaigns until your Account Manager gives you clearance.
3. Eloqua will activate ID swapping in your Eloqua instance. This automatically adds ID swap tags to the images in your email marketing messages, and it adds Eloqua's tracking scripts used for

executing ID swaps to your Eloqua-hosted microsites and Eloqua forms.

if you plan on ID swapping from your own externally-hosted landing pages and the forms on your websites, you will need to manually add the Eloqua tracking script to your landing pages and add hashing functions to your Oracle Data Cloud core tag as described in [Step 2: Configure ID Swapping](#).

Step 2: Configure ID swapping

If you are executing ID swaps via email opens, click-throughs to Eloqua-hosted microsites, and submissions of Eloqua forms, you can skip this section. Eloqua tracking scripts were automatically added to these assets when ID swapping was enabled for your Eloqua instance. Your contacts will automatically be ID swapped when they open their email, click through, or submit a form; therefore, no further action from you is required. You can still read this section to (a) learn how the ID swaps are executed and (b) how to execute ID swaps on your externally-hosted landing pages and the forms on your websites to further increase your match rates.

You need to execute ID swaps on your anonymous site visitors, email openers, email clickers, and form submitters. ID swapping enables the platform to link your contacts' hashed email addresses to their anonymous online profiles (also known as Oracle Data Cloud unique user IDs or BKUUIDs). After this linkage has been created, your contacts' attributes can be mapped into categories in your DMP taxonomy as they flow through your Eloqua campaign. The following list describes the various scenarios in which you can execute an ID swap, and the steps required to set up the ID swapping for that scenario (if any).

- **Email open.** When a contact opens a client's Eloqua-based email marketing messages with Yahoo or Outlook mail, their hashed email address is looked up in the Eloqua database, and passed into an ID swap pixel, which sends the hashed email address to the Oracle Data Cloud platform. The platform then returns the BKUUID via a redirect. For this scenario, Eloqua will deploy an ID swap pixel in your email marketing messages that has the following syntax:

```
http://tags.bluekai.com/site/{BK site ID}?vid={Eloqua anonymous visitor ID}&e_id_m={oHash}&e_id_s={oHash}&elqsiteid={Eloqua Site ID}&redir=http://{Eloqua Site ID}.t.eloqua.com/visitor/v200/svrGP?pps=80&bk_uuid=${BK UUID}&respondWithGif=1
```

Email Clients that Support ID Swaps. Email open ID swaps will only be executed on email clients that support third-party cookies such as Outlook and Yahoo Mail, or if your contact views your email in HTML. ID swaps will not be executed in email clients that do not support third-party cookies such as Gmail, Hotmail, or if your contact views your email in plain text.

- **Email click-through.** You can use one of the following click-through scenarios to execute ID swaps:
 - **Eloqua-hosted microsites.** When a contact clicks on a link to your Eloqua microsite, an Eloqua tracking script deployed on the microsite gets the contact's Eloqua GUID, hashed email address, and hashed phone number, and passes them to the Oracle Data Cloud platform. The platform then returns the contact's BKUUID to Eloqua via a redirect. For this scenario, no further steps are required. The Eloqua tracking script was automatically added to your microsites when ID swapping was activated in your Eloqua instance.
 - **3rd-party sites(no Eloqua tracking script or Oracle Data Cloud tag on site).** When a user clicks on a link to a 3rd-party site, which does not have any Eloqua tracking scripts or Oracle Data Cloud tags on it, a redirect is used to send the user to an Eloqua landing page that has the Eloqua tracking script. This triggers an ID swap, and then redirects the user to the destination URL. For this scenario, no further steps are required. The Eloqua tracking script was automatically added to your landing pages when ID swapping was activated in your Eloqua instance.
 - **Landing pages(via Eloqua tracking script).** When a contact clicks on a link to your landing page, an Eloqua tracking script deployed on your site gets the contact's Eloqua GUID, hashed email address, and hashed phone number, and passes them to The Oracle Data Cloud platform. The platform then returns a BKUUID via a redirect. For this scenario, you need to deploy an Eloqua tracking script on your site using the following syntax:

```
<!--Start Eloqua Tracking Tag-->  
< script type = "text/javascript" >  
var _elqQ = _elqQ || [];
```

```

_elqQ.push(['elqSetSiteId', 'YOUR_ELOQUA_SITE_ID']);
_elqQ.push(['elqTrackPageView']);
(function() {function async_load(){
var s = document.createElement('script');
s.type = 'text/javascript';
s.async = true;
s.src = '//img.en25.com/i/elqCfg.min.js';
var x = document.getElementsByTagName('script')[0];
x.parentNode.insertBefore(s, x);}
if (window.addEventListener) window.addEventListener('DOMContentLoaded',
async_load, false);
else if (window.attachEvent) window.attachEvent('onload', async_load);})
();
</script>
<!--End Eloqua Tracking Tag-->

```

- **Form Submission.** You can use one of the following form submission scenarios to execute ID swaps:

- **Eloqua forms.** When a contact clicks submit on a Eloqua form, an Eloqua tracking script deployed on the form gets the contact's Eloqua GUID and passes it to the platform. Eloqua then makes a server-side API call with the contact's GUID and hashed email address. This links the contact's email hash with their anonymous Oracle Data Cloud cookie ID. For this scenario, no further steps are required. The Eloqua tracking script was automatically added to your forms when ID swapping was activated in your Eloqua instance.

- **Webpages (via Oracle Data Cloud core tag).** When a user submits a form containing their contact information, an Oracle Data Cloud core tag on your web page normalizes the user's email address and phone number, encrypts them using MD5 and SHA-256 hashes, and sends both MD5 and SHA-256 hashes to the platform. To pass email address into the Oracle Data Cloud core tag and send oHashes to the platform, follow these steps:

- 1. Contact your account manager to get your ID swap site ID. You will need to pass this into your Javascript code (in the bk_idSwap_site_id placeholder in the next step).
- 2. Add the following code to your web page to collect raw email addresses and pass them into the Oracle Data Cloud core tag (code for both Match Multiplier and

private oHash pools is provided):

Match Multiplier: Oracle Data Cloud core tag on web page forms

```
<!-- jQuery --><link rel="stylesheet"
href="//code.jquery.com/ui/1.11.1/themes/smoothness/jquery-
ui.css">
<script src="//code.jquery.com/jquery-1.11.1.js"></script>
<script src="//code.jquery.com/ui/1.11.1/jquery-ui.js">
</script>
<form id="myform">
<label>Email Address:</label>
<input type="email" name="email" placeholder="name@domain.com"
autocomplete="on"><br>
<input type="submit" value="Submit" id="submitButton"><br><br>
</form>

<!--Begin Oracle Data Cloud core tag -->
<iframe name="__bkframe" height="0" width="0" frameborder="0"
src="javascript:void(0)"></iframe>
<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-
coretag.js"></script>
<script type="text/javascript">
$(function() {
$("#tabs").tabs();
$('#myform').on("submit", function(event) {
event.preventDefault();
bkCoreTag();});});
function bkCoreTag() {
var email = $('#myform input[name="email"]').val();
bk_addEmailHash(email);
bk_doJSTag(bk_idSwap_site_id, 1);
}
</script>
<!--End Oracle Data Cloud core tag -->
```

Private oHash Pool: Oracle Data Cloud core tag on web page forms

```
<!-- jQuery -->
<link rel="stylesheet"
href="//code.jquery.com/ui/1.11.1/themes/smoothness/jquery-
ui.css">
<script src="//code.jquery.com/jquery-1.11.1.js"></script>
<script src="//code.jquery.com/ui/1.11.1/jquery-ui.js"></script>
<script src="http://www.bkrtx.com/js/bk-coretag.js"></script>
<form id="myform">
<label>Email Address:</label><input type="email" name="email"
```

```

placeholder="name@domain.com" autocomplete="on"><br>
<input type="submit" value="Submit" id="submitButton"><br><br>
</form>
<script type="text/javascript">
$(function() {
$("#myform").submit(function(event) {
event.preventDefault();
var email = $('#myform input[name="email"]').val();
if (email) {
BKTAG.util.normalizeEmail(email);
BKTAG.addHash('e_id_m{bk_idSwap_site_id}', 'e_id_s{bk_idSwap_site_
id}', email)
}
//pass your site ID and the pixel limit:
bk_doJSTag(bk_idSwap_site_id, 1);
} else {
alert('Please enter a valid email and/or phone');
}
});
});
</script>

```

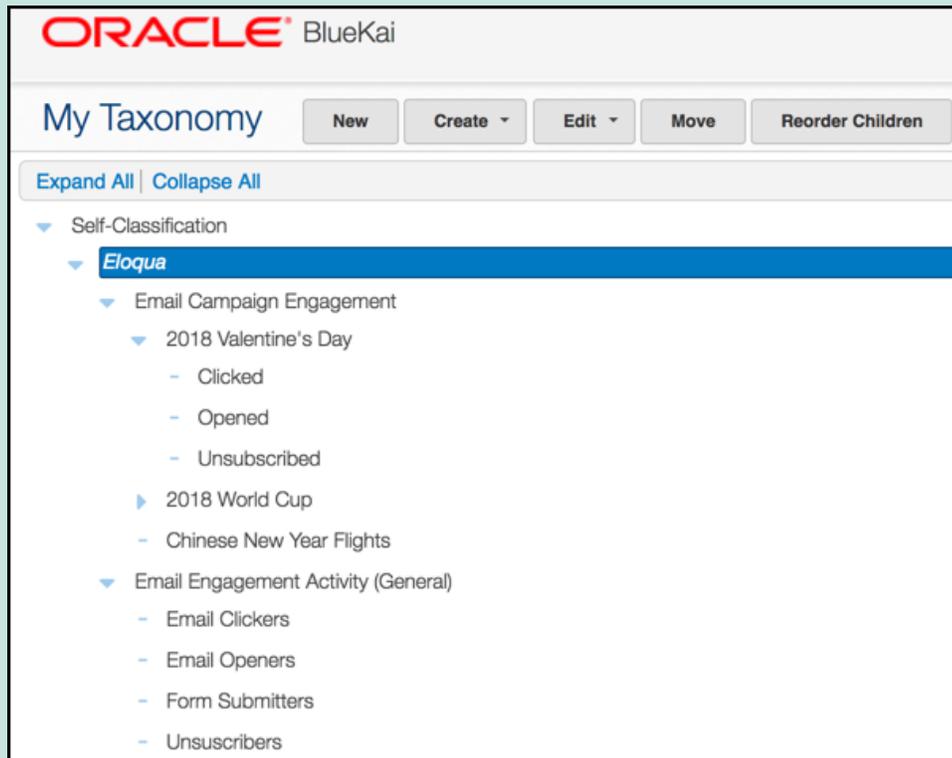
Step 3: Classify Eloqua segments with the data activation app

You can use the Data Activation app in your Eloqua campaigns to classify your Eloqua segments and import them into the Oracle Data Cloud platform. This app enables you to create new categories, and the platform or select existing ones, and link them to your Eloqua segments (for example, email openers, email clickers, and so on) via classification rules. As contacts flow into the app, it will call the platform with their Eloqua segment-based attributes, and the classification rules will map them into categories in your Oracle Data Cloud platform taxonomy.

Taxonomy Strategies for Classifying your Eloqua Data: There are two primary strategies for classifying your Eloqua data into your taxonomy, and you can use one or both of them:

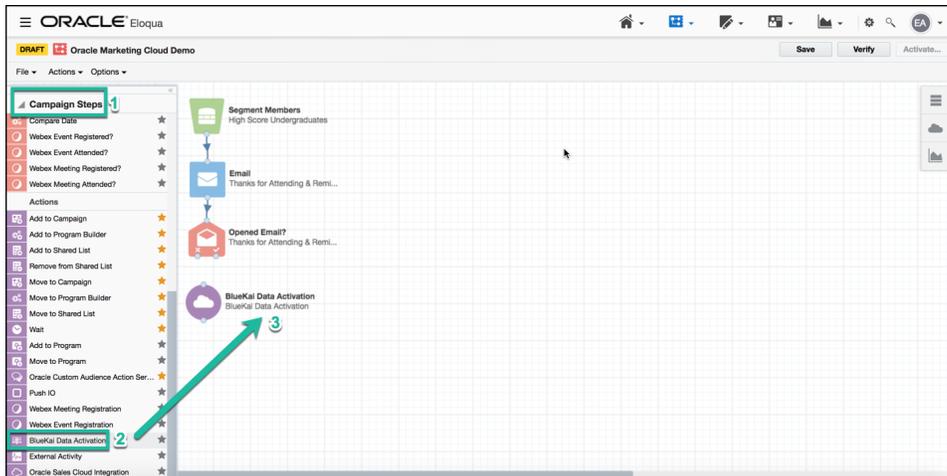
- **Classify engagement activities for specific email campaigns separately.** For example, you can classify email openers, clickers, and unsubscribers for Valentine's Day, World Cup, and Chinese New Year email campaigns. This may be useful for upselling and cross-selling converters on your site with optimized site content, while excluding them from your retargeting campaigns. In addition, it enables you to retarget your email campaign unsubscribers across their desktop and mobile devices.

- **Classify general engagement activities.** For example, you can classify email openers, email clickers, unsubscribers, and form submitters. This may be useful for modeling your converters to find look-alikes.

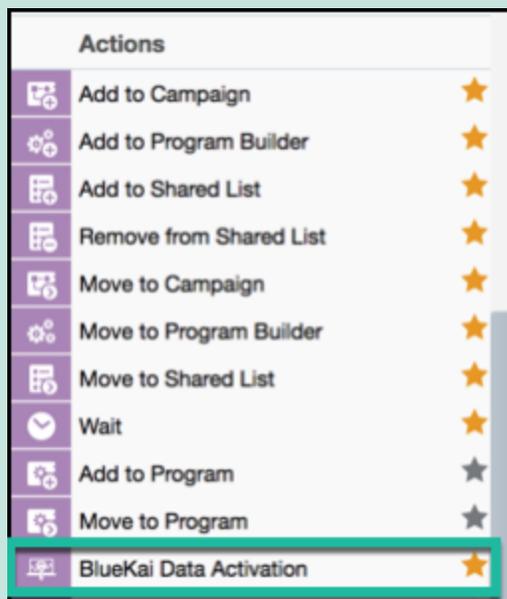


To use the Data Activation app in your Eloqua campaigns, follow these steps:

1. Add the Data Activation app to your canvas. To do this, expand the **Campaign Steps** tab, click the Data Activation app (located under **Actions**), and then drag it onto your canvas (alternatively, you can double-click the app, which adds it to the canvas, and then drag it).

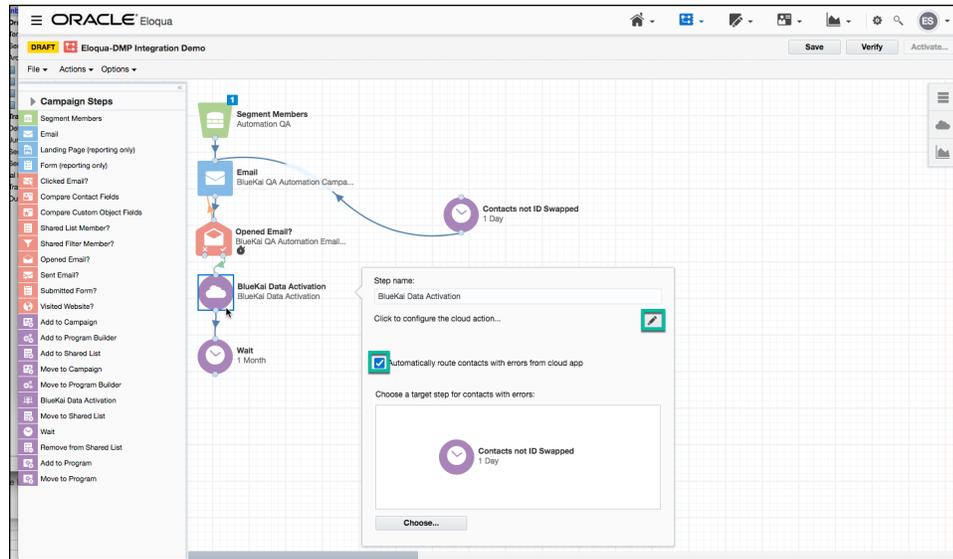


Tip: To add the Data Activation app to the **Action** list by default and make it easier to access, save it as a **Favorite**.

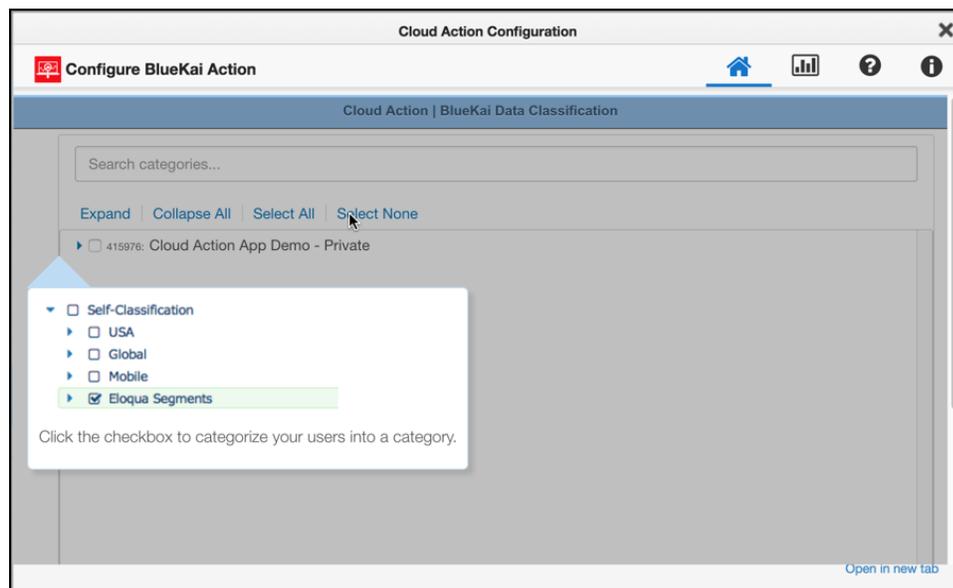


2. Configure the Data Activation app following these steps:
 - a. Double-click the **Data Activation** app. In the app configuration dialog, select the **Automatically Route Contacts with Errors from Cloud App** check box and select a step into which contacts with warnings (not ID swapped) or errors will flow. This prevents contacts from becoming "stuck" in the app.

b. Click the **Edit** icon to the right to configure the app.

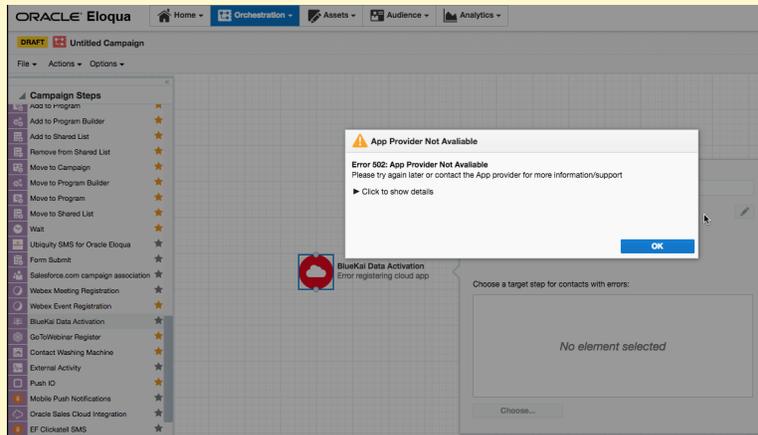


c. The Classification page opens. If the Oracle Data Cloud platform log in page opens, you need to log in to your seat first.

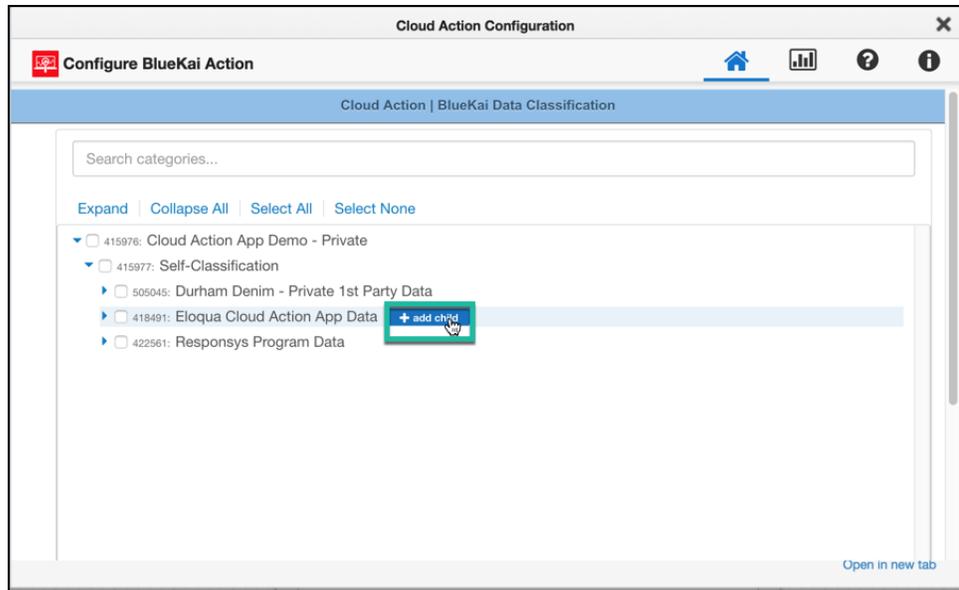


Tip: If you are opening the Data Activation app for the first time, you can follow the on-screen tutorial for how to use it. When you are done, you can select the **Don't Show Again** check box and then click **OK I Got It** to skip this tutorial when you open the app the next time.

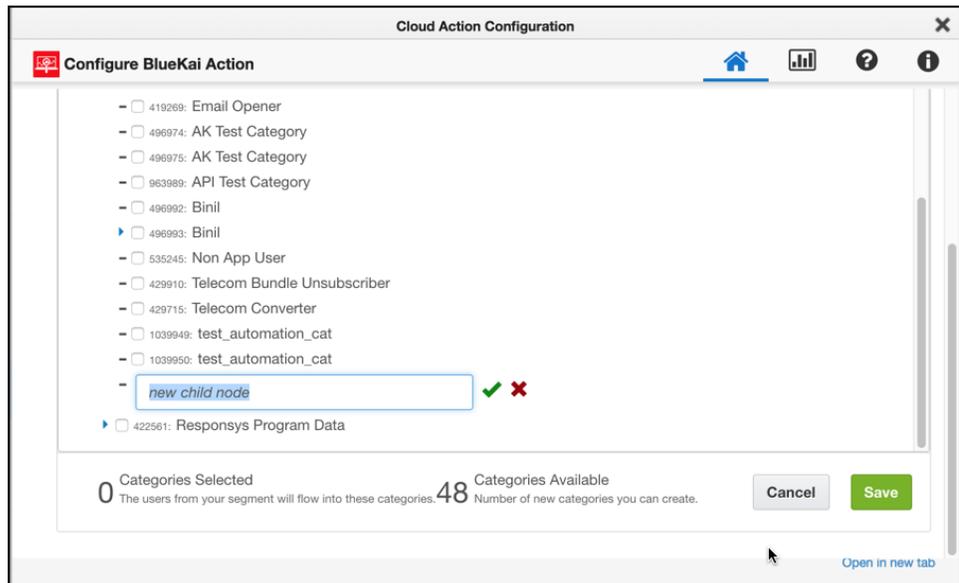
App Provider Not Available Error. If the "Error 502: App Provider Not Available" message appears when you open the Data Activation app, you need to re-install the app.



3. In the Classification page, map your Eloqua segment to new or existing categories, and the platform in your taxonomy following these steps:
 - a. To map an Eloqua segment to an existing category, follow these steps:
 - i. Browse the categories in your taxonomy, or search for a category by entering its name (whole or partial) in the Search box at the top.
 - ii. Select the check box for each of the categories, and the platform to which the Eloqua segment is to be added.
 - iii. The **Categories Selected** field in the lower left-hand corner displays the number of categories, and the platform to which the Eloqua segment will be added.
 - b. To create a new category and map it to an Eloqua segment, follow these steps:
 - i. Browse to the parent node in your Self-Classification tree. You can only add new categories under this node (you cannot create new categories directly under your managed node, which is named {DMP name} - Private DMP).
 - ii. Click **+ Add Child** on the category (the parent node) under which your new category (a child node) is to be added.

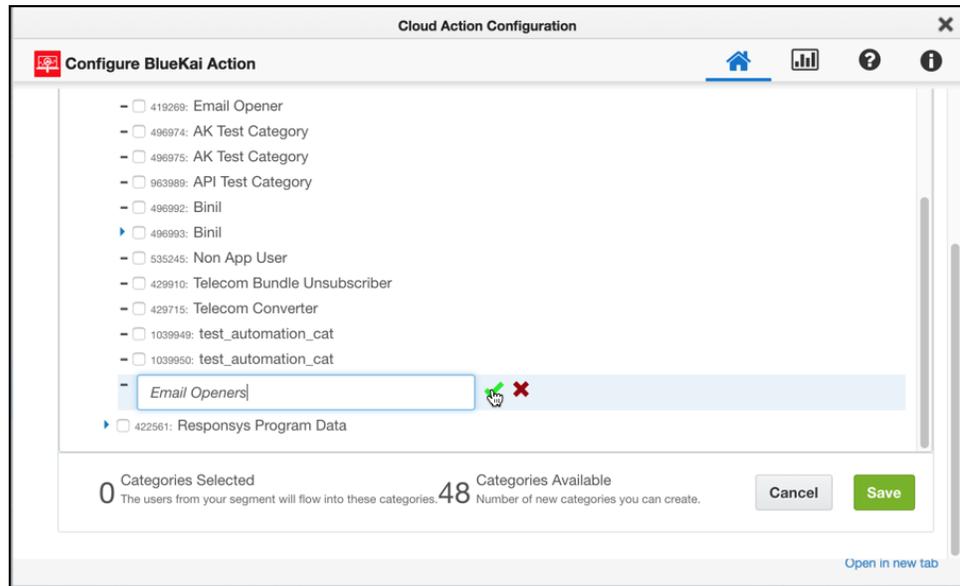


iii. A new category is added underneath the selected parent node. To remove the Eloqua segment from this new category, clear the check box.

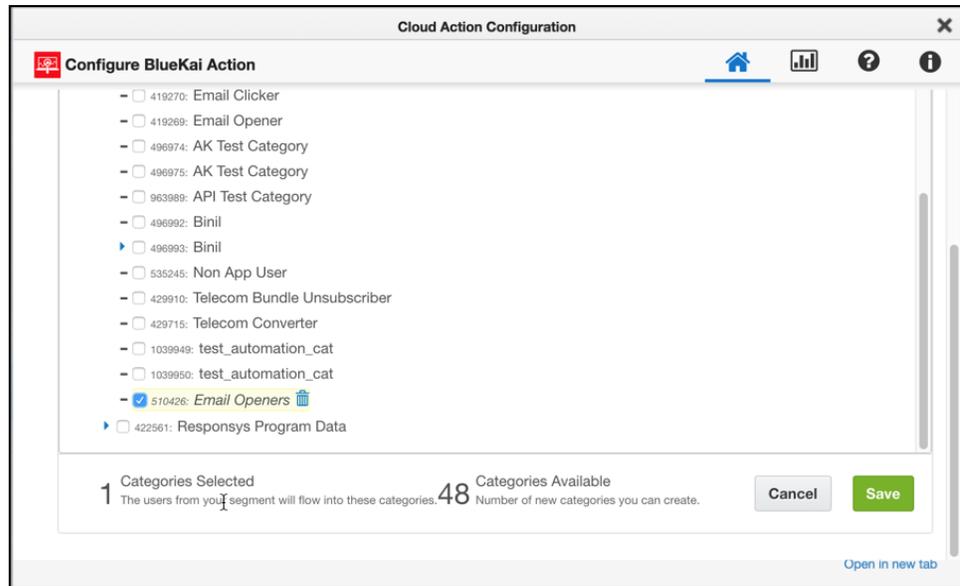


The **Categories Available** field in the lower left-hand corner displays the number of categories, and the platform you can create, including categories created for Eloqua segments.

- iv. Double-click the new category, enter a descriptive name representing the attributes of the users being classified into it (for example, "Email Openers", or "Email Clickers"), and then click the green check mark to create the category.

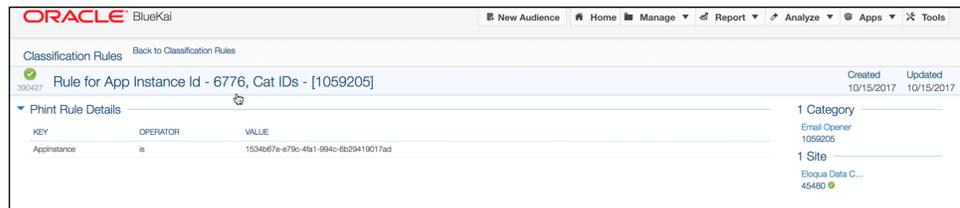


- v. Select the check box for the new category to map your Eloqua segment into it.

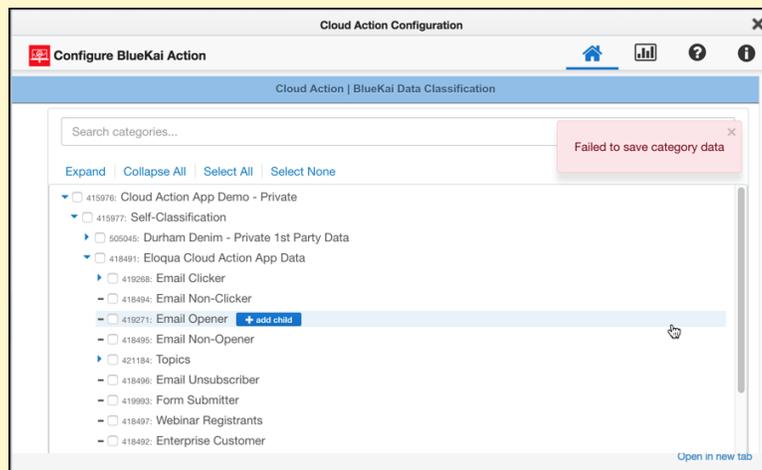


- vi. Click **Save** to create any new categories and to create the classification rules that map Eloqua contacts into the selected categories.

The rule will have the following syntax: if site ID is {site ID} and AppInstance is {Data Activation App AppInstance ID}, then add the user to the selected categories. The site ID (45480 in this example) is automatically created when you installed the Data Activation app. The App Instance value represents the unique ID of the Data Activation app in the campaign (in the classification rule shown below, the App Instance ID is 1534b67e-e79c-4fa1-994c-6b29419017ad). For example, the following rule is created to classify Eloqua contacts who open an email into an Email Opener category in the platform:

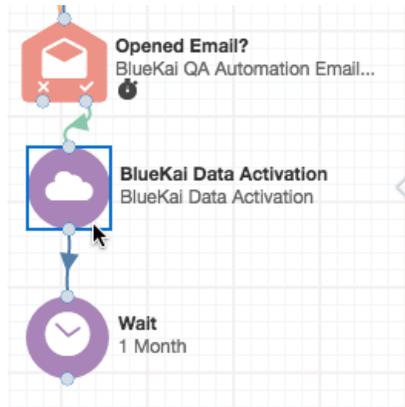


Failed to Save Category Error. If the "Failed to Save Category Data" appears when you click **Save**, drag a new Data Activation node onto to your canvas, and then select or create the desired category in the new node. If you still get the error, reinstall the Data Activation app.



- vii. Click **Cancel** or close the dialog to return to the Eloqua orchestration campaign canvas.

4. Connect a decision to the Data Activation app and then connect the app to another step, if you want contacts to keep flowing through your campaign after they have been classified into a category.



5. Repeat steps 2-5 to add additional Data Activation apps to your canvas to classify Eloqua segments into different categories and the platform based on their actions.
6. Click **Activate** to start running your Eloqua campaign.
7. In the *Activate Campaign* dialog, click **Start Later** and schedule the activation of your campaign for a minimum of three hours later. It takes a minimum of three hours for classification rules to be created in the platform. If the rules are not in place before campaign activation, your Eloqua contacts will not be classified into the selected categories, and the platform when they flow into the app.

The screenshot shows a dialog box titled "Activate Campaign". It has two main sections. The first section is "Campaign Activation Start Time" and has two radio buttons: "Start Now" (unselected) and "Start Later:" (selected). The "Start Later:" option is set to "10/15/2017" at "3 : 20 PM" in "(UTC-08:00) Pacific Time (US & Canada)". The second section is "Campaign Activation End Time" with a date picker set to "10/15/2018". Below this, it says "Campaign duration set for 1 year" and "Campaign Reporting will associate with this campaign from 10/15/2017 to 10/15/2019 (12 months after the completion date)". At the bottom, there are "Cancel" and "Schedule" buttons.

8. When a contact flows into the Data Activation app, it calls the User Data API with the contact's hashed email address and Eloqua segment-based attributes. Classification rules map the

attributes into the categories, and the platform you created/selected in step 3, and add the categories to the contact's anonymous online profile. Your Eloqua data is instantly ready for activation in the Oracle Data Cloud platform.

Checking Data Classification Results. You can check how many contacts have successfully flown through the Data Activation app by doing the following:

- a. Double-click the Data Activation app, and then click the **Edit** icon to the right to configure the app.

Step name:
BlueKai Data Activation

Click to configure the cloud action...

Automatically route contacts with errors from cloud app

Choose a target step for contacts with errors:

No element selected

Choose...

- b. Click the chart icon in the upper right-hand corner.

Cloud Action Configuration

Status

Contact Process Status	Total
Warning	730
Error	0
Success	10,087
Total	10,817

- c. The table summarizes the results of the User Data API calls Eloqua has made on the contacts that have flowed into the app, which may be one of the following:

Result	Explanation	Action
Warning	The platform returned a warning (404 error) because the Eloqua contact's email hash has not been matched to an anonymous cookie.	<p>The action depends on whether you are using Match Multiplier or private oHash pool:</p> <p>Match Multiplier. With Match Multiplier, you can match users you have ID swapped in addition to the contacts that other Match Multiplier participants have provided. No action is required.</p> <p>Private oHash Pool. If there's a high percentage of warnings, verify that you are using the Has Visitor Profile filter in your segments to ensure that you are only attempting to onboard ID swapped users.</p> <p>For example, you can use the Has Visitor Profile criteria AND users that have opened an email in the last 45 days.</p> <p>The Has Visitor Profile filter looks for current known visitors (visitors that have been attributed to a contact that have activity in the last 120 days). The contact to visitor relationship is established through the same web activity as ID swap email opens, email clickthroughs, and form submits.</p> <p>Visitors linked to a contact therefore have definitely been matched.</p> <p>Note that if you have not added the JavaScript necessary for ID swapping on forms, the actual number of visitors that have an</p>

association to a contact will be different from those matched to a cookie in the platform.

- Error** The platform returned an error (400 error) because of a configuration error with the User Data API or Bulk API. If there's a high percentage of errors, open a MOS ticket.
- Success** The user was matched and classified into the category (200 success code). Note that this includes users who have already been added to the category. No action is required. As long as you scheduled the activation of your Eloqua orchestration campaign for a minimum of three hours later, the classification rules required for mapping Eloqua contacts into categories will have been created and working.

9. To check the current inventory of users in your Eloqua categories and verify that inventory is increasing, you can do the following in your DMP:

- Use the [Inventory Trend Report](#) in the DMP to verify that the amount of inventory per category is increasing daily. The Inventory Trend report lists and visualizes historical daily inventory, for both new and all unique users, over daily intervals. The report is updated daily (around 12PM GMT) with the previous day's inventory data, and it is unsampled.

PERIOD	CATE...	CATEGORY PATH	EXISTING PRO...	NEWLY TAGG...
Total	-	-	-	-
12/01/2017	1064...	ROOT>Cloud Action App Demo_PrivatePool - Private>Self-Classification>Eloqua>Email Openers	6	0
12/02/2017	1064...	ROOT>Cloud Action App Demo_PrivatePool - Private>Self-Classification>Eloqua>Email Openers	6	0
12/03/2017	1064...	ROOT>Cloud Action App Demo_PrivatePool - Private>Self-Classification>Eloqua>Email Openers	6	0
12/04/2017	1064...	ROOT>Cloud Action App Demo_PrivatePool - Private>Self-Classification>Eloqua>Email Openers	6	0
12/05/2017	1064...	ROOT>Cloud Action App Demo_PrivatePool - Private>Self-Classification>Eloqua>Email Openers	6	13,340
12/08/2017	1064...	ROOT>Cloud Action App Demo_PrivatePool - Private>Self-Classification>Eloqua>Email Openers	13,346	0

- Use the [Audience Builder](#) in the DMP to view the estimated number of unique users in your categories based on current configuration. Inventory data is updated every day around midnight GMT. The inventory numbers displayed in the Audience Builder are sampled at a rate of 1/8.

Step 4: Activate Eloqua segments in the Oracle Data Cloud platform

As your Eloqua segments are imported into your DMP, you can add the categories representing them to your target audiences, and create a campaign to deliver your Eloqua segments across

multiple media execution platforms. For more information on creating target audiences and campaigns, click [here](#). Some of the data activation solutions you can use include the following:

- **Retargeting.** You can deliver your Eloqua data to the hundreds of [media execution platforms](#) integrated with the DMP to convert non-responders through other channels. This enables you to increase customer conversions and retain potential prospects by engaging with them on their preferred channels, while excluding converters from targeting to eliminate wasteful ad spending.
- **Site Optimization.** You can use [Maxymiser](#) or other site optimization platforms integrated with the DMP to display personalized site content and ads for high-value customers. This enables you to show converters relevant messaging for upgrades and complimentary products rather than previously purchased products (upsells and cross-sells).
- **Look-alike Modeling:** You can use [Oracle Modeling 360](#) to model the Eloqua segments you have imported into your DMP in order to identify high-value users that behave similarly to your best contacts. This enables you to quickly and effectively identify prospects that look like your best customers and scale the reach of your target audience with these prospects.

Modeling 360 is an automated, self-serve modeling solution within the Oracle Data Cloud platform that enables you to independently send model requests directly to Oracle. A model request includes the Eloqua segments you want modeled (the signal audience), the group of categories used to rank the users in your signal audience (the profile input), and the instructions for tailoring your model request, such as the granularity of the data you want returned (for example, the top 0-1%, 1-5%, and 6-10% of users in the Oracle Data Cloud population in your custom look-alike model).

After Modeling 360 receives your model request, they will score and stack rank the users in your profile according to who best matches the attributes of your signal audience, and the top percentage of look-alikes will be added as new categories to your taxonomy within a week. You can then deliver your look-alikes across multiple media execution platforms for targeting, analysis, and optimization.

Ingesting Google Analytics Data

You can use on-demand onboard integration to independently ingest Google Analytics data into the Oracle Data Cloud platform and activate it across multiple media execution platforms. With on-demand onboard for Google Analytics, you can segment your users based on metrics such as events (impressions, clicks, and conversions), page view duration, visitor recency, visitor frequency, and then classify these attributes into categories in your taxonomy. You can then use the new Google Analytics-based categories for targeting, optimization, modeling, and analysis.

On-demand onboard for Google Analytics enables you to do the following:

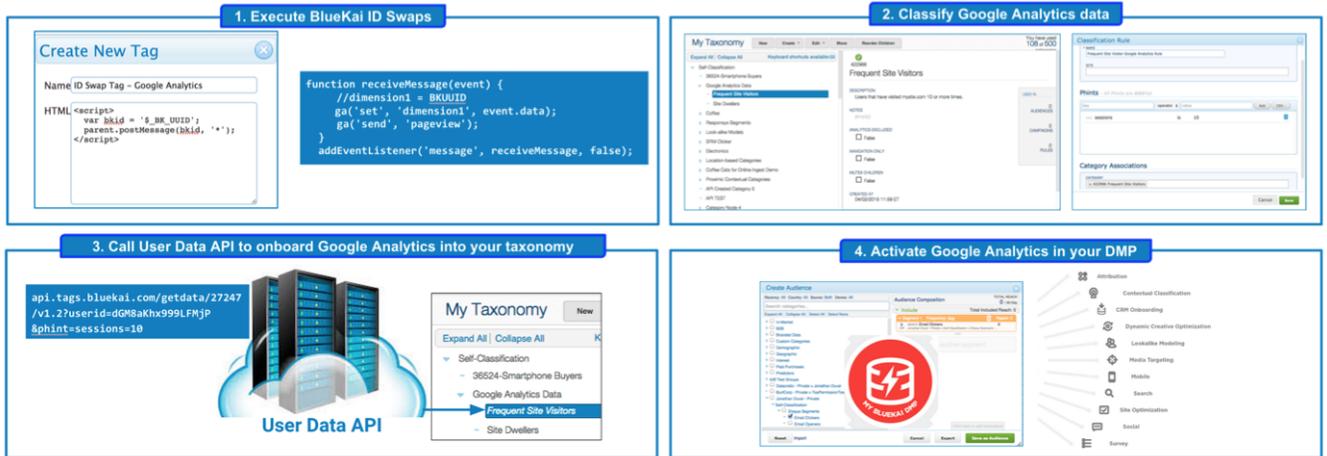
- **Connect your Google Analytics data to your DMP:** Use ID swap and [user data API](#) integrations to build a pipe between your Google Analytics metrics and your DMP.
- **Activate users anytime:** Segment your users based on Google Analytics metrics, and then onboard their attributes into your DMP via the user data API for instant activation.
- **Rapid and flexible targeting:** Quickly onboard high-value users for retargeting.

To get started with on-demand onboard for Google Analytics:

1. [Deploy an ID swap tag](#) that sends users' anonymous encrypted unique user IDs (BKUUIDs) to Google Analytics.
2. [Run a query in Google Analytics](#) to segment your site visitors based on metrics.
3. [Classify these metrics in your DMP.](#)
4. [Import the metrics directly into the Oracle Data Cloud platform](#) by calling the server-side user data API.
5. [Activate your data.](#)

You can then retarget users that frequent your site, view your pages for long times, purchase items from you, and so on.

The following diagram illustrates the on-demand onboard process for Google Analytics:



Creating and scheduling ID swap tags

You can use the [tag management](#) feature to create and schedule an ID swap tag that sends your site visitors' BKUUIDs to the container on your web page. You can then configure the Google Analytics tag on your site so that it can receive the BKUUID from the container. This ID swap enables you to associate the events generated by your site visitors with their BKUUIDs.

To create and deploy the ID swap tag on your site:

1. In the platform UI, select **Manage > Containers** to [create a container](#) using the following settings:

Setting	Value
Name	Enter "ID Swap Container for Google Analytics" or another name that makes it easy to identify your Container's functionality.
Default Auction Limit	Enter 0 for the number of slots to be allocated on your site for firing third-party pixels. This is the standard limit when ID swapping with the Oracle Data Cloud platform.
Campaign Access	Accept the default (Only Me).
Data Transfer	Clear this check box.

Setting	Value
Enabled	
Data Transfer Boost	Clear this check box.

2. Click **Save and Generate Code**. the *Generate Code* dialog is displayed.
3. From the **Site ID** box, record the site ID that will associate your site with the platform when you call the user data API.

4. Click **Done**.
5. Select **Manage > Tags**. The *Tags* page is displayed.

6. Click **Create New** and [create an ID swap tag](#) using the following settings.

Setting	Value
Name	Enter "ID Swap Tag - Google Analytics" or another name that makes it easy to identify the tag.
HTML	<p>Enter the following ID swap tag code:</p> <pre><script type="text/javascript"> var bluekaiId= '\$_BK_UUID'; parent.postMessage({ bluekaiId: bkuuid, source: 'bluekai' }, '*'); </script></pre> <p>This tag uses the <code>\$_BK_UUID</code> macro to assign the user's BKUUID to a variable named <code>bluekaiId</code> and then calls the window's <code>postMessage()</code> method to pass the BKUUID from the tag's iframe to your Google Analytics tag.</p>
Performance Managed	True
Region	Select your site's region.
HTTP Type	The protocol used on your site: Non-secure (HTTP), Secure (HTTPS), or Either
Isolate	True

Setting	Value
JavaScript	

- Click **Save**.
- Select **Manage > Schedules** and click **Create New** to [create a schedule](#) that will fire the ID swap tag on your users once every 10 days.

✕
Create New Schedule

Tag Selection
Container Selection
Target Selection
Schedule Settings
Review and Save

Tag Selection

Select the tags that you would like this schedule to fire by using the plus buttons on each row. To remove a tag already in this schedule, just use the minus button on its row. You may also drag the tags in a schedule to reorder them.

If you don't have any tags, you will need to [create a new tag](#).

	Add all	1 items selected	Remove all
1717: myNewTag	+	⌵ 3409: ID Swap Tag – On-Demand Onboard for Web Analytics	-
1718: myTag	+		
2085: BlueKai Home Page Visitors	+		
2086: BlueKai Homepage Visitors	+		
2087: myBlueKaiRlsaTag	+		
2449: MyNewTestTag	+		

Container Selection

Reset Form
Cancel
Save

- Enter a descriptive name and select the ID swap tag you created.

- Select **Container Selection** and then choose the container you created for the ID swap tag.

- Select **Schedule Settings** and then enter the following values for the *General* settings:

General setting	Value
Status	Active
Priority	100
Start Date	Enter the date on which the ID swap tag is to start firing
End Date	Leave blank

- In the Advanced settings section, enter the following values:

Advanced setting	Value
Inside iFrame	Enabled
Override: Tag Avg. Latency Limit (ms)	5000
Override: Max. Schedule Execution Time (ms)	1000
Frequency	1 time every 10 days. This fires the ID swap tag on users once every 10 days.

- Click **Save**.

14. (Optional) [Monitor the ID swap tag](#) to verify its firing.
15. (Optional) [Generate a tag report](#) to see the total number of hits your tag is generating with over a specific time range.

Configuring your Google Analytics tag

After you create and schedule the ID swap tag, configure the Google Analytics tag code on your web page so that it successfully sends the BKUUUID to Google Analytics upon each page view.

To configure your Google Analytics tag:

1. Delete the Tracker Object `send()` method from your Google Analytics tag code (if your tag code includes this method) as shown in the following sample Google Analytics tag.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement
(o), m=s.getElementsByTagName(o)
[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m) })
(window,document,'script','//www.google-analytics.com/analytics.js','ga'); ga
('create','UA-XXXXXXX-1','auto');
//delete the following line
ga('send','pageview'); </script>
```

This line of code sends analytics data to the Google servers. You must remove it to ensure that the BKUUUID can be sent to Google along with the analytics data.

2. Add a method to your Google Analytics tag code that listens for the `postMessage` from the iframe and then passes the BKUUUID into the Google Analytics Tracker Object `send()` method as shown in the following example:

```
<script>
( function ( i, s, o, g, r, a, m ) {
i['GoogleAnalyticsObject'] = r; i[r] = i[r] || function () {
(i[r].q = i[r].q || []).push(arguments)
}, i[r].l = 1 * new Date(); a = s.createElement(o),
m = s.getElementsByTagName(o)[0]; a.async = 1; a.src = g;
m.parentNode.insertBefore(a, m)
})(window, document, 'script', 'https://www.google-
analytics.com/analytics.js', 'ga');
ga('create', 'UA-XXXXXXX-1', 'auto');
_bluekai_data_sent = false;
function receiveMessage(event) {
if (event.origin === 'http://tags.bluekai.com' || event.origin ===
```

```

'https://tags.bluekai.com') {
if (__bluekai_data_sent === false && typeof event.data !== 'undefined' &&
event.data.source === 'bluekai') {
ga('set', 'dimension1', event.data.bluekaiId);
ga('send', 'pageview', '/');
__bluekai_data_sent = true;
}
}
}
addEventListener('message', receiveMessage, false);
</script>

```

This code sets the value of a new custom dimension to the BKUUID and then sends the BKUUID and the analytics data (page view) via the Tracker Object `send()` method.

gtag.js Code: If you are using the gtag for tracking, you can use the following example to pass the BKUUID:

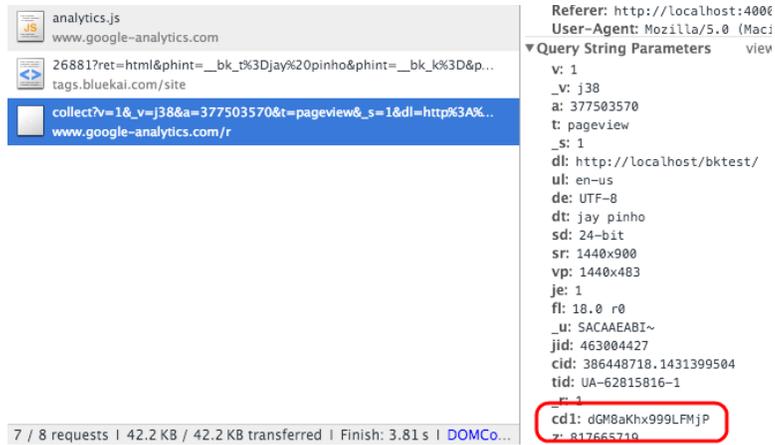
```

<script async src="https://www.googletagmanager.com/gtag/js?id=UA-93919815-2"></script>
window.dataLayer = window.dataLayer || [];function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());
// Maps 'dimension3' to 'bluekai_id'.
gtag('config', 'UA-93919815-2', {'custom_map': {'dimension3': 'bluekaiid'}});
__bluekai_data_sent = false;
function receiveMessage(event) {
if (event.origin === 'http://tags.bluekai.com' || event.origin ===
'https://tags.bluekai.com') {
if (__bluekai_data_sent === false && typeof event.data !== 'undefined' &&
event.data.source === 'bluekai') {
// Declare BlueKai ID as custom dimension 3
gtag('event', 'bluekai_id_dimension', {'bluekai_id': event.data.bluekaiId});
__bluekai_data_sent = true;
}}}
addEventListener('message', receiveMessage, false);
</script>

```

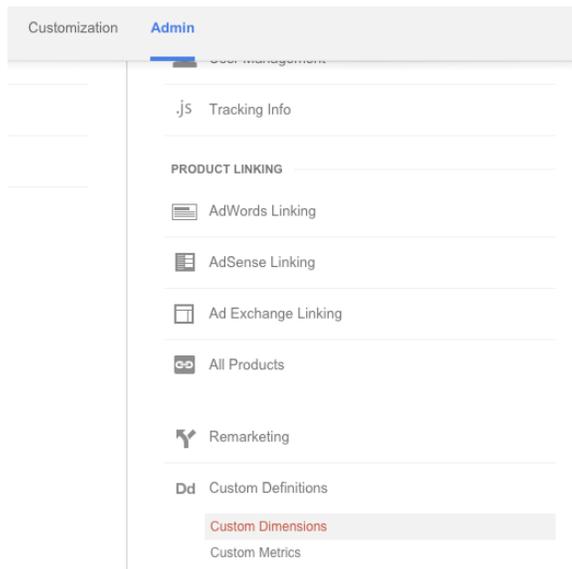
Important: Verify that your code fires the Google Analytics tag even if the tag is not on the page or fails to load. Ideally, the Google Analytics tag should be set up to fire on the page after a specified number of milliseconds if the tag fails to load.

3. Verify that your web page sends the BKUUID and your analytics data to Google. For example, open a browser tool such as Google Developer and load a web page that leverages the tag configuration created in this section. The following example shows that the BKUUID has been passed as a custom dimension into a variable named "cd1."



tags may take up to two hours to propagate across the platform, so you may need to wait before testing and validating your tag configurations.

4. Log in to your Google Analytics account to store the BKUUID custom dimension.
5. Click **Admin** and find your property.
6. Click **Custom Definitions > Custom Dimensions**.



7. Click **New Custom Dimension** and use the following values:
 - **Name:** BKUUID
 - **Scope:** User

- **Active:** Select this check box.
8. Click **Create**. Google Analytics now saves all incoming BKUUIDs to this dimension.
 9. If you previously created other custom dimensions for this property, verify that the index used for the dimension parameter in the Google Analytics `set()` method that you [added to your page](#) matches the index of the dimension you just created.

Importing your Google Analytics data

To import your Google Analytics data into the platform:

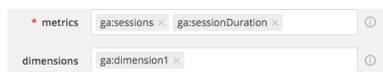
1. [Export your Google Analytics data](#).
2. [Optionally, create a data map that outlines the keys and values you are passing to the platform](#).
3. [Create categories and classification rules that map your Google Analytics metrics to your taxonomy](#).
4. [Call the User Data API to classify users into the Oracle Data Cloud platform categories](#).

Exporting your Google Analytics data

To export your Google Analytics data, you need to run a query in a Google Analytics and segment your site visitors.

To segment your site visitors in Google Analytics and export your data:

1. Log in to Google's Query Explorer API tool at <https://ga-dev-tools.appspot.com/query-explorer>.
2. Select the appropriate property and then set the query parameters you want to export. The following example shows a query that includes the number of sessions metric, the session duration metric, and the BKUUID custom dimension (dimension1).



3. Click **Run Query**. The results will display all BKUUIDs that have been captured along with the metrics you selected.

Custom Dimension 1	Sessions	Session Duration
129309	1	0
290642	1	8861
575348	1	21
HlrqmxHx999r%2BUOP	1	24
RNs2BH%2F999Ywe2JP	1	11
dGM8aKx999LFmJP	13	2382
dXHHDDe9k99YUs%2BBP	1	234
x2lix88P99OsB5PP	1	7

The page also displays the API query you can use to obtain this data in JSON format.

4. Call Google Analytics' API query and transform its JSON results into key-value pairs that can be passed into the platform's [user data API](#).

Creating a data map

Optionally, to help organize the Google Analytics data you are ingesting and help facilitate the classification process, you can create a data map. The data map outlines how to organize your Google Analytics data in your taxonomy. It also functions as a checklist that you can use to ensure that you've created all the necessary categories and classification rules for ingesting your Google Analytics data,

The data map should do the following:

- Define the set of attribute keys used for your data.
- Define the possible set of values for each attribute key and associate them with human readable category names, if necessary.
- Define the hierarchical relationships, if any, between a set of attribute keys.

For example, you could create a data map with three columns:

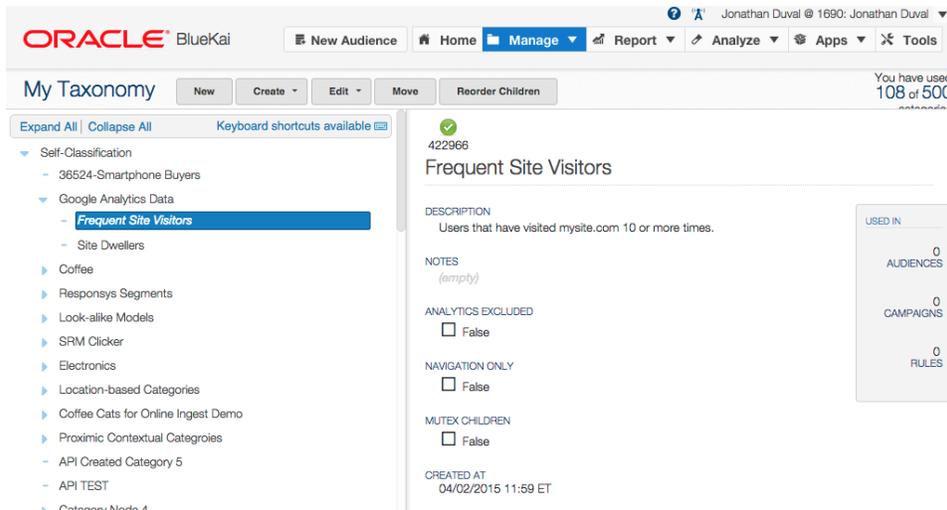
- Column 1 contains the Google Analytics metric to be classified.
- Column 2 contains the key-value pairs ([phints](#)) that represent users who reached specific criteria. You will use these phints when creating classification rules, and you will pass them into the User Data API calls for onboarding your Google Analytics data.
- Column 3 contains the names of the categories to be used for classifying your users.

Google Analytics metric	phint	category name
sessions	sessions=10	Frequent Site Visitors
sessionDuration	session_time=120	Site Dwellers

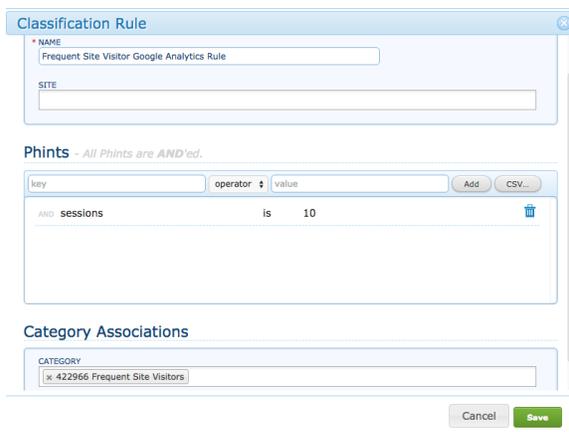
Creating categories and classification rules

A category is a collection of users that have the same attribute (for example, smartphone purchasers). Classification rules map the user attributes extracted from Google Analytics to categories in your taxonomy via phints.

Consider a scenario where you want to classify frequent site visitors in your taxonomy. You would first create a new **Frequent Site Visitors** category using [categories](#).



You would then use [classification rules](#) to create a phint-based rule that effectively states "if sessions is 10, then the add the user to the **Frequent Site Visitor** category."



The Oracle Data Cloud platform UI includes [the Taxonomy Manager](#) for creating your categories and rules. Alternatively, you can use the [category](#) and [rule](#) APIs to programmatically create them.

Calling the user data API

The [user data API](#) allows you to programmatically transfer your Google Analytics data into the Oracle Data Cloud platform. After you ID swap a user and classify their attributes, call the user data API with the site ID, the BKUUIDs from your [Google Analytics query](#), and the phints from your data map. The classification rules you wrote will automatically map your Google Analytics data into the categories you added to your taxonomy. Your Google Analytics data will then be ready for targeting, optimization, modeling, and analysis in the Oracle Data Cloud platform.

For example, the following user data API call includes a site ID generated for your container (27247), passes the BKUUID (dGM8aKhx999LFMjP) in the userid field, and tags the user with the frequent site visitor attribute (sessions=10):

```
http://api.tags.bluekai.com/getdata/27247/v1.2?userid=dGM8aKhx999LFMjP
&phint=sessions=10&bkuid=a3c18b227976ad07da5d679c7259f726631d39cf49252
926407dc05c3e8be643&bksig=uBtWOAzM6cduAbEeaQoU6%2BkNUL87%2Brxudio2DC00
Y5c
```

You can create a script that automatically transforms the JSON results from your Google Analytics API call into a list of individual strings that contain the BKUUIDs and phints to be passed into the user data API call.

For more information on the User Data API, including a Python script demonstrating how to onboard data, see the [User Data API](#) document.

After you call the user data API, you can add the categories representing your Google Analytics data to your [target audiences](#) and then create data campaigns to deliver the audiences across multiple media execution platforms.

Activating Kenshoo Search Data

You can ingest your search data from the Kenshoo search solution into the Oracle Data Cloud platform and then activate it to enhance your audience segmentation and optimize your digital media campaigns.

Kenshoo search data helps you to evaluate the behavior and demographics of your key search user groups, extend audience reach with audience analytics and lookalike modeling, and optimize your media campaigns across search, display, site optimization, and other media execution platforms.

Integrating Kenshoo search data into your taxonomy in the Oracle Data Cloud platform enables you to do the following:

- Retarget users that have demonstrated high brand affinity (for example, clicked on your branded search terms), but have not yet converted with a specific message.
- Retarget non-branded users that are in-market for your competitors' brands or products.
- Categorize the gender, demographics, and interests and lifestyles of your search customers based on your keywords.
- Profile the attributes of key search groups such as their in-market behaviors, demographics, and interests.
- Perform reach extension to expand your target audience to include more users that are like your high-value customers.

To ingest your Kenshoo data and activate it:

1. In your Kenshoo account, apply dimensions to your search campaigns that you want to send to the platform.
2. Pass your Kenshoo dimensions in the base URL or the referrer URL of your tags.
3. In the Oracle Data Cloud platform, create categories and rules corresponding to your Kenshoo dimensions.
4. Activate your Kenshoo data in the Oracle Data Cloud platform.

Getting started with Kenshoo

Adding Kenshoo search data to your taxonomy in the Oracle Data Cloud platform entails the following steps:

1. [Selecting which Kenshoo search data](#) to add to your taxonomy.
2. [Ingesting your Kenshoo search data](#) into your taxonomy.
3. [Testing the integration setup](#).
4. [Activating your Kenshoo search data](#) with the Oracle Data Cloud platform.
5. [Analyzing the attributes and behavior of your Kenshoo search users](#).

Selecting Kenshoo search data

To select the Kenshoo search data to be included in your taxonomy in the Oracle Data Cloud platform, follow these steps:

1. [Identify which search users](#) you want to ingest into your taxonomy.
2. [Apply Kenshoo dimensions](#) to the search users that are driving the desired target audience to your Web site.
3. [Create a preliminary classification sheet](#) listing the Kenshoo dimensions that you want to use in your Oracle Data Cloud platform data campaigns.

Identifying the search users to be ingested

You can retarget users who are clicking on brand keywords; users who are clicking on specific products, product categories, or promotional ads; or users performing some other action.

Applying dimensions to search campaigns

You can tag your search data with Kenshoo dimensions and then use the dimensions to identify the search campaigns that are driving users in your desired audience to your Web site. For example, if you want to retarget "Brand clickers", you could apply a dimension indicator for all campaigns tagged with the "Brand" dimension.

Kenshoo provides three types of dimensions that you can apply to your search campaigns: standard, custom, and tagging. The standard dimension is required; the custom and tagging dimensions are optional. You use the standard dimension to generally categorize the intent of the search campaign, which may either be trademark, brand, non-brand, or product. Optionally, you can use custom dimensions for more granular classification of a search campaign's intent. For example, you can associate a search campaign with a specific product or brand.

You can use the Kenshoo URL Automation system to apply dimensions to your relevant search campaigns/ad groups. You can then append the dimensions to your landing page URL or pass them in the referrer URL.

Tip: Select high-volume and strategic search data sets. Oracle recommends that all selected search categories get at least 5,000 clicks per month. Consult your Kenshoo Client Services representative to help identify the most valuable dimensions within your search campaigns

Standard dimensions

You need to apply a standard dimension to the search data you want to ingest to identify its general intent. The following table lists the values provided by Kenshoo that map to their standard intent categories. You will pass one of these values in a **ks_d1** key.

Dimension value	Intent category
1	trademark
2	brand
3	non-brand
4	product
5	uncategorized (this is the default value)

Dimension Syntax: **ks_d1**=<dimension value>

Example (Landing Page URL): http://www.site.com?ks_d1=2

Example (Referrer URL): http://www.redirect.com/...=ks_d1=2&ks_d2=4&...url=http://www.yoursite.com

Custom dimensions

Optionally, you can add a custom dimension after the standard dimension to further classify search campaigns into more granular brand, product, market, or other types of intent categories. You can pass custom intent category values using the **ks_d2** key as demonstrated in the following table:

Dimension value	Custom intent category
1	uncategorized (default)
2	your custom category A
3	your custom category...
4	Non-Branded C
n	ks_d1=3

Dimension Syntax: `ks_d2=<dimension value>`

Example (Landing Page URL): `http://www.site.com?ks_d1=4&ks_d2=2`

Example (Referrer URL): `http://www.redirect.com/...=ks_d1=4&ks_d2=2&...url=http://www.yoursite.com`

Creating a preliminary mapping table

After you have identified the Kenshoo search dimensions you want to classify, consult your Kenshoo client services representative to create a preliminary mapping table that lists the following items:

- The Kenshoo dimensions (search categories) you want to use in your Oracle Data Cloud platform data campaigns.
- The proposed mapping between the key-value pair for the Kenshoo dimension and the human readable name for the dimension in your taxonomy. For example, if you pass "d=NB" in your URL string, rules can be created that map the "d=NB" key-value pair to the "Non-Branded" node in your taxonomy.
- The estimated size of the category (clicks per 30 days).

The following example demonstrates a proposed mapping table:

category	Kenshoo dimension	Size (clicks per 30 days)
Product	ks_d1=4	400,000
ks_d1=4&	ks_d1=2&	900,000
Luxury Travel	ks_d2=1ks_d2=1	150,000
High Performers Ad Group	ks_d1=3"ks_d1=2	75,000

When you complete your preliminary mapping table, send it to your Oracle Data Cloud account manager to review your mapping table and provide feedback on your proposed key values.

Ingesting Kenshoo search data

To ingest Kenshoo search data into the Oracle Data Cloud platform:

1. [Add the tag](#) to your landing pages.
2. [Configure Kenshoo dimension encoding on the URL](#).
3. [Update URLs for the keywords in the selected search data](#).

4. [Map your Kenshoo search parameters to categories](#) in your Oracle Data Cloud platform taxonomy.

Adding the tag to your landing pages

Add the Oracle Data Cloud core tag to those landing pages where Kenshoo directs search traffic and is able to access the page's URL. Insert the Oracle Data Cloud core tag directly above the closing <body> tag in the Web pages.

Configuring the Kenshoo data encoding

After your classification sheet has been finalized, you can configure the Kenshoo data encoding.

Update URLs for keywords in selected campaigns

To update the URLs for all the keywords to be passed through as parameters for identifying your search clickers:

- Manually update the URLs:
 - Perform a bulk export of the keywords and URLs from Kenshoo.
 - Make the changes offline.
 - Upload the modified URL back into Kenshoo.
- Add the relevant key-value pairs using the URL builder settings (if you are using dimensions to identify keywords and campaigns):
 - Create a new dimension (or use an existing dimension) and tag all campaigns with the dimension and the appropriate parameter to be passed in the URL.
 - Use URL builder to add the new or existing dimension to the required parameters (for example, `dmp=[dimension]`).
 - In the **Keywords** grid, select all of the keywords in the campaign and then click **Build URL** for each selected campaign.
 - After your URLs have been updated, apply the changes to publishers.

Mapping Kenshoo search parameters

You can use the Taxonomy Manager or APIs to ingest your Kenshoo search categories into your taxonomy. You will create rules that state when the landing page URL or referrer URL contains a key-value pair representing a Kenshoo dimension, add the user to a specific search category in your taxonomy. For example, if a "ks_d1=4&" key-value pair is included in the referrer URL, add the user to a Non-Branded Data category in your taxonomy.

To map your Kenshoo search categories to the platform categories:

Use the [Taxonomy Manager](#) or the [Categories API](#) and [rule](#) APIs to create phint-based rules that map your Kenshoo search categories to the Oracle Data Cloud categories, and the platform you created.

Use the following syntax to create the phints in your classification rules:

Phint Syntax (Kenshoo dimension in landing page URL): `__bk_l contains key=value`

Phint Syntax (Kenshoo dimension in page referrer URL): `__bk_pr contains key=value`

Landing page URL example: `__bk_l contains ks_d2=1`

Page referrer URL example: `__bk_pr contains ks_d1=2`

Testing the integration

Before implementing the integration in your production environment, you should verify that your Kenshoo search parameters are being passed to your taxonomy in the Oracle Data Cloud platform.

To test the integration:

1. Create an HTML page and insert the same Oracle Data Cloud core tag code you added to your landing pages where Kenshoo directs search traffic.
2. Simulate a search click to your test page by doing one of the following:
 - Open your web browser and navigate to the test page. Verify that you have added the necessary parameters in the query string of the request.

- If you are using a redirect (ad server or Kenshoo tracker), simulate the click as if it was coming through the redirect. Verify that the URL of the landing page points to your test page using the required parameters in the query string of the request.
- Start HTTPFox, FireBug, or other comparable debugging tool to view the tags on your test page.
- In the landing page redirect or the referring URL redirect (depending on your integration), verify that there is a URL with the dimensions you encoded. For example: `http://yourlandingpage.com/something?d=NB&d=HP`

Activating Kenshoo search data

After you have implemented the integration in your production environment, you can create a target audience that includes the new Kenshoo search-based categories within your taxonomy. You can then create a data campaign for your target audience and deploy it to the vendors in the Oracle Data Cloud platform. For more information on creating audiences in the Oracle Data Cloud platform, see [creating an audience](#).

The use cases for targeting users with your Kenshoo search data includes the following:

- **Search retargeting:** You can retarget users that have, for example, clicked on your branded terms but have not converted.
- **Enhanced segmentation:** You can combine Kenshoo search data with Oracle Data Cloud first-party and third-party data to create precise target audiences. For example, you can retarget search users that have not yet converted by selecting users from one of your Kenshoo search campaigns in one segment and then exclude converters in another segment. You could also retarget non-branded users that are in-market for your competitors' brands or products by selecting non-branded users from a Kenshoo node for one segment and then select the applicable third-party category for another segment.

Analyzing Kenshoo search users

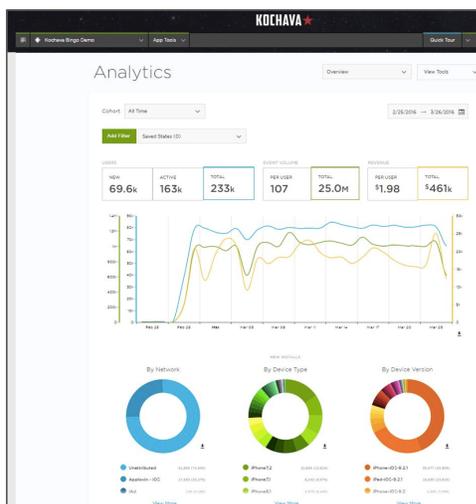
After you run a data campaign using your Kenshoo search data, you can use [audience analytics](#) and [discovery reports](#) in the Oracle Data Cloud platform to further understand your Kenshoo search

customers. You can then use the attributes to extend the reach of your audience based on performance or to segment and message based on their behaviors.

Sending Kochava Attribution Data to the Oracle Data Cloud Platform

Kochava allows advertisers to optimize campaigns and manage their mobile strategy. The integration with the Oracle Data Cloud platform allows you to ingest your Kochava user data in real time. This topic covers the Oracle Data Cloud partner configuration within Kochava's mobile [attribution](#) and [analytics](#) platform.

Kochava's Analytics page



Kochava's postback method allows you to send a real-time feed of mobile installs and in-app events to the platform.

Prerequisites

- **Enable your Kochava account:** Contact Kochava to enable the Oracle Data Cloud integration. You can typically send a message to *yourCompany'sName@Kochava.com*.
- **Site ID:** [Create a container](#) to generate a mobile site ID.
- **Web service keys:** For details, see [getting your Oracle Data Cloud developer keys](#).
- **phints:** [Create phint-based rules](#) (key-value pairs) representing custom attributes used to classify users into the appropriate categories in the taxonomy.

Creating phint-based rules

To classify users into the appropriate categories in the Oracle Data Cloud platform taxonomy, [create phint-based rules](#) that you will later [add into the Kochava UI](#). Kochava will use them to map their event data so that they can dynamically pass the values to the platform.

The phints you enter should map your `event_data` parameter values to a value that you prepend with `bluekai`. Your `event_data` values should be enclosed in braces (`{}`) so that Kochava can dynamically pass the event to the platform.

For example, if you are passing the following elements to Kochava, the corresponding elements need to be passed to the Oracle Data Cloud platform:

Your event_data parameter value	Value passed to the platform
custom1	bluekai1
custom2	bluekai2
custom3	bluekai3

The corresponding phint values [entered in Kochava's BlueKai Custom Params box](#) would be:

```
bluekai1={custom1}&bluekai2={custom2}&bluekai3={custom3}
```

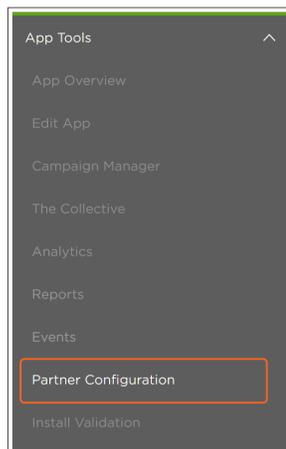
Learn more: [Creating phint-based rules](#)

Configuring Kochava to send event data to the platform

To configure Kochava to send event data to the platform:

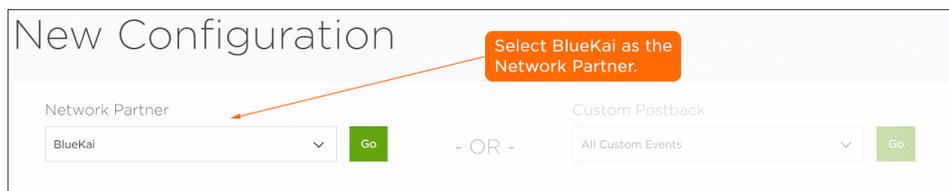
1. Log in to your Kochava account.
2. Select the desired app.

3. Select **App Tools > Partner Configuration**.



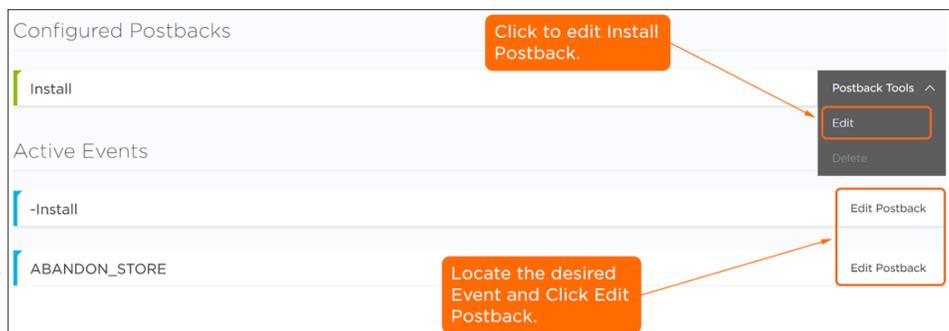
4. Click **Add a Configuration**. The *New Configuration* dialog is displayed.

5. From the **Network Partner** list, select BlueKai.



6. To configure a postback for active install events, click **Install > Postback Tools > Edit**.

7. Locate the desired event and click **Edit Postback**.



The *Edit Postback* dialog is displayed.

BLUEKAI SITE ID
The ID of the destination container at Bluekai.

SUPPLY NETWORK DATA TO ANALYTICS PARTNER
True
Provide attribution-level data to this partner

BLUEKAI WEB SERVICE USER KEY
The API Key provided by Bluekai.

BLUEKAI WEB SERVICE PRIVATE KEY
The Private/Secret Key provided by Bluekai.

BLUEKAI CUSTOM PARAMS
Partial HTTP Query string of custom key=value pairs, & delimited. May include Kochava Macros.

DELIVERY DELAY
Realtime Delivery
Automatically delay postback delivery for this time duration

RETRY ATTEMPTS
3 Attempts
Max times to attempt redelivery in event of posting failure

Cancel Save

8. In the **BlueKai Site ID** box, enter the [mobile site ID you generated](#) in the Oracle Data Cloud platform.
The mobile site ID has `_mobile` appended to the container name.
9. In the **Supply Network Data to Analytics Partner** list, select **true** (the default).
10. Enter your Oracle Data Cloud web services keys in the **BlueKai Web Service User Key** and **BlueKai Web Service Private Key** boxes.
11. In the **BlueKai Custom Params** box, enter the phints representing the users.
12. From the **Delivery Delay** list, select **Realtime Delivery** (the default).
13. From the **Retry Attempts** list, select the desired number of retries or accept the default value of **3 Attempts**.
14. Click **Save**.

Note: For post-install events, you can select a delivery method (the default value is **All**).

LiveRamp Offline Match Integration

You can use the LiveRamp-Oracle Data Cloud platform [offline match integration](#) to onboard customer data linked to personally identifiable information (PII). This integration enables you to leverage the large pool of ID synced users between LiveRamp and the Oracle Data Cloud platform to activate more of your customer attributes and behavior data that is stored in your data warehouse, a customer relationship management (CRM) system, or other offline source.

When you send LiveRamp a file with your PII, LiveRamp matches your PII to their anonymous online cookies and then sends a file to the Oracle Data Cloud platform with their LiveRamp cookie IDs and codes representing your user attributes. The Oracle Data Cloud platform looks for anonymous Oracle Data Cloud cookie profiles linked to the LiveRamp cookie IDs. If a match is found, data is onboarded into your taxonomy via classification rules that map the LiveRamp codes to categories.

You can also use this integration to onboard data linked to Mobile Advertising IDs (MAIDs). In this case, LiveRamp will send a file to the Oracle Data Cloud platform with the MAIDs linked to your PII (instead of cookie IDs), and data will be appended to existing MAID profiles in the Oracle Data Cloud platform or new ones that are directly created.

Many of the configuration steps involve interacting with LiveRamp. Contact your LiveRamp account manager if you need more information about these steps.

Note: Depending on your relationship with LiveRamp and Oracle, the exact order of the steps you complete to enable the integration may vary. However, all the steps must be completed for every integration.

1. Contact your LiveRamp account manager

To start the integration, contact your LiveRamp account manager by using the LiveRamp Connect user interface.

Identify the segments you will be sending to LiveRamp and select Oracle Data Cloud as the destination. LiveRamp needs to know your Oracle Data Cloud account ID, your customer name, your account representative, and the device types from which you will be collecting data.

The following screen shot illustrates the LiveRamp Connect page where you enter the Oracle Data Cloud information.

< Add Oracle Data Cloud (BlueKai) Account

Account ID

Enter Here

Ask your BlueKai account manager for your numeric Account ID. "Account ID" is often referred to as a "Site ID" or "SID."

Customer

Enter Here

This is the name of your company or organization as it is registered with BlueKai. Ask your BlueKai account manager if unsure of which value to use here. No whitespace or other special characters, please (e.g. Company_Name).

Email Of Bluekai Account Representative

Enter Here

The email address of your BlueKai account rep. We will use this email when sending out the updated taxonomy. Separate with commas if more than one.

Device Types



After processing your request, LiveRamp generates an email address that you use for all future communication about this integration.

2. Map your data

You must work with LiveRamp to determine how you want your data to be classified. In LiveRamp, user attributes are defined as key-value pairs called RLCDN codes. For example, shoe shoppers might be coded as `r1cdn=25`.

To onboard the data from LiveRamp to the DMP, the RLCDN codes must be mapped to categories in the DMP taxonomy. For example, RLCDN codes could be mapped like this:

RLCDN code	DMP category
r1cdn=25	5273: In-Market > Retail > Clothing, Shoes & Accessories > Footwear Status
r1cdn=M	22598: Demographic > Gender > Male
r1cdn=2	31094: Interest > Shopping > Bargain Hunting

Working with LiveRamp, create a mapping table for your data. You can classify your data into an existing or new Oracle taxonomy that is branded, curated, or private. See [Working with the Taxonomy](#) for more information about categories and how you create them.

As you develop your mapping table, consider pricing for your categories. and provide that information to Oracle along with the category mapping.

3. Contact your Oracle Data Cloud account manager

After you have gotten an email address from LiveRamp, you can contact you Oracle Data Cloud account manager to begin the DMP configuration process. You must supply the following information:

- The ID type associated with the data you are collecting. This can be an Oracle Data Cloud ID or a Mobile ID (ADID or IDFA).
- Your partner ID.
- Your partner name.
- Whether your data is first- or third-party.

After processing your request, the Oracle Data Cloud operations team supplies you with a site ID to identify your data in the DMP.

4. Send your mapping information

After you supply your basic identifying information to your account manager, you send a file with your data mapping table. The file should include any rules supplied by LiveRamp, the category path, the category description, and pricing information (CPM).

Oracle Data Cloud operations teams use this information to create rules that classify your LiveRamp-coded data into DMP rules and categories.

Here is an example of a few lines from a mapping file. In this case, the file is in spreadsheet format, but that is not required. Your Oracle Data Cloud account manager can supply a mapping template if you need one.

Taxonomy Path	Description	LR Code	Value	CPM
36028: In-Market > Retail > Babies & Kids > Babies & Toddlers > Care	This category contains people who are in-market for baby and toddler care	1988231538	rldn	\$ 2.00
5489: In-Market > Retail > Babies & Kids > Babies & Toddlers > Toys	This category contains people who are in-market for baby and toddler toys.	1988277638	rldn	\$ 2.00
406485: In-Market > Retail > Babies & Kids > Apparel > Shoes	This category contains people who are in-market for babies' and kids' shoes.	1988273449	rldn	\$ 1.00

5. Send the site ID to LiveRamp

Use the email address you got from LiveRamp to give them the Oracle Data Cloud platform site ID.

LiveRamp needs the site ID because it must be included in the name of files used to onboard your data into the DMP.

6. Upload your data into LiveRamp and the DMP

With initial configuration complete, you can upload your data into LiveRamp. The process for uploading data varies, but most clients have an automated ingestion process based on SFTP. Contact your LiveRamp account manager if you need more information.

LiveRamp assigns IDs to the users in your data and defines their attributes. They then generate an offline match file to upload to the DMP.

The file has a line for each user. Each line includes the LiveRamp ID and a pipe-delimited set of RLCDN codes. Here is a highly simplified example:

```
awytM3DD rldn=25|rldn=M|rldn=2
```

```
3d5zYU7i rldn=22|rldn=F|rldn=1
```

Here is a more realistic example of one line from a file:

```
6f9cc638-6467-4ba1-ab3d-f6a73c7cf2b6 23429
rldn=1388219312|rldn=1388219330|rldn=1388219448|rldn=1388219506|rldn=1388219484|rldn=1388219466
rldn=1388219554|rldn=1388219544|rldn=1388219542|rldn=1388219532|rldn=1388220086|rldn=1388220318
rldn=1388220378|rldn=1388216360|rldn=1388216320|rldn=1388216494|rldn=1388216466|rldn=1388216874
rldn=1388216862|rldn=1388217000|rldn=1388217036|rldn=1388217260|rldn=1388217242|rldn=1388217320
rldn=1388217318|rldn=1388217414|rldn=1388217550|rldn=1388217650|rldn=1388217640|rldn=1388217638
rldn=1388217610|rldn=1388217600|rldn=1388217774|rldn=1388217736|rldn=1388217824|rldn=1388217822
rldn=1388217882|rldn=1388217872|rldn=1388218018|rldn=1388218008|rldn=1388217996|rldn=1388218096
rldn=1388218132|rldn=1388218114|rldn=1388218220|rldn=1388230664|rldn=1388230662|rldn=1388230848
rldn=1388231072|rldn=1388231130|rldn=1388231118|rldn=1388231218|rldn=1388231168|rldn=1388231266
rldn=1388231256|rldn=1388231254|rldn=1388231244|rldn=1388231354|rldn=1388231344|rldn=1388231332
rldn=1388231304|rldn=1388231622|rldn=1388231700|rldn=1388231760|rldn=1390221132|rldn=1376287701
rldn=657616638|rldn=1140177861|rldn=934283753|rldn=399697609|rldn=912060979|rldn=811708305|rldn
=148274993|rldn=1294764487
```

LiveRamp then uploads the file into the Oracle Data Cloud platform. Depending on your relationship with LiveRamp, they may instead send the file to you for uploading into the DMP. See [Offline match integration](#) for instructions about how to upload the file.

When the DMP receives the data file, it maps the LiveRamp IDs to the platform IDs. LiveRamp uses [ID swapping](#) to enable ID matching in the DMP. LiveRamp has placed ID swap pixels on all sites in their network and fires them regularly. The pixels deliver LiveRamp IDs along with Oracle Data Cloud IDs to the DMP.

Rules created by the Oracle Data Cloud operations team based on your mapping file assign the IDs into categories based on their attributes.

7. Check your inventory

After your file is ingested into the Oracle Data Cloud platform, inventory based on your data starts populating. Cookie-based data takes 30 days to ramp up while mobile IDs populate immediately.

Use the [Inventory Trend Report](#) to ensure that your inventory is growing. Contact My Oracle Support with any questions or concerns.

Important! If LiveRamp changes the format of the file it sends to the DMP or you change the data mapping table, notify your Oracle Data Cloud account manager immediately. Changes like these affect the way data is onboarded and therefore your inventory.

Activating Marin Search Data

You can ingest search data from the Marin platform into the Oracle Data Cloud platform and then activate it to enhance your audience segmentation and optimize your digital media campaigns. With Marin search data, you can improve messaging by evaluating the behavior and demographics of your key search user groups, identify reach extension audiences using audience analytics and lookalike modeling, and optimize your media campaigns across search, display, site optimization, and other media execution platforms.

Integrating Marin search data into your taxonomy in the DMP enables you to do the following:

- Retarget users that have demonstrated high brand affinity (for example, clicked on your branded search terms), but have not yet converted with a specific message.
- Retarget non-branded users that are in-market for your competitors' brands or products.

- Categorize the gender, demographics, and interests and lifestyles of your search customers based on your keywords.
- Profile the attributes of key search groups such as their in-market behaviors, demographics, and interests.
- Perform reach extension to expand your target audience to include more users that are like your high-value customers.

To add Marin search data to your taxonomy:

1. [Select which Marin search data to add to your taxonomy.](#)
2. [Ingest your Marin search data into your taxonomy.](#)
3. [Test the integration.](#)
4. [Activate your Marin search data with the Oracle Data Cloud platform.](#)
5. [Analyze the attributes and behavior of your Marin search users.](#)

Selecting Marin search data

To select the Marin search data to be included in your taxonomy:

1. Identify which dimensions in the Marin platform you want to onboard to your taxonomy. Dimensions are custom definitions and you can include ad groups, campaigns, and custom dimensions.
2. Apply these dimensions within your Marin platform to identify the search users that are driving the desired target audience to your web site.
3. Create a preliminary classification sheet listing the Marin search categories (dimensions from above) that you want to use in your Oracle Data Cloud platform data campaigns.

Identify the target audience and dimensions

You can retarget users who are clicking on brand keywords; users who are clicking on specific products, product categories, or promotional ads; or users performing some other action.

Selecting search campaigns

You can tag your search data with Marin dimensions and then use the dimensions to identify the search campaigns that are driving users in your desired audience to your Web site. For example, if you want to retarget "Brand clickers", you could apply a dimension indicator for all campaigns tagged with the "Brand" dimension.

Tip: Select high-volume and strategic search data sets. Oracle recommends that all selected search categories get at least 5,000 clicks per month. Consult your Marin Client Services representative to help identify the most valuable dimensions within your search campaigns.

Creating a preliminary mapping table

When you have identified the Marin search dimensions you want to classify, consult your Marin Client Services representative to create a preliminary mapping table that lists the following items:

- The Marin search categories you want to use in your Oracle Data Cloud platform data campaigns.
- The proposed mapping between the categories' key-value pair and human readable name for your taxonomy. For example, if you pass "d=NB" in your URL string, rules can be created that map the "d" parameter to the "Non-Branded" node in your taxonomy.
- The estimated size of the category (clicks per 30 days).

The following example demonstrates a proposed mapping table:

Category	Parameter	Key value	Size (clicks per 30 days)
Non-Branded	d	NB	900,000
Luxury Travel	d	LT	150,000
High Performers Ad Group	D	HP	75,000

After you complete your preliminary mapping table, send it to your Oracle Data Cloud account manager for review and feedback on your proposed key values. They will also coordinate with the Oracle Data Cloud classification team to begin designing a classification scheme to map the desired Marin search categories to your taxonomy.

Ingesting Marin search data

To ingest Marin search data:

1. Add the tag to your landing pages.
2. Configure Marin dimension encoding on the URL.
3. Update URLs for the keywords in the selected search data.
4. Send Oracle Data Cloud the final mapping table.
5. Map your Marin search parameters to your private taxonomy categories in the Oracle Data Cloud platform.

Adding the tag to your landing pages

Add the tag above the closing `</body>` tag of landing pages where Marin directs search traffic and is able to access the page's URL.

Configuring the Marin data encoding

After your classification sheet has been finalized, you can configure the Marin data encoding.

Update URLs for keywords in selected campaigns

To update the URLs for all the keywords to be passed through as parameters for identifying your search clickers:

- Manually update the URLs:
 - Perform a bulk export of the keywords and URLs from Marin.
 - Make the changes offline.
 - Upload the modified URL back into Marin.
- Add the relevant key-value pairs using the URL builder settings (if you are using dimensions to identify keywords and campaigns):

- Create a new dimension (or use an existing dimension) and tag all campaigns with the dimension and the appropriate parameter to be passed in the URL.

DIMENSIONS

	Client account	Campaign
Brand:	----	branded
Bucket:	----	
Channel:	Paid Search	
Click Command:	----	
Property Name:	----	
Remarketing:	----	
Test1:	----	
Test2:	----	
Tier:	Top Tier	

SCHEDULED ACTIONS

Resume on: [] at: 12 AM [] []

- Use URL builder to add the new or existing dimension to the required parameters (for example, `dmp=[dimension]`).

Google Yahoo Bing Facebook Baidu Other Yahoo Japan YDN

KEYWORD SETTINGS

Do not build keyword-level URLs Build keyword-level URLs

Required parameters

`mkwid=[uniq_id]&pcrid=[creative_id]&channel=[channel]&dmp=[brand]`

Build redirect URLs

Redirect URL

`http:// www.trackersm.com/redirect/?url=[unencoded_click_through_url]`

SITELINK SETTINGS

Advanced Options

- In the **Keywords** grid, select all of the keywords in the campaign and then click **Build URL** for each selected campaign.
- After your URLs have been updated, apply the changes to publishers.

Sending the final parameter mapping table

You or Marin need to send the platform the final parameter mapping table listing the parameters and keys to be encoded.

Mapping parameters

The platform creates rules that map your Marin search parameters to your categories within your taxonomy in your Oracle Data Cloud platform. When you finish updating your URLs in the Marin platform, your search parameters will be listed in your private taxonomy in the audience builder.

Testing the integration

Before implementing the integration in your production environment, verify that your Marin search parameters are being passed to your taxonomy.

To test the integration:

1. Create an HTML page and insert the same Oracle Data Cloud core tag code you added to your landing pages where Marin directs search traffic.
2. Navigate to the test page in a browser. Verify that you added the necessary parameters in the query string of the request.
3. If you are using a redirect (ad server or Marin tracker), simulate the click as if it was coming through the redirect. Verify that the URL of the landing page points to your test page using the required parameters in the query string of the request.
4. Start HTTPFox, FireBug, or other comparable debugging tool to view the tags on your test page.
5. In the landing page redirect or the referring URL redirect (depending on your integration), verify that there is a URL with the dimensions you encoded. For example:

```
http://yourlandingpage.com/something?d=NB&d=HP
```

Activating Marin search data

After you implement the integration in your production environment, create a target audience that includes the new Marin search-based categories within your taxonomy. You can then create a data campaign for your target audience and deploy it to the vendors in the Oracle Data Cloud platform. The use cases for targeting users with your Marin search data include:

- **Search retargeting:** You can retarget users that have, for example, clicked on your branded terms but have not converted.

- **Enhanced segmentation:** You can combine your Marin search data with Oracle Data Cloud first- and third-party data to create precise target audiences. For example:
 - **Retarget search users who have not converted:** Select categories from one of your Marin search campaigns for [segment 1](#) and then [exclude](#) converters.
 - **Retarget non-branded users that are in-market for competitors' products:** Select non-branded users from one of the Marin nodes for segment 1, and then select the applicable third-party category for Segment 2.

Analyzing Marin search users

After you run a [data campaign](#) using your Marin search data, you can use [audience analytics](#) to further understand your Marin search customers. Audience analytics enables you to study your customers' user attributes and buying behaviors so that you can improve the performance of your data campaigns, extend your target audience, and identify new messaging to be tested on key user groups. You can also use the Oracle Data Cloud [discovery reports](#) to profile your users and identify their behaviors and attributes.

Activating Mavrck Social Influencer DSata

You can ingest social influencer data from the Mavrck platform into the Oracle Data Cloud platform and then use it to create audience segments containing your most influential Facebook, Instagram, Pinterest, or Twitter users who have been authenticated by Mavrck. You can then activate your Mavrck social influencer data.

To activate your Mavrck social influencer data:

1. [Request the Mavrck integration.](#)
2. [Ingest your Mavrck social influencer data.](#)
3. [Activate your Mavrck social influencer data.](#)

Requesting the Mavrck integration

To request the Mavrck integration:

1. Verify that you have a Mavrck Enterprise License and a Mavrck Influencer Program.
2. [Contact Mavrck](#) and request the integration.

Mavrck will then do the following:

- Work with Oracle Data Cloud to enable your social influencer data to be onboarded into your taxonomy.
- Add a set of social influencer categories to your private taxonomy under a **Mavrck - Private > yourCompanyName** node that includes Facebook, Instagram, Twitter, and Pinterest categories with percentiles representing users' influencer scores.
- Create classification rules that map your Mavrck social influencer data into your categories.

An influencer percentile is a predictive measurement of a user's ability to generate a reaction from their friends, family, and followers when creating content on behalf of a brand on a social network. Each user's influence score is compared globally to all other users authenticated by the Mavrck platform and assigned a percentile ranking (0-100), which is used to filter and identify influencer segments. For example, you will have a **Facebook** category, with child categories for users in the 75-99th, 50-74th, 25-49th, and 0-24th influencer score percentiles.

Ingesting your Mavrck social influencer data

After the integration has been implemented in your partner seat, your Mavrck social influencer data will flow into the Oracle Data Cloud platform.

To ingest your social influencer data into the Oracle Data Cloud platform, Mavrck does the following:

1. Syncs mobile IDs and IP addresses to email addresses and syncs hashed email addresses to anonymous cookie IDs as users sign up for Mavrck's White Label Influencer Web Experience.
2. Scores users' influence level on each social network as data flows into the Mavrck platform.
3. Onboards users into the social influencer categories in your taxonomy via server-side API. Data is onboarded based on a unique client site ID, users' hashed email addresses, and key-value pairs representing users' social influencer percentiles.

4. Notifies you when the integration setup is complete and your Mavrck social influencer categories are available in your taxonomy.

Activating your Mavrck social influencer data

As your Mavrck social influencer data is imported into your taxonomy, you can add the categories representing them to your target audiences and create campaigns to deliver social influencer data across multiple media execution platforms.

Proxicim Contextual Data Classification

You can use the Oracle Data Cloud platform's integration with Proxicim to transform the page-level contextual data on your site into user categories that you can activate across multiple media execution platforms. This integration is ideal for content-rich sites that are best classified according to the keywords, topics, and text on the pages. This differs from consumer-oriented sites, which are best classified using phint-based extraction.

With the integration, your site visitors are automatically classified according to the content on the pages they view. For example, if a user is viewing an article comparing new smartphones, they could be classified into a category such as smartphones, computer and technology, or electronics. You could then target, model, optimize, and analyze all your site visitors that have been classified into this category.

Integration workflow

The following diagram illustrates how your contextual site data is extracted and classified through the integration workflow:



The integration includes the following steps:

1. **Site classification:**

- i. Contact My Oracle Support ([MOS](#)) to request the Proximic integration for contextual classification.
- ii. Work with Oracle Data Cloud and Proximic to classify your site into one of the following types of categories:
 - **Standard categories in Proximic's taxonomy:** Proximic uses a "spider" to crawl your site and score the keywords and text in your Web pages to determine the Proximic standard category that best fits the page. Proximic's standard taxonomy includes over 200 IAB-compliant contextual categories for content related to automotive, careers, health and fitness, sports, technology, and many other topical categories.
 - **Custom categories:** Classification is done manually with Oracle Data Cloud, Proximic, and you agreeing on the appropriate custom categories for your pages.
 - **Existing categories in your taxonomy:** Proximic matches your site content to the existing categories within your private taxonomy.

2. **Campaign creation:** Your Oracle Data Cloud account manager creates an audience targeting all the first-party categories in your private taxonomy representing your site pages, and a campaign that delivers your audience to Proximic via server data transfer ([SDT](#)).

3. **Data delivery:** The platform delivers your user data to Proximic in hourly batch files sent via SDT. The batch file includes unique user IDs (BKUUIDs), timestamps, referrer URLs, and the campaign ID. Proximic maps the URLs of the pages your users visited to the contextual categories used to classify the pages.

4. **Offline file creation:**

- i. Your Oracle Data Cloud account manager sends an email notification to Proximic with your name, the ID of the campaign used to deliver your user data to Proximic, and the name of attribute key to be used to uniquely identify your user data. Proximic will use this information to map your campaign ID to the attribute key. This attribute key is included in the phints (key-value pairs) used to map your user's contextual attributes to new categories in your taxonomy. For example, a phint named `DMPClient001=technology`

could be used to assign a user reading a computer-related article on your site to a technology category in your taxonomy.

- ii. When Proxicim receives your user data via SDT, they parse it to create an offline file that maps your site visitors' online profiles to the phint associated with the page they visited.

5. Offline onboard:

- i. Proxicim drops the offline file onto an Oracle Data Cloud upload server, and the platform then onboards your contextual data into the new categories in your taxonomy.
- ii. Rules written by the Oracle Data Cloud classification team will map the users in your offline file to the new contextual categories in your private taxonomy. For example, a rule might state that when the phint key `DMPClient001=technology`, add the user to the new **Proxicim Contextual Data >Computer and Technology** category in your taxonomy.

Note: This process of delivering your user data, creating the offline file, and onboarding your contextual data is continuous. As users visit your site, they will automatically be classified into your taxonomy.

6. **Data activation:** After your new contextual categories have been added to your taxonomy, you can add them to your target audiences, and deliver them across multiple media execution platforms for targeting, analysis, modeling, and optimization.

Activating Responsys Email Marketing Data

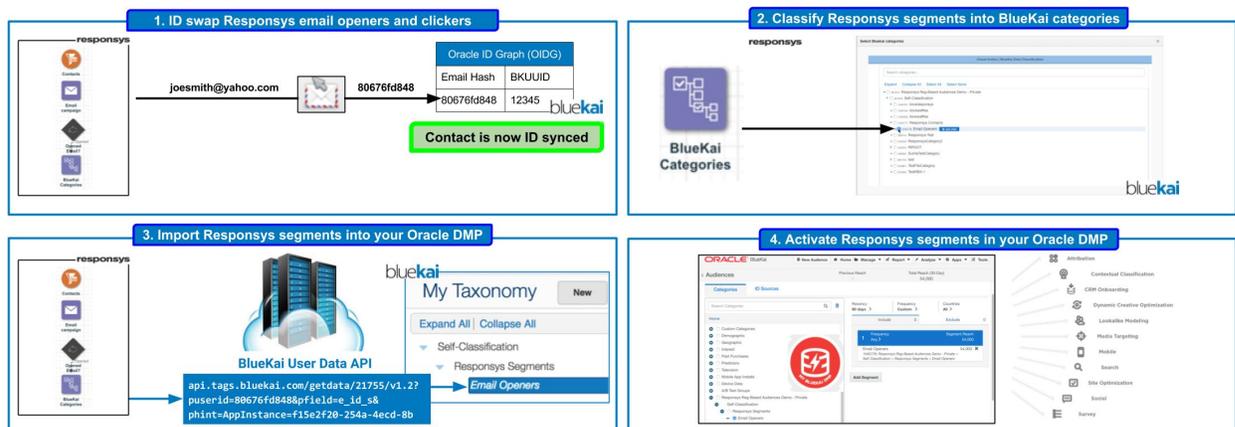
You can use the Oracle Data Cloud integration with Responsys for smart, seamless cross-channel activation of your email marketing data. This integration enables you to segment your contacts, classify them into the Oracle Data Cloud platform categories, and import them directly into the DMP – all with just a few clicks from within your Responsys Cross-Channel Marketing Solution. After your Responsys email marketing data has been onboarded into your DMP, you can deliver it across Oracle Data Cloud integrated media execution platforms. For example, you can target unsubscribed users with "come back" offers, exclude email responders and converters from targeting to avoid wasted impressions, and target high-value non-responders with optimized display ads, search ads, and site content.

Overall, the integration provides the following benefits:

- **Smarter Customer Messaging through Cross-Channel Activation.** Use your email marketing data to intelligently customize your customer's experience across display, search, social, optimization, mobile, and other channels.
- **Efficient Use of Marketing Dollars.** Ensure you are reaching your contacts at the right time, at the right frequency across all channels.
- **Look-alike Modeling.** Use the built-in modeling app to find high-value users that behave like your best email openers and clickers.
- **Streamlined Workflow.** Link your Responsys Cross-Channel Marketing Solution with your DMP with just a few clicks.

To import your Responsys data into the DMP, your contacts are ID swapped as they open your Responsys-based email marketing messages (on email clients that support third-party cookies such as Outlook and Yahoo Mail) or click-through to your landing page. The ID swap sends the contact's hashed email address (oHashes) to the platform, and the hash is then mapped to the contact's anonymous unique user ID (BKUUID). You add the Oracle Data Cloud platform activity to your Responsys program and use it to classify your Responsys segments into the Oracle Data Cloud platform categories. As contacts flow through your Responsys program, the app calls the User Data API with their email hash and Responsys segment attributes. The attributes are mapped to the contacts' BKUUIDs, and the contacts are added to your categories and the platform. You can then create audiences and campaigns in the Oracle Data Cloud platform to deliver your Responsys contacts to hundreds of media execution platforms..

The following diagram illustrates the workflow of the integration:



See the following resources for more information about the integration:

- For a video, click [here](#).
- For an interactive demo, click [here](#).

Follow the steps in the remainder of this document to install and enable the integration.

- [Step 1: Install the Data Management Platform app in Responsys](#)
- [Step 2: Configure Responsys-ID swapping](#)
- [Step 3: Classify Responsys segments with the DMP activity](#)
- [Step 4: Activate Responsys segments in the Oracle Data Cloud platform](#)

Step 1: Install the Data Management Platform app in Responsys

To install the DMP app in Responsys:

1. Contact your Oracle Data Cloud account manager and request the integration and specify whether you want to use Match Multiplier or a private oHash pool.
 - **Match Multiplier.** Match Multiplier leverages the oHashes you have sent to the platform and the large pool of oHashes maintained by Oracle Data Cloud to match your Responsys contacts to their online anonymous profiles. If you want to use Match Multiplier, Oracle adds the **Match Multiplier Cloud Service SKU** (a \$0 value SKU) to your contract. You receive the SKU, an ordering document, and a cloud service description that outlines your opportunities, rights, and licenses with Match Multiplier from legal, policy, and operations perspectives.
 - **Private oHash Pool.** Alternatively, you can request a private oHash pool, which enables you to onboard data via your oHashes only. With a private oHash pool, no other clients have access to your oHashes, but you cannot leverage the oHashes in the Match Multiplier pool.
2. After Oracle grants you access to the Oracle Data Cloud platform app in the Responsys platform, link your Responsys account to your DMP by following these steps:

- a. Click **Account** in the side navigation bar.
- b. Select **Integration Settings > DMP Settings**.

-  Home
-  Campaigns ▶
-  Programs ▶
-  Folders
-  Audiences ▶
-  Content ▶
-  Data ▶
-  Insight ▶
-  Forms ▶
-  Tools ▶
-  Mobile App Console
-  Account



 **ORACLE** Responsys

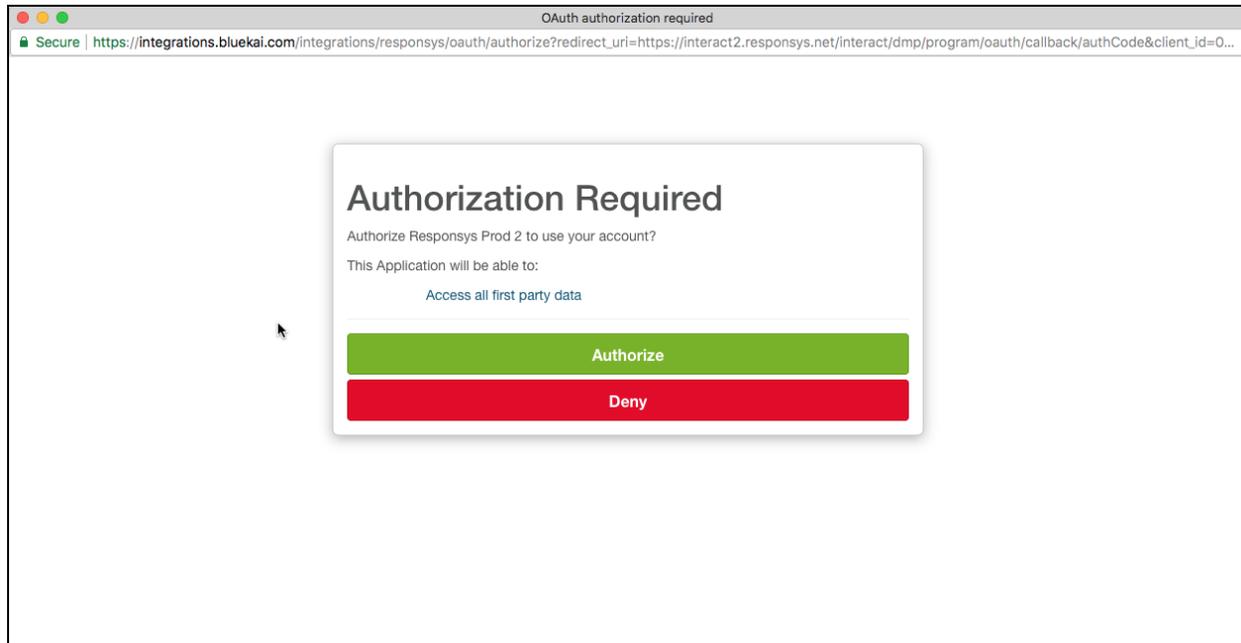
Search menu...

- [Account summary](#)
- General settings ▶
- Global settings ▶
- Campaign management ▶
- Email footer management ▶
- Response pages ▶
- Rich text editor settings
- Permission status settings ▶
- Program settings ▶
- Notification settings ▶
- Contact event data settings ▶
- SMS Aggregator ▶
- Integration settings ▲
- [Omniture genesis settings](#)
- [DMP settings](#)
- User identity management ▶

- c. In the log-in page that appears, enter your Oracle Data Cloud platform user name and password and then click **Sign In**.

If the login fails and you see a *500 Internal Server Error* message, contact your Oracle Data Cloud account manager to open a MOS ticket.

- d. Click **Authorize** to enable Responsys to create categories and the platform, create classification rules, and call the User Data API on your behalf.



- e. After the account linked confirmation message is displayed, click **Close**.
 - f. You can now add the DMP activity to your campaigns as described in [Step 3: Classify Responsys segments with the DMP activity](#). However, Oracle must create some additional configurations before you can activate your Responsys programs. This process takes approximately 1 week. During this time, you can add the app to your canvas and configure it, but do not activate your campaigns until your Account Manager gives you clearance.
3. Responsys activates ID swapping in your Responsys instance. This automatically adds ID swap tags to the images in your email marketing messages, and it adds Responsys's tracking script used for executing ID swaps to your Responsys-hosted microsites (if you plan on ID

swapping from your own externally-hosted landing pages, you will need to manually add the Responsys tracking script to your landing pages as described in [Step 2: Configure Responsys-ID swapping](#).

Step 2: Configure Responsys-ID swapping

Before you can activate Responsys data in DMP, you must execute ID swaps on your email openers, email clickers, and form submitters. ID swapping enables the platform to link your contacts' hashed email addresses to their anonymous online profiles (also known as unique user IDs or BKUUIDs). After this linkage has been created, your contacts' attributes can be mapped into categories in your Oracle Data Cloud platform taxonomy as they flow through your Responsys program.

The following list describes the various scenarios in which you can execute an ID swap, and any steps required to set up the ID swapping for that scenario.

Email open. (Automatic, no steps required) When a contact opens your Responsys-based email marketing messages with Outlook or Yahoo Mail (or any other email client that supports third-party cookies), their SHA-256 (e_id_s) and MD5 (e_id_m) oHashes are looked up in the Responsys database, and passed into an ID swap pixel. The ID swap pixel then sends the oHashes to the platform. Because Responsys has already deployed an ID swap pixel in the footer of your email marketing messages, no further steps are required.

The ID swap pixel has the following syntax:

```
https://tags.bluekai.com/site/{BK Id swap site ID}e_id_s={oHash}&e_id_m={oHash}
```

Email Clients That Support ID Swaps: Outlook and Yahoo Mail

Email open ID swaps are executed only on email clients that support third-party cookies, such as Outlook and Yahoo Mail, or if your contact views your email in HTML. ID swaps are not executed in email clients that do not support third-party cookies such as Gmail, Hotmail, or if your contact views your email in plain text. As a result, we recommended that you enable ID swapping on click-throughs as described in the next bullet to increase match rates and maximize the amount of Responsys data you can onboard into your DMP.

- **Email Click-through.** When a contact clicks on the link to your landing page, their oHashes are looked up and added to the query string of the landing page URL. When the landing page opens, code that you have added to your landing page extracts the oHashes from the query string, and passes them into a tag on your site. The tag is then fired and the oHashes are sent to the platform. See [Enabling ID swapping on click-throughs](#).
- **Form Submission.** You can use one of two supported form submission scenarios. See [Responsys form submission](#) and [Web page form submission via Oracle Data Cloud core tag](#).

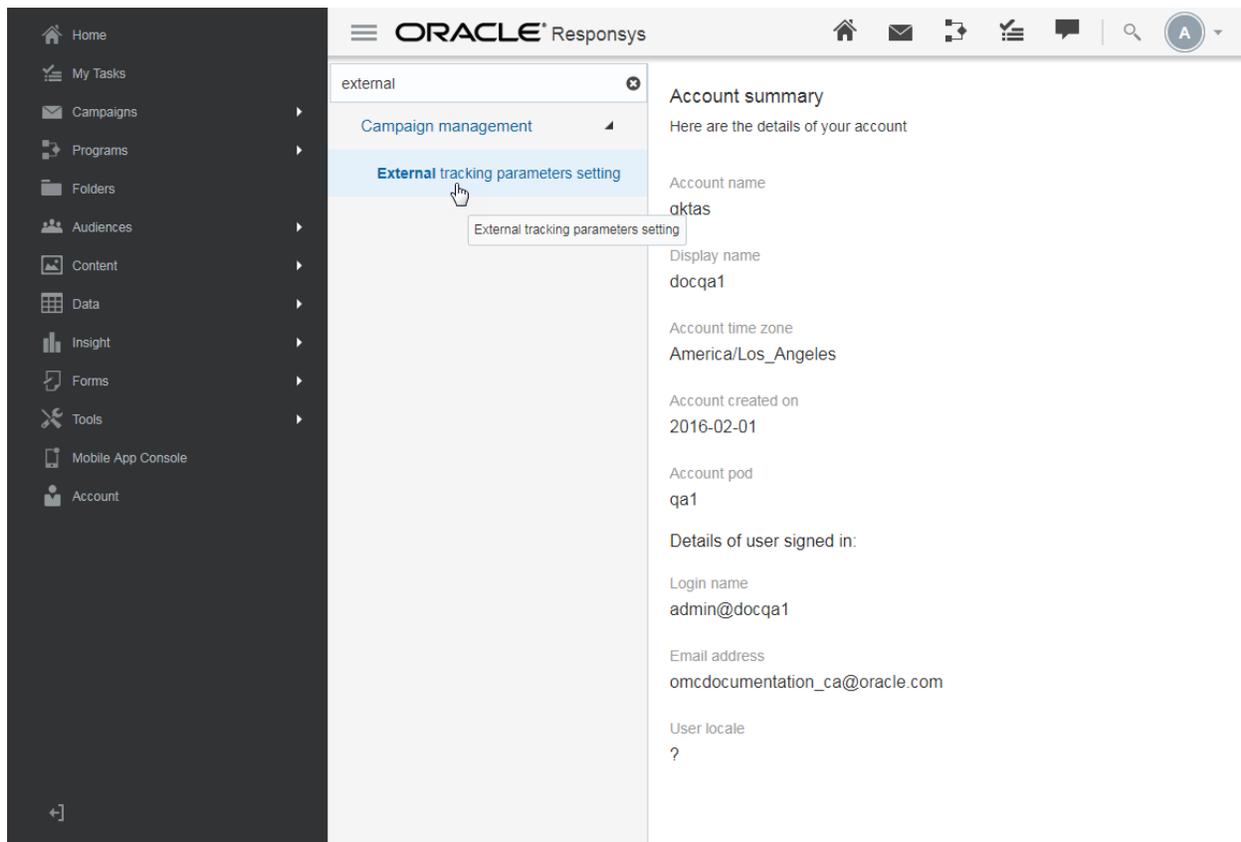
Enabling ID swapping on click-throughs

To enable ID swapping on click-throughs:

1. To globally enable oHashes to be passed into query strings of your landing page URLs when users click the links in your email messages, follow these steps:

- a. Click **Account** in the left sidebar.
- b. Select **Campaign management > External tracking parameters setting**.

Alternatively, Select **Campaign management**, search for **external**, and then click **External tracking parameters setting**.



- c. Verify that **e_id_s** and **e_id_m** are listed under **Available External Tracking Parameters for New Campaign**.

Available External Tracking Parameters for New Campaign			
Name	Required	Value	Action
e_id_s	No	\${EMAIL_SHA256_HASH_}	Edit Remove
e_id_m	No	\${EMAIL_MD5_HASH_}	Edit Remove
p_id_s	No		Edit Remove
p_id_m	No		Edit Remove
Add Parameter			

- d. If these values are not listed, you can click **Add Parameter**, enter **e_id_s** as the name, **\${EMAIL_SHA256_HASH_}** as the value, clear the **Required** check box, and then click **Save** and **Done**. Repeat this for MD5 oHashes (name is **e_id_s**; value is **\${EMAIL_MD5_HASH_}**).

Add External Tracking Parameter for a New Campaign

Name:

Required
 Specify a restricted set of values

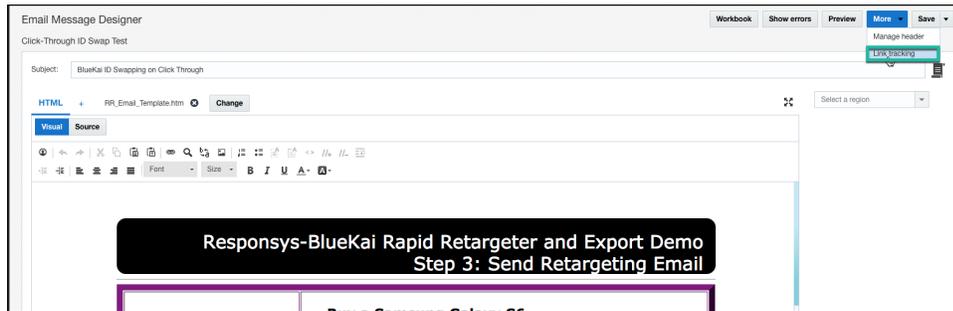
Enter all possible values, one value per line.

\${EMAIL_SHA256_HASH_}

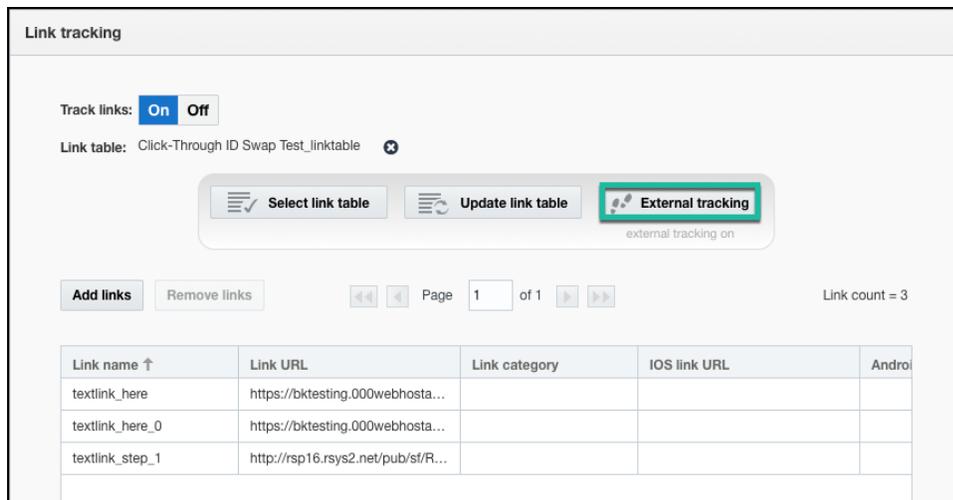
Note: the first line will be the default value. This input field only accepts Responsys Personalization Language or literal values.

- To enable oHashes to be passed into query strings of your landing page URLs for each individual email campaign, follow these steps:

- a. Open the email campaign editor, and then select **More > Link Tracking**.



- b. Click **External Tracking**.



- c. Toggle **External Tracking** to **On**, select the **e_id_s** and **e_id_m** check boxes, and then click **Done**. Save your email campaign.

External tracking

Enabling external tracking will automatically append tracking parameters to the link URLs. These parameters come from a third-party web analytics services.

External tracking On Off

Include the following parameters

Parameter name	Value	Required
<input checked="" type="checkbox"/> e_id_s	`\${EMAIL_SHA256_HASH_}`	NO
<input checked="" type="checkbox"/> e_id_m	`\${EMAIL_MD5_HASH_}`	NO
<input type="checkbox"/> p_id_s		NO
<input type="checkbox"/> p_id_m		NO

Tracking parameters string

e_id_s=\${EMAIL_SHA256_HASH_}&e_id_m=\${EMAIL_MD5_HASH_}

3. Contact your account manager to get your ID swap site ID. You pass this ID into your Javascript code in the next step.
4. For each web page to which your customers may click through (this generally means every page except for your checkout and order confirmation pages), add Javascript code that retrieves the oHashes from the landing page URL and passes them into an ID swap tag on the page. The following examples provide sample code for both Match Multiplier and private oHash pools. (These code samples are meant for demonstration purposes and are not supported; you are responsible for implementing the actual code to be used.) Replace the **bk_idSwap_site_id** placeholder with your ID swap site ID.

The following code shows Javascript code for parsing and passing oHashes for Match Multiplier:

```

<script type="text/javascript">

//look for e_id_s parameter in query string

```

```

var arr = document.URL.match(/e_id_s=([a-z0-9]+)/)

//set e_id_s_value variable and pass into ID swap tag
if (arr !== null) {
    var e_id_s_value = arr[1];
    document.write('<IMG SRC="https://tags.bluekai.com/site/{bk_
idSwap_site_id}?e_id_s=' + e_id_s_value + '" HEIGHT="1"
WIDTH="1">');
}
</script>

```

The following code shows Javascript code for parsing and passing oHashes for a private oHash pool:

```

<script type="text/javascript">

//look for e_id_s parameter in query string
var arr = document.URL.match(/e_id_s=([a-z0-9]+)/)

//set e_id_s_value variable and pass into ID swap tag
if (arr !== null) {
    var e_id_s_value = arr[1];
    document.write('<IMG SRC="https://tags.bluekai.com/site/{bk_
idSwap_site_id}?e_id_s{bk_idSwap_site_id}=' + e_id_s_value +
'" HEIGHT="1" WIDTH="1">');
}
</script>

```

Responsys form submission

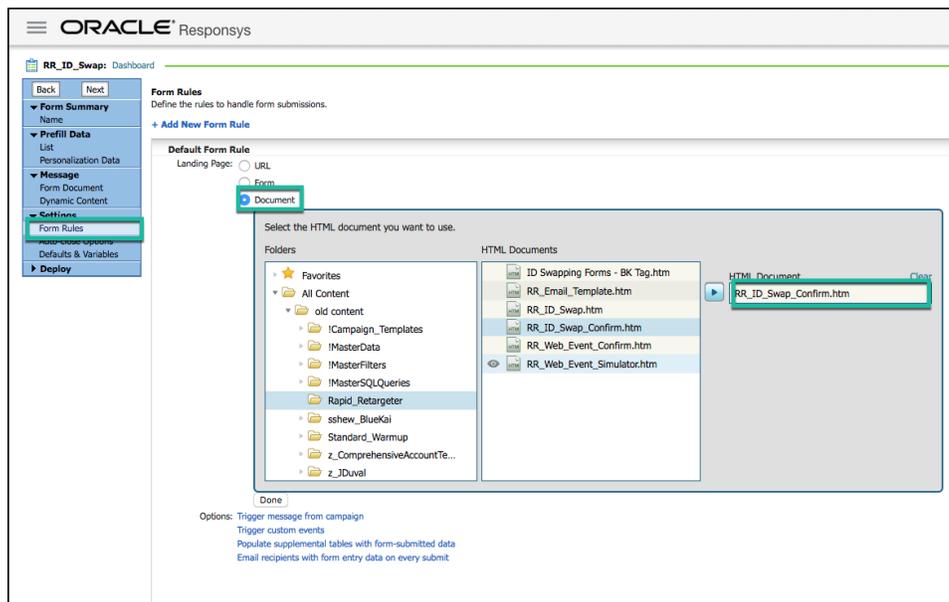
When a user submits a Responsys-hosted form, the user's email address is passed to a landing page, converted to an oHash, and then passed into an ID swap tag.

To enable ID swapping on Responsys-hosted forms:

1. In your Responsys form, include an input HTML tag, and name it "EMAIL_ADDRESS_".

```
<form>
  <strong><label>Email Address:&nbsp;&nbsp;&nbsp;</label></strong>
  <input name="EMAIL_ADDRESS_" type="text" /><br />
<label>&nbsp;&nbsp;&nbsp;</label>
  <input name="Submit" type="submit" />
</form>
```

2. Link your form to the Responsys landing page where users will be sent when they submit the form. To do this, click **Form Rules**, click **Document**, and then select the landing page.



3. Add the following code to the landing page to lookup the email address the user provided, normalize it, and store the normalized email in a variable (for example, **normalizedEmail**).

```
$setvars(normalizedEmail, escapecommas(cond(1e(indexof(lookup(EMAIL_ADDRESS_),+,0),indexof(lookup(EMAIL_ADDRESS_),@,0)),cond(eq(indexof(lookup(EMAIL_ADDRESS_),+,0),-1),lookup(EMAIL_ADDRESS_),concat(substring(lookup(EMAIL_ADDRESS_),0,indexof
```

```
(lookup(EMAIL_ADDRESS_),+,0)), substring(lookup(EMAIL_ADDRESS_),
indexof(lookup(EMAIL_ADDRESS_),@,0), stringlength(lookup(EMAIL_
ADDRESS_))))),lookup(EMAIL_ADDRESS_)))$
```

4. Contact your account manager to get your ID swap site ID. You pass this ID into your Javascript code in the next step.
5. Add the following code to the landing page to convert the normalized email into an oHash and pass it into an ID swap tag (code for both Match Multiplier and private oHash pools is provided). Replace the `bk_idSwap_site_id` placeholder with your ID swap site ID.

The following code shows hashing email and passing an oHash into an ID swap tag for Match Multiplier:

```
<!--Start BK pixel-->
  
<!--End BK pixel-->
```

The following code shows hashing email and passing an oHash into an ID swap tag for a private oHash pool:

```
<!--Start BK pixel-->
  
<!--End BK pixel-->
```

Web page form submission via Oracle Data Cloud core tag

When a user submits a form containing their contact information, a Oracle Data Cloud core tag on your web page normalizes the user's email address and phone number, encrypts them using MD5 and SHA-

256 hashes, and sends both MD5 and SHA-256 hashes to the platform.

To pass email addresses into the Oracle Data Cloud core tag and send oHahes to the platform:

1. Contact your account manager to get your ID swap site ID. You pass this ID into your Javascript code in the next step.
2. Add the following code to your web page to collect raw email addresses and pass them into the Oracle Data Cloud core tag. (Code for both Match Multiplier and private oHash pools is provided). Replace the **bk_idSwap_site_id** placeholder with your ID swap site ID.

Oracle Data Cloud core tag on web page forms for Match Multiplier:

```
<!-- jQuery -->
<link rel="stylesheet"
href="//code.jquery.com/ui/1.11.1/themes/smoothness/jquery-
ui.css">
<script src="//code.jquery.com/jquery-1.11.1.js"></script>
<script src="//code.jquery.com/ui/1.11.1/jquery-ui.js"></script>

<form id="myform">
  <label>Email Address:</label><input type="email" name="email"
placeholder="name@domain.com" autocomplete="on"><br>
  <input type="submit" value="Submit"
id="submitButton"><br><br>
</form>

<!--Begin Oracle Data Cloud core tag -->
<iframe name="__bkframe" height="0" width="0" frameborder="0"
src="javascript:void(0)"></iframe>
<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-
coretag.js"></script>
<script type="text/javascript">
```

```

$(function() {
    $("#tabs").tabs();
    $('#myform').on("submit", function(event) {
        event.preventDefault();
        bkCoreTag();
    });
});
function bkCoreTag() {
    var email = $('#myform input[name="email"]').val();
    bk_addEmailHash(email);
    bk_doJSTag(bk_idSwap_site_id, 1);
}
</script>
<!--End Oracle Data Cloud core tag -->

```

Oracle Data Cloud core tag on web page forms for private oHash pool:

```

<!-- jQuery -->
<link rel="stylesheet"
href="//code.jquery.com/ui/1.11.1/themes/smoothness/jquery-
ui.css">
<script src="//code.jquery.com/jquery-1.11.1.js"></script>
<script src="//code.jquery.com/ui/1.11.1/jquery-ui.js"></script>

<script src="http://www.bkrtx.com/js/bk-coretag.js"></script>

<form id="myform">
    <label>Email Address:</label><input type="email" name="email"
placeholder="name@domain.com" autocomplete="on"><br>
    <input type="submit" value="Submit"
id="submitButton"><br><br>
</form>

```

```

<script type="text/javascript">
    $(function() {
        $("#myform").submit(function(event) {
            event.preventDefault();
            var email = $('#myform input[name="email"]').val();
            if (email) {
                BKTAG.util.normalizeEmail(email);
                BKTAG.addHash('e_id_m{bk_idSwap_site_id}', 'e_id_
s{bk_idSwap_site_id}', email)

                //pass your BlueKai site ID and the pixel limit:
                bk_doJSTag(bk_idSwap_site_id, 1);

            } else {
                alert('Please enter a valid email and/or phone');
            }
        });
    });
</script>

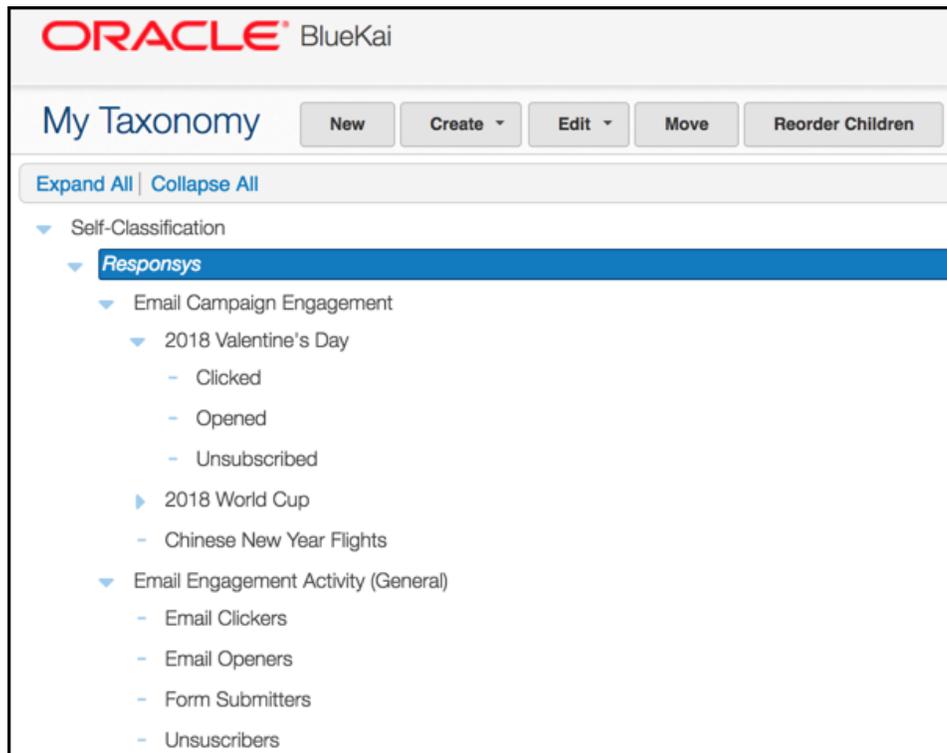
```

Step 3: Classify Responsys segments with the DMP activity

You can use the platform activity in your Responsys programs to classify your Responsys segments and import them into your Oracle Data Cloud. This app enables you to create new categories and the platform or select existing ones, and link them to your Responsys segments (for example, email openers, email clickers, and so on) via Oracle Data Cloud classification rules. As contacts flow into the app, it will call the platform with their Responsys segment-based attributes, and the classification rules will map them into categories in your Oracle Data Cloud platform taxonomy.

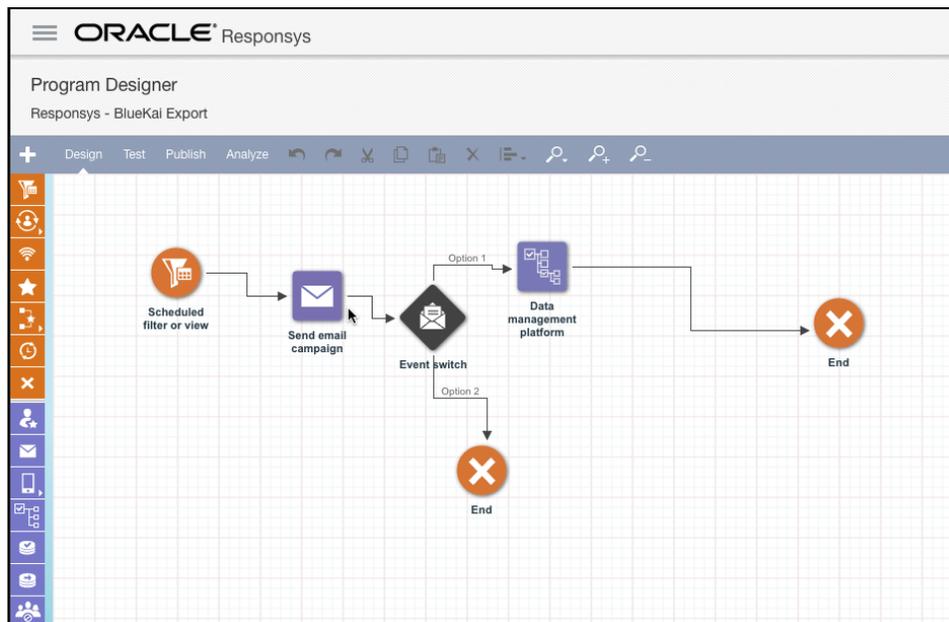
There are two primary strategies for classifying your Responsys data into your taxonomy. You can use one or both of the strategies.

- **Classify engagement activities for specific email campaigns separately.** For example, you can classify email openers, clickers, and unsubscribers for Valentine's Day, World Cup, and Chinese New Year email campaigns. This may be useful for upselling and cross-selling converters on your site with optimized site content, while excluding them from your retargeting campaigns. In addition, it enables you to retarget your email campaign unsubscribers across their desktop and mobile devices.
- **Classify general engagement activities.** For example, you can classify email openers, email clickers, unsubscribers, and form submitters. This may be useful for modeling your converters to find look-alikes.



To use the platform activity in your Responsys programs:

1. In your Responsys program, click the **Data Management Platform** activity icon () and then drag it onto your canvas.
2. Connect the DMP activity to the other nodes on your canvas. In this example, email openers are passed into the Data Management Platform activity.

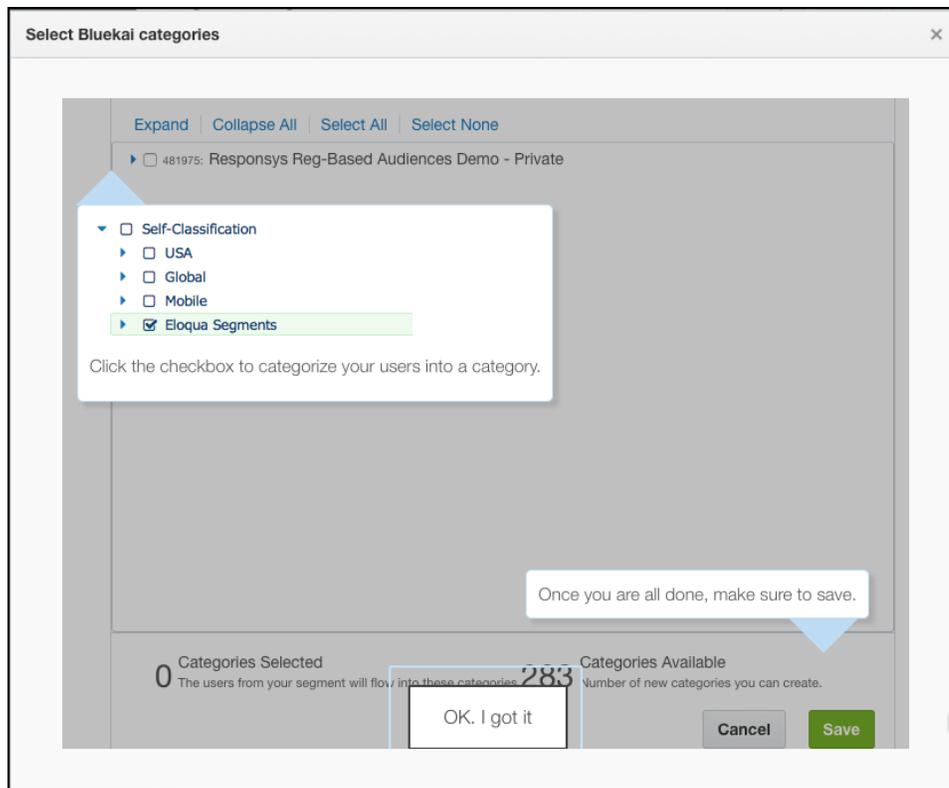


3. Double-click the **Data Management Platform** activity, optionally change the name of the activity, and then click **Select categories**.

The image shows a dialog box titled "Data management platform" with a close button (X) in the top right corner. Inside the dialog, there is a "Stage label" section with a text input field containing "Data management platform". Below that is a "Description" section with an empty text area. A button labeled "Select Bluekai categories" is positioned below the description field. At the bottom of the dialog, there are two buttons: "Cancel" and "Done".

The *BlueKai Data Classification* page opens. If the platform login page opens instead, you need to log in to your seat first.

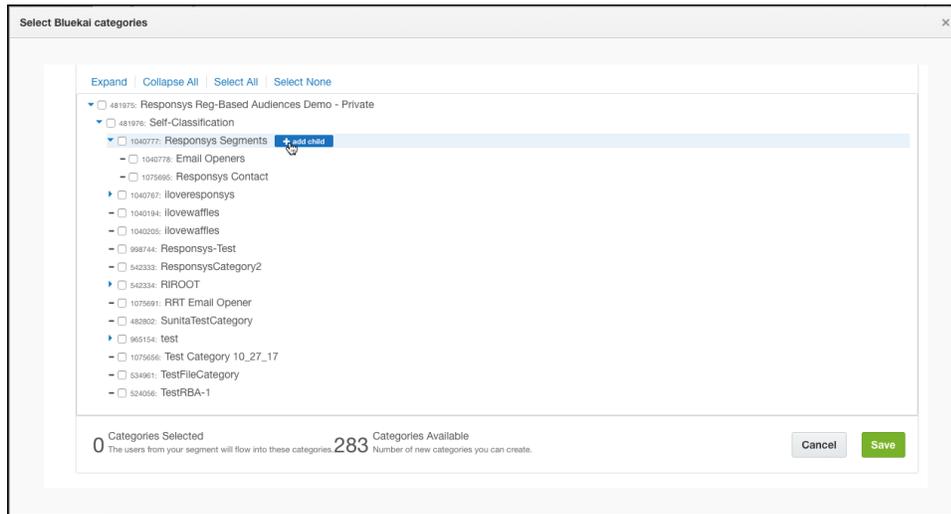
If you are opening the Data Management Platform activity for the first time, you can follow the on-screen tutorial for how to use it. When you are done, you can select the **Don't Show Again** check box and then click **OK I Got It** to skip this tutorial when you open the app the next time.



4. To classify Responsys contacts into an existing category, follow these steps:
 - a. Browse the categories in your taxonomy, or search for a category by entering its name (whole or partial) in the **Search** box at the top.
 - b. Select the check box for each of the categories and the platform to which the Responsys segment is to be added.
 - c. The **Categories Selected** field in the lower left-hand corner displays the number of categories and the platform to which the Responsys segment will be added.

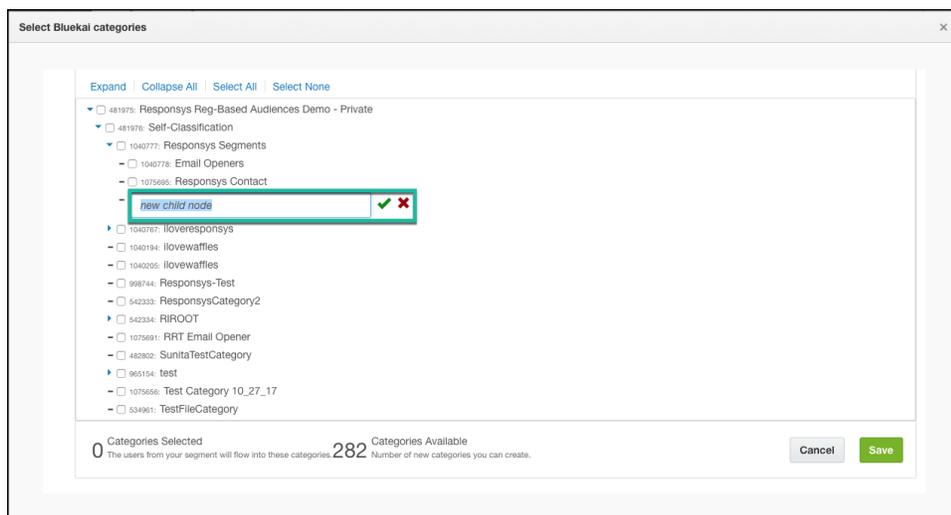
5. To create a new category and classify Responsys contacts into it, follow these steps:
 - a. Browse to the parent node in your **Self-Classification** tree. You can only add new categories under this node (you cannot create new categories directly under your managed node, which is named {DMP name} - **Private DMP**).
 - b. Click **+ Add Child** on the category (the parent node) under which your new category (a

child node) is to be added.



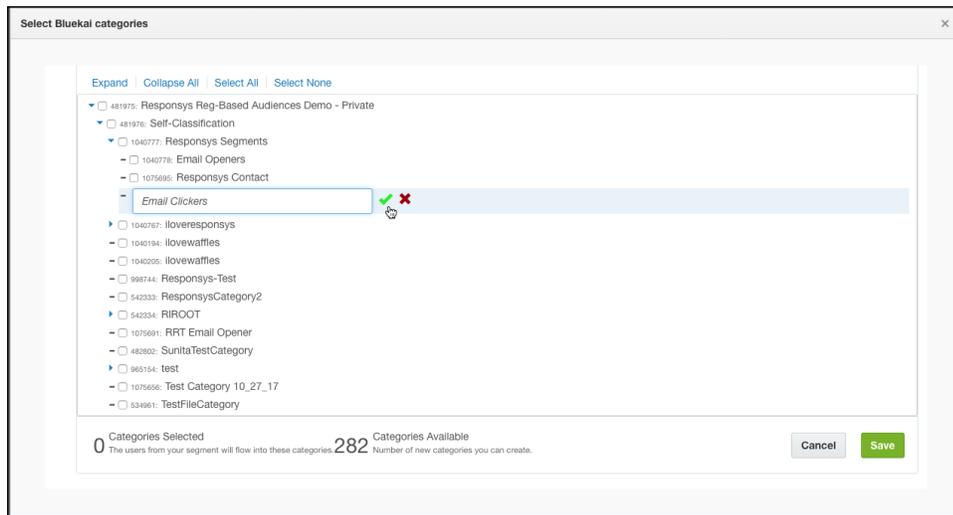
- c. A new category is added underneath the selected parent node. To remove the Responsys segment from this new category, clear the check box.

Important! The **Categories Available** field in the lower left-hand corner displays the number of categories and the platform you can create, including categories created for Responsys segments.

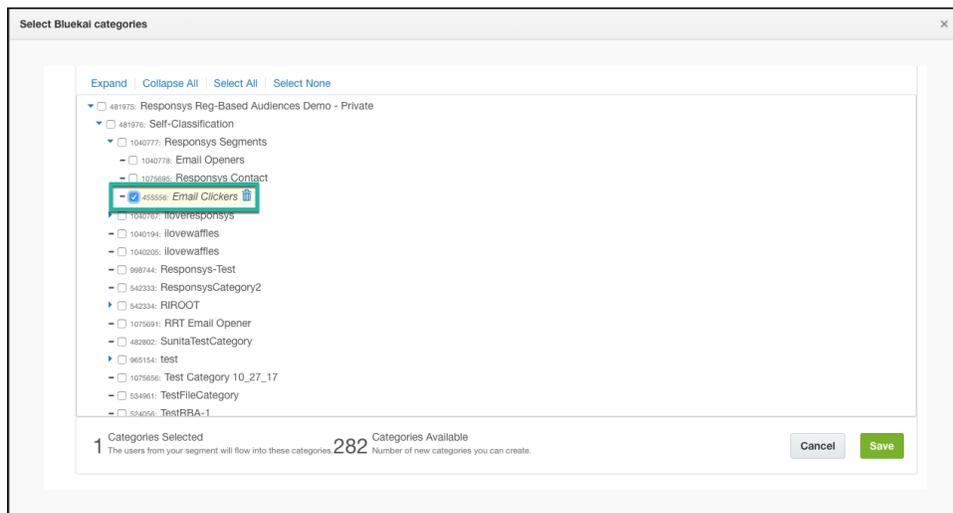


- d. Double-click the new category, enter a descriptive name representing the attributes of

the users being classified into it (for example, "Email Openers", or "Email Clickers"), and then click the green check mark to create.



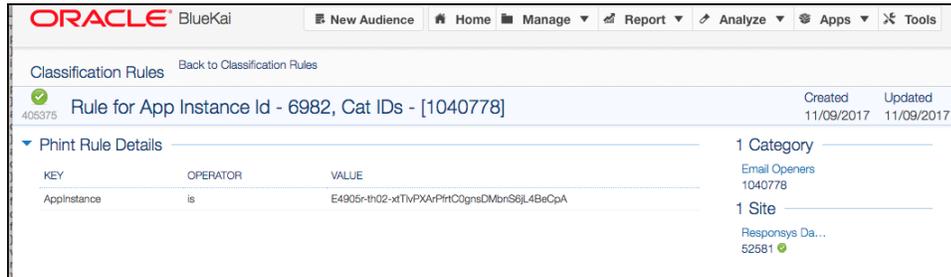
e. Select the check box for the new category to map your Respondys contacts into it.



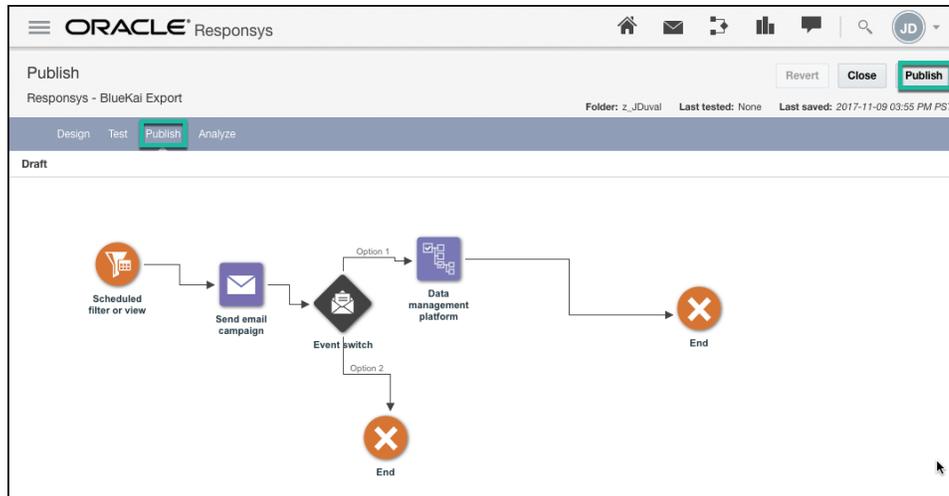
f. Click **Save** to create any new categories and to create the classification rules that map Respondys contacts into the selected categories.

The self-classification rule has the following syntax: if site ID is {Oracle Data Cloud site ID} and ApplInstance is {DMP ApplInstance ID}, then add the user to the selected categories. The site ID (52581 in this example) is automatically created when you

installed the platform app. The App Instance value represents the unique ID of the Data Management Platform app in the program (in the classification rule shown below, the App Instance ID is E4905r-th02-xtTlvPXArPfrtC0gnsDMbnS6jL4BeCpA). For example, the following self-classification rule is created to classify Responsys contacts who open an email into an Email Opener category in the Oracle Data Cloud platform:.



- g. Close the dialog by clicking the x in the upper right-hand corner to return to the Responsys program canvas, and then click **Done**.
6. Repeat steps 2-5 to add additional Oracle Data Cloud platform activities to your canvas to classify Responsys segments into different categories and the platform based on their actions.
7. Wait a minimum of three hours to publish your program while classification rules are created in the platform. If the rules are not in place before you publish, your Responsys contacts will not be classified into the selected categories and the platform when they flow into the app.
8. When the three-hour period has elapsed, click **Publish** on the toolbar and then click **Publish** to start running your Responsys program.



9. When a contact flows into the Data Management Platform activity, it calls the User Data API with the contact's hashed email address and Responsys segment-based attributes. Oracle Data Cloud classification rules map the attributes into the categories and the platform you created/selected in step 4, and add the categories to the contact's anonymous online profile. Your Responsys data is instantly ready for activation in the Oracle Data Cloud platform.
10. To check the current inventory of users in your Responsys categories and verify that inventory is increasing, you can do the following in the Oracle Data Cloud platform:
 - a. Use the [Inventory Trend Report](#) in the DMP to verify that the amount of inventory per category is increasing daily. The Inventory Trend report lists and visualizes historical daily inventory, for both new and all unique users, over daily intervals. The report is updated daily (around 12 PM GMT) with the previous day's inventory data, and it is unsampled.
 - b. Use the Audience Builder in the DMP to view the estimated number of unique users in your categories based on current configurations. Inventory data is updated daily at about midnight GMT and is sampled at a rate of 1/8.

Step 4: Activate Responsys segments in the Oracle Data Cloud platform

As your Responsys segments are imported into your DMP, you can add the categories representing them to your target audiences, and create a campaign to deliver your Responsys segments across

multiple media execution platforms. For more information on creating target audiences and campaigns, [click here](#). Some of the data activation solutions you can use include the following:

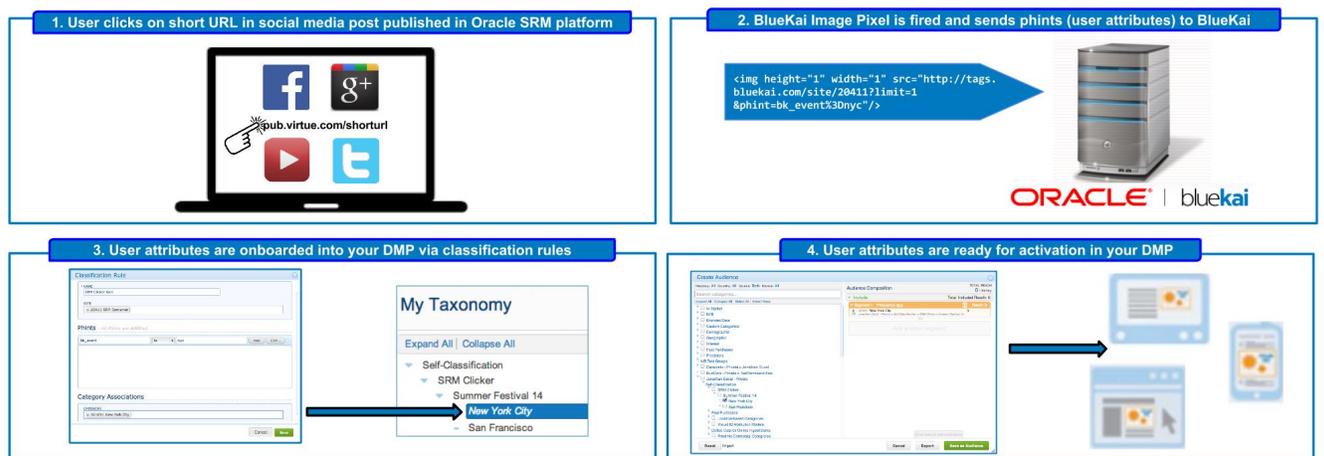
- **Retargeting.** You can deliver your Responsys data to the hundreds of media execution platforms integrated with the DMP to convert non-responders through other channels. This enables you to increase customer conversions and retain potential prospects by engaging with them on their preferred channels, while excluding converters from targeting to eliminate wasteful ad spending.
- **Site Optimization.** You can use Maxymiser or other site optimization platforms integrated with the DMP to display personalized site content and ads for high-value customers. This enables you to show converters relevant messaging for upgrades and complimentary products rather than previously purchased products (up-sells and cross-sells).
- **Look-alike Modeling:** You can use Oracle Modeling 360 to model the Responsys segments you have imported into your DMP in order to identify high-value users that behave similarly to your best contacts. This enables you to quickly and effectively identify prospects that look like your best customers and scale the reach of your target audience with these prospects.

Modeling 360 is an automated, self-serve modeling solution within the Oracle Data Cloud platform that enables you to independently send model requests directly to Oracle. A model request includes the Responsys segments you want modeled (the signal audience), the group of categories used to rank the users in your signal audience (the profile input), and the instructions for tailoring your model request, such as the granularity of the data you want returned (for example, the top 0-1%, 1-5%, and 6-10% of users in the Oracle Data Cloud population in your custom look-alike model).

After Modeling 360 receives your model request, they will score and stack rank the users in your profile according to who best matches the attributes of your signal audience, and the top percentage of look-alikes will be added as new categories to your taxonomy within a week. You can then deliver your look-alikes across multiple media execution platforms for targeting, analysis, and optimization.

Oracle SRM Ingest

You can integrate the Oracle Data Cloud platform with your Oracle social relationship management (SRM) platform to onboard and activate users that engage with your social media. With this integration, you can classify users that click on the short URLs in your Facebook, Twitter, Google+, and YouTube posts, import them into the Oracle Data Cloud platform and then target, optimize, model, and analyze them. The following diagram illustrates how your social engagement data is extracted from your SRM and imported into your DMP.



Classifying and activating your social engagement data with the integration provides the following benefits:

- **Advanced targeting:** Target engagers across mobile, search, social, display, and other media execution platforms based on their interactions with your social media.
- **Optimized site content:** Target engagers on your site with relevant, personalized content and ads.
- **Modeling of conversion audiences:** Identify high-value users that behave like your engagers who have converted.
- **Advanced audience analytics:** Understand how your engagers act and skew across the 40,000+ psychographic, demographic, lifestyle, and other categories in the Oracle Data Marketplace. Find high-index categories similar to your social engagement categories.

Onboard and activating your social engagement data in your DMP entails the following steps:

1. In a spreadsheet application or word processor, create a data map that outlines the SRM user attributes you will import into your taxonomy in the Oracle Data Cloud platform.
2. In the Oracle Data Cloud platform, generating a site ID used to connect the Oracle Data Cloud platform and Oracle SRM.
3. In the Oracle Data Cloud platform, creating the categories and classification rules to map SRM user attributes into your DMP.
4. In the SRM platform, adding dynamic tagging script to your social properties.
5. In the SRM platform, creating custom parameters for your site ID and phints (key-value pairs that represent user attributes).
6. In the SRM platform, adding site ID and phints to your social media posts.

Creating a data map

To organize the SRM user attributes you are ingesting and help facilitate the classification process, you need to create a data map. The data map provides an outline of how you will organize your SRM user attributes in your taxonomy in the Oracle Data Cloud platform. It also functions as a checklist that you can use to ensure that you've created all the necessary categories and classification rules for ingesting your SRM data. The data map should do the following:

- Define the set of keys used in your phints (key-value pairs that represent SRM user attributes).
- Define the possible set of values for each key, and associate them with human readable category names, if necessary.
- Define the hierarchical relationships, if any, between a set of keys.

For example, consider a scenario in which you want to capture the attributes of users who have clicked on a short URL in your Facebook post for a concert. You could create phints to capture the performer and the event location. The key-value pair for the performer attribute could have the following syntax: **concert=[value]**. The example key-value pairs for this node could be as follows:

- concert=omd
- concert=mb

The key-value pair for the event location attribute could have a similar structure using the following syntax: **event=[value]**. The example key-value pairs for this node could be as follows:

- event=nyc
- event=atl
- event=ldn
- event=be

You could then create the following data map:

Key	Key translation	Value	Category name
concert	Concert	omd	OMD
concert	Concert	mb	Mario Balotelli
event	Concert > Event Location	ldn	OMD>London
event	Concert > Event Location	be	OMD > Berlin
event	Concert > Event Location	nyc	Mario Balotelli > New York City
event	Concert > Event Location	atl	Mario Balotelli > Atlanta

Generating a site ID

To manage your SRM data in the Oracle Data Cloud platform, you need a site ID. The site ID enables the platform to recognize incoming SRM data as yours, and the user attributes extracted from your social media posts to be mapped to the appropriate categories in your taxonomy.

You can get your site ID using the [containers tool](#) in the Oracle Data Cloud platform or using the [containers API](#).

To get your site ID using the containers tool:

1. Log in to the partner.bluekai.com and select **Manage > Containers**.
2. In the *Containers* page, click **Create New**.
3. In the **Name** box, enter **SRM Container** or another unique, descriptive name (for example, the client name) that makes it easy to identify the site ID associated with container you are

creating.

- From the **List Type**, select **Whitelist** or **Blacklist** to enable/disable data collection for users with IP addresses mapped to the countries selected in the **Country List**. Use whitelisting to enable data collection for a small set of countries (all unselected countries are disabled). Use blacklisting to disable a small set of countries. By default, the Netherlands is blacklisted.
- In the **Country List**, select one or more countries or regions to be whitelisted or blacklisted based on the selected **List Type**. You can select all the countries in the EU by selecting the **EU** region.
- Accept the default settings for the rest of the properties and click **Save And Generate Code**.

Create New Container

NAME SRM Container

COUNTRY BLOCKING Netherlands

DEFAULT AUCTION LIMIT 4

DATA TRANSFER ENABLED

PERFORMANCE PIXEL

CAMPAIGN ACCESS Only Me

DATA TRANSFER BOOST

DATA TRANSFER INTERVAL 5

LABELS Add or select labels

Cancel Save Save And Generate Code

- In the *Generate Code* dialog, record the site ID listed in the *Site ID* property. For example, you would record **43412** for the site ID listed in the example below.

Generate Code

Synchronous (recommended) Dynamic Synchronous Asynchronous Media - Clicks Media - Impressions JS Pixel IFrame

Synchronous (recommended)

Sends data to the DMP as quickly as possible because the container tag is loaded while the Web browser loads your Web page. This increases the probability of your container firing and your site collecting the user's attributes.

Settings

Site ID SRM Container: 43412

Protocol HTTP

Pixel limit per pageview 1

Add Phints (optional)

Optionally add key-value pairs for the categories users are to be tagged with when they visit your Web site. The phints are passed to BlueKai and used to classify the users in the DMP.

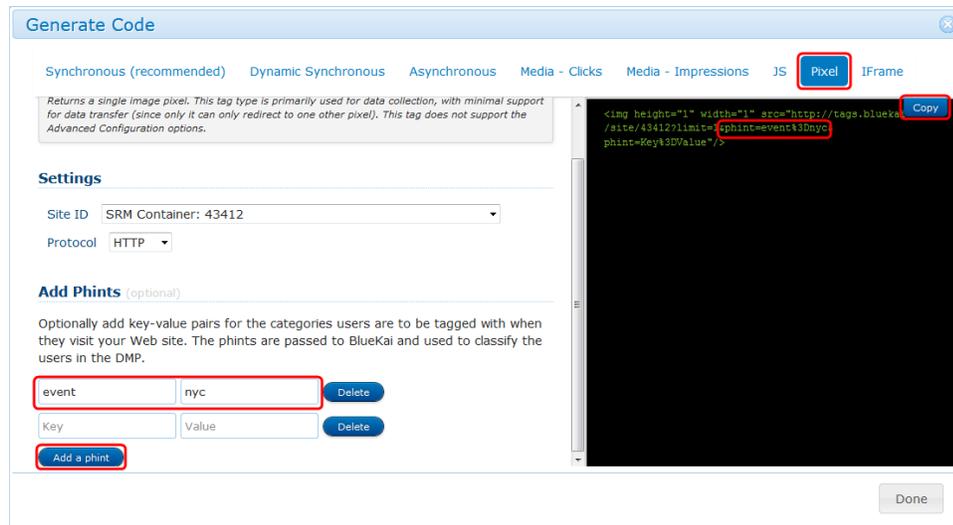
Add a phint

Code

```
<!-- Begin BlueKai Tag -->
<iframe name="_bkframe" height="0" width="0"
frameborder="0" style="display:none;position:absolute;
clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>
<script type="text/javascript"
src="http://tags.bkrtx.com/js/bk-coretag.js"></script>
<script type="text/javascript">
bk_dohStrag(43412, 1);
</script>
<!-- End BlueKai Tag -->
```

Done

8. (Optional) To make tag calls and pass phints to the platform, create an image pixel to be embedded in SRM content and apps modules:
 - i. In the *Generate Code* dialog, click **Pixel**.
 - ii. Under *Add Phints*, click **Add a Phint** and then enter key-value pairs for the attributes users are to be tagged with when interacting with your modules. Repeat this step for each attribute users are to be tagged with.



- iii. Click **Copy** and then paste the image pixel code to a text file. You will need this code when you [embed an image pixel](#) in your SRM content and apps modules.

Classifying SRM data

You can use the Taxonomy Manager to create categories and phint-based rules for importing your SRM data into your DMP taxonomy. A category is a collection of users that have the same attribute (for example, concertgoers, video gamers, smartphone purchasers, and so on). Classification rules map the phints extracted from your social media posts to the categories you've created. In the classification rule, you will add the site ID you created. This enables the Oracle Data Cloud platform to identify the incoming phints as yours and pass them to your classification rules.

Consider a user that has clicked on your Facebook post for a concert tour stop in New York. You could pass a "event=nyc" attribute for this user. When this user attribute is imported into the Oracle Data Cloud platform, it can be mapped to a **Summer Festival > New York City** category in your taxonomy

via a classification rule that states "if the site ID is 43412, and the event is nyc, then the add the engager to the New York City category".

- See [Using the Taxonomy Manager](#) for more information on manually classifying your offline user attributes in the Oracle Data Cloud platform UI.
- See the [Categories API](#) and [Rules API](#) documents for more information on programmatically classifying your offline user attributes with APIs.

Adding a dynamic tagging script to your social properties

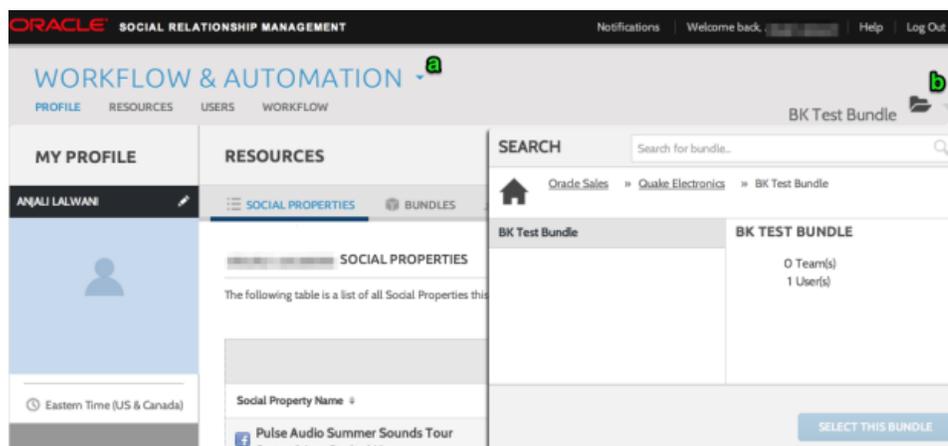
In your SRM, you need to add pre-built JavaScript code to your social properties in order to fire an image pixel from your social media posts. This code takes the custom parameters you will create for your site ID and the user attributes in Creating Custom Parameters for your Site ID and Phints, and constructs an image pixel.

When users click on the short URLs included in your posts, this pixel is fired asynchronously and the phints in the tag call into the Oracle Data Cloud platform, and mapped to categories in your taxonomy based on your classification rules.

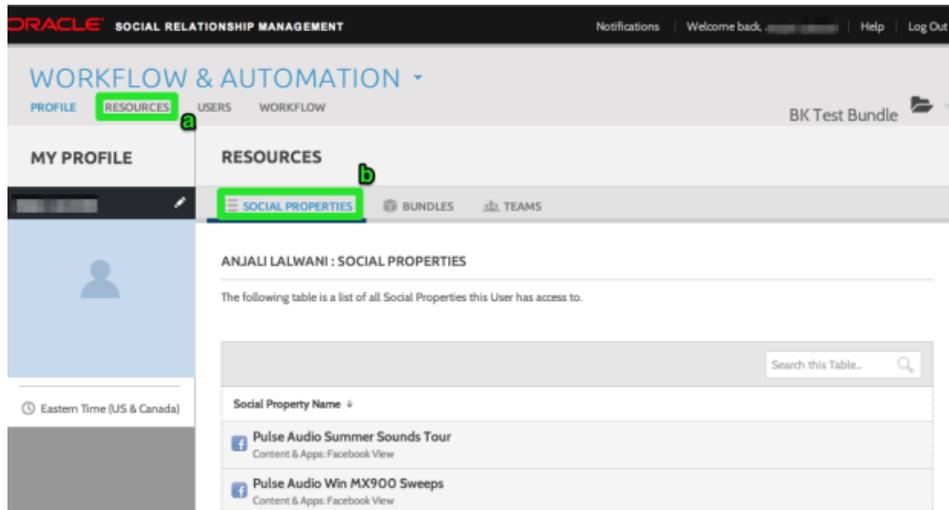
Configuring the dynamic tagging script is a one-time operation. You can use it for onboarding all your SRM user data into the Oracle Data Cloud platform.

To add the dynamic tagging script to your social properties:

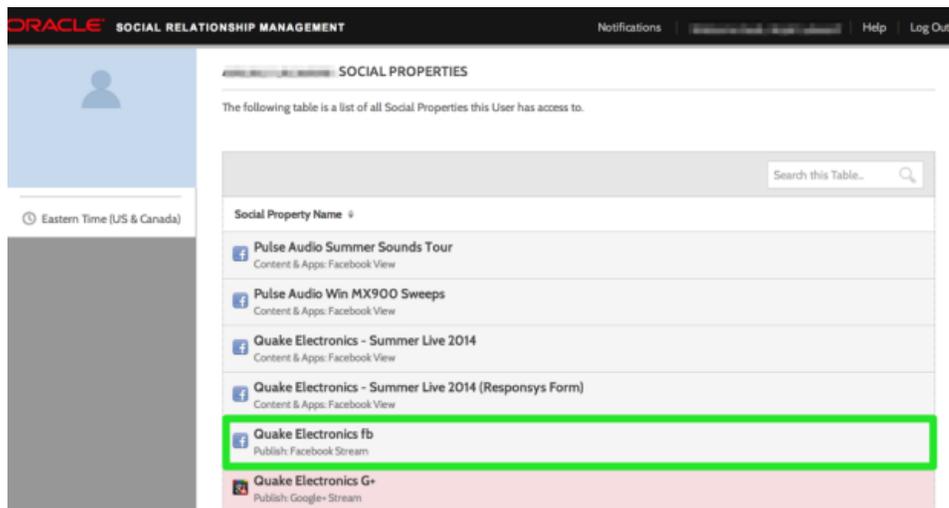
1. In your [SRM](#), select **Workflow & Automation**, and then select a bundle (groups of social properties to which you can assign users and teams).



2. Click **Resources**, and then click **Social Properties**.



3. Click the stream to which you want to add the dynamic tagging script.



Copy the following JavaScript code and paste it in the **Analytics** box, and then click **Save Changes**:

4. **BlueKai SRM Dynamic Tagging Script**

```
Do Not Edit or Change: <script> function init() { var e =  
"http://tags.bluekai.com/site/", t = "bk_limit", n = 1, r = "bk_  
sid", i = "bk_", s = "bk_prefix", o = "%3D", u = "&phint=", a =  
"" + r + s + t, f = document.querySelector("meta[http-
```

```

equiv='REFRESH']") || document.createElement("meta"), l =
f.getAttribute("content") || "", c = l.split("?").length > 1 ?
l.split("?")[0] : false, h = l.split("?").length > 1 ? l.split
("?")[1] : false, p = function(e) { var t = h.split(e)[1]; t =
typeof t !== "undefined" && t !== null ? t.split("&")[0].substr
(1) : false; return t }; if (h && h.indexOf("&") > -1) { var d =
"", v = h.split("&"), m = p(r) ? e + p(r) + "?" : false; i = p(s)
|| i; n = p(t) || n; if (m) { m += "limit=" + n; for (var g = 0,
y = v.length; g < y; g++) { var b = v[g].split("="), w = b[1], E
= ""; b = b[0]; if (a.indexOf(b) < 0) { if (i !== "" && b.indexOf
=== 0) { E = b.substring(i.length); m += u + E + o + w } else { d
+= "&" + b + "=" + w } } } if (d !== "") { c += "?" + d.substr(1)
} document.body.innerHTML += '

```

ORACLE SOCIAL RELATIONSHIP MANAGEMENT Notifications Welcome back [my account](#) Help Log Out

EDIT SOCIAL PROPERTY: FACEBOOK STREAM

SOCIAL PROPERTIES 0

BUNDLES 0

TEMPLATES 0

Name * Required Field

Quake Electronics fb

The set name of the current "Facebook account" FacebookStream.

Analytics

```

<script>function init(){var
e="http://tags.bluekai.com/site/",t="bk_limit
",n="1,r="bk_sid",i="bk_",s="bk_prefix",o="%3
D",u="&phint="+a+""+r+s+t,f=document.queryS
elector("[meta[http-
equiv='REFRESH']"])[0].document.createElement

```

Third party analytics to embed.

Campaign Tracking

Optional tag used for tracking streams.

Property Status

PUBLISHING

DATA

Social Property Type: Facebook Stream

ID: 654659754616847

Created By: Justin Fulkerson(oracle)

Make default? Yes No

Created: 06/19/2014 at 06:57 PM

Comment sort order: (Engage only)

URL: [Quake Electronics fb](#)

Moderation Notification Email List

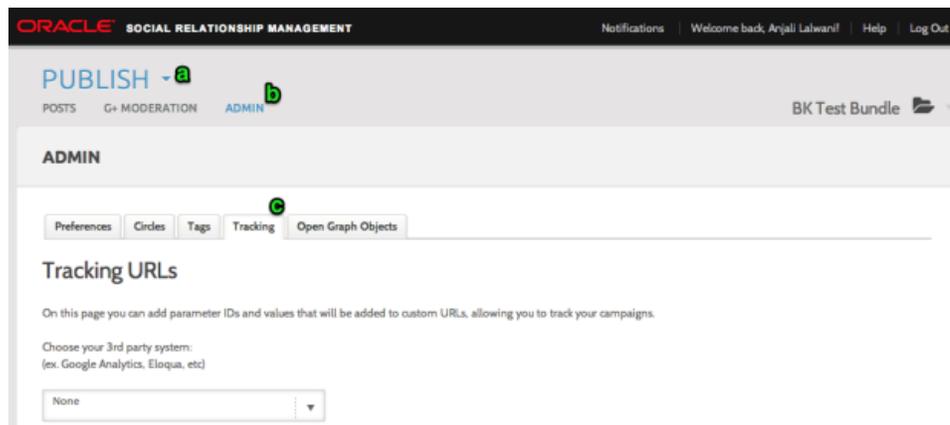
Email addresses to be notified. Separated by a semicolon.

Creating custom parameters for your site ID and phints

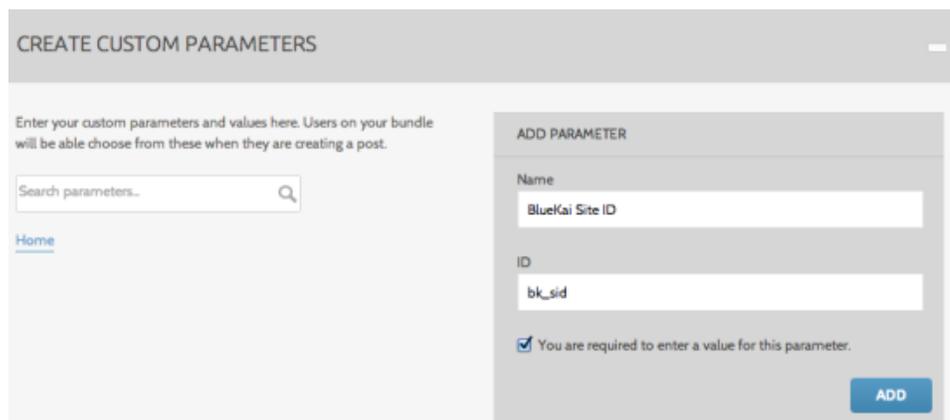
You need to create custom parameters for your site ID and for the phints that engagers can be tagged with. When you publish a new social media post, you'll be able to add these custom parameters to the tracking URL.

To create custom parameters for your site ID and phints:

1. Select **Publish**, click **Admin**, and then click the **Tracking** tab.

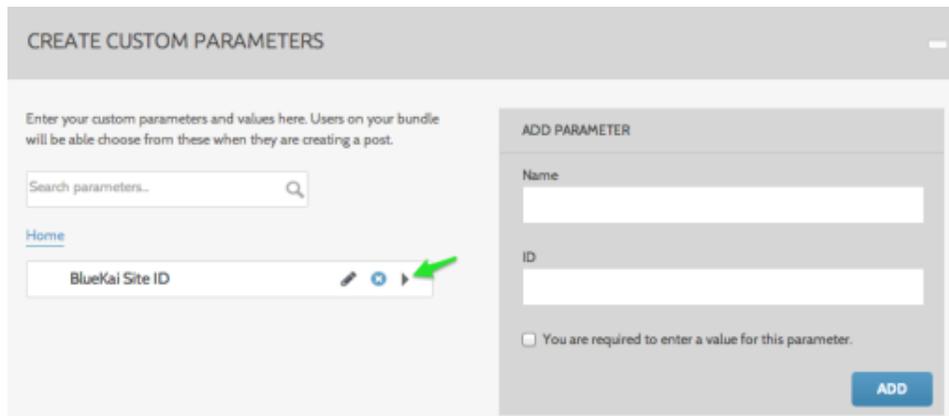


2. Scroll down to the **Custom Parameters** section.
3. In the Name box, enter **BlueKai Site ID**.
4. In the ID box, enter **bk_sid**.
5. Select the **You are required to enter a value for this parameter** check box.



6. Click **Add**.

7. Enter the site ID you generated.



CREATE CUSTOM PARAMETERS

Enter your custom parameters and values here. Users on your bundle will be able choose from these when they are creating a post.

Search parameters...

[Home](#)

BlueKai Site ID

ADD PARAMETER

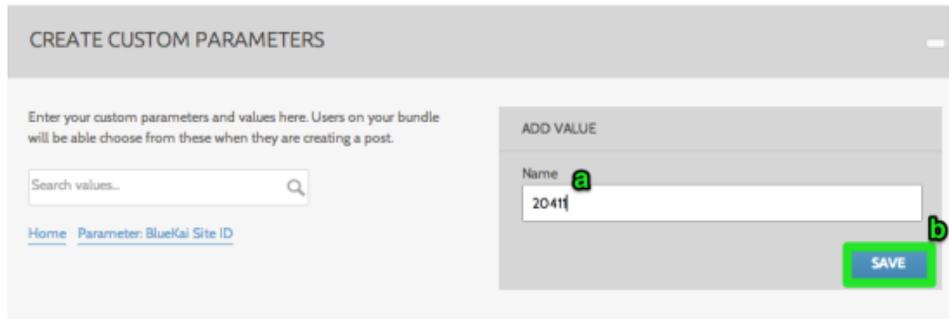
Name

ID

You are required to enter a value for this parameter.

ADD

8. Click the right arrow next to the **BlueKai Site ID** parameter.
9. In the **Name** box under **Add Value**, enter your 5-digit site ID, and then click **Save**.



CREATE CUSTOM PARAMETERS

Enter your custom parameters and values here. Users on your bundle will be able choose from these when they are creating a post.

Search values...

[Home](#) [Parameter: BlueKai Site ID](#)

ADD VALUE

Name **a**

2041f

b

SAVE

10. Click **Home**.
11. Create custom parameters for your phints:
 - i. In the **Name** box, enter a descriptive name for the phint that makes it easy for content creators to identify the attribute with which they can tag engagers. For example, you can enter **BlueKai: Event** for a phint tagging users with the event location associated with the post they clicked.
 - ii. In the **ID** box, enter **bk_{keyName}**. This ID represents the phint key. For example to create the phint key for the event location, you could create a **bk_event** key. Custom parameter keys must start with a "bk_" prefix. All keys for custom parameters must start with the **bk_** prefix or your user attributes will not be imported into the Oracle Data Cloud platform.

- iii. Click **Add**.

CREATE CUSTOM PARAMETERS

Enter your custom parameters and values here. Users on your bundle will be able choose from these when they are creating a post.

Search parameters..

[Home](#)

BlueKai Site ID

ADD PARAMETER

Name ^a
BlueKai: Event

ID ^b
bk_event

You are required to enter a value for this parameter. ^c

ADD

- iv. Enter the possible values for the phint: Click the right arrow next to the phint parameter (**BlueKai: Event** in this example).

- v. In the **Name** box under **Add Value**, enter a phint value, and then click **Save**.

CREATE CUSTOM PARAMETERS

Enter your custom parameters and values here. Users on your bundle will be able choose from these when they are creating a post.

Search values..

[Home](#) [Parameter: BlueKai: Event](#)

nyc

atl

wdc

mia

ADD VALUE

Name
la

SAVE

- vi. In the **Name** box under **Add Value**, enter a phint value, and then click **Save**.

CREATE CUSTOM PARAMETERS

Enter your custom parameters and values here. Users on your bundle will be able choose from these when they are creating a post.

Search values..

[Home](#) [Parameter: BlueKai: Event](#)

nyc

atl

wdc

mia

ADD VALUE

Name
la

SAVE

- vii. Repeat these steps to create additional phint values.

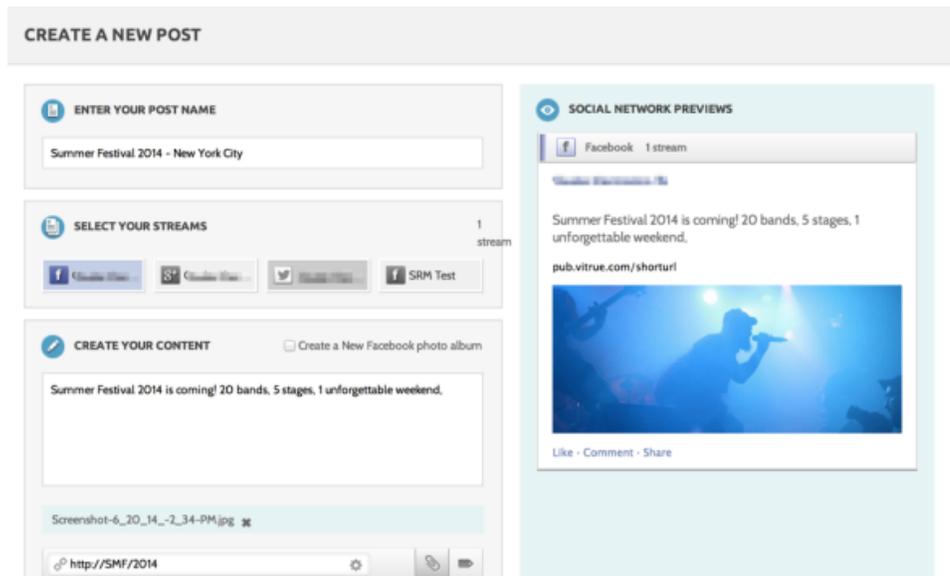
Adding your site ID and phints to your social media posts

To add the site ID and phints you created to you social media posts:

1. Click the **Create a Post** icon.

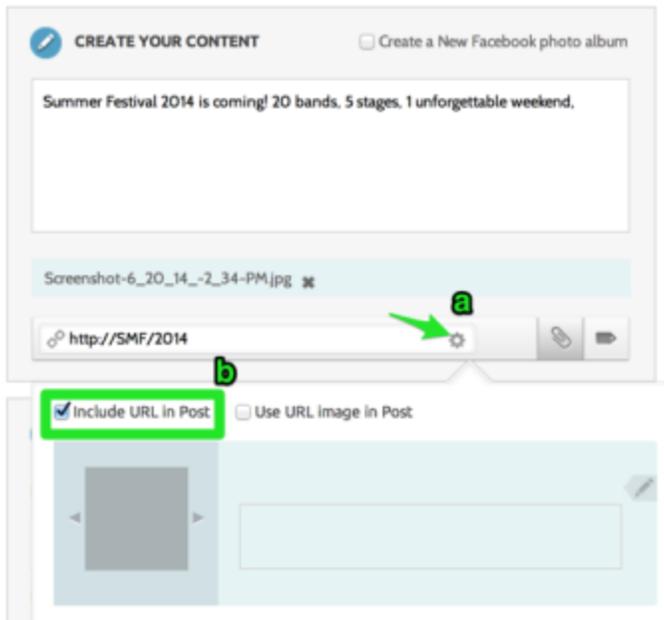


2. Enter your post name, select your streams, and create the content for your post.



3. When you create your content, add a short URL for redirecting engagers to your site. To do this, click the gear icon in the URL box, and then select the **Include URL in Post** check box. This

enables the dynamic tagging script to be called when users click on the short URL link.



4. Under **Choose Values for your Tracking URL**, select your site ID, and select one or more phints engagers will be tagged with when they click the short URL in the post.

- (Optional) Schedule the release of your post, optionally add social network settings, and then click **Schedule**.

The screenshot displays the Oracle Social Relationship Management interface. The main content area is divided into several sections:

- ENTER YOUR POST NAME (OPTIONAL):** A text input field containing "Summer Festival 2014 - New York City".
- SELECT YOUR STREAMS:** A section with "1 stream" and a "Quake..." button.
- CREATE YOUR CONTENT:** A section with a "Create a New Facebook photo album" option. The main content area contains the text: "Summer Festival 2014 is coming! 20 bands, 5 stages, 1 unforgettable weekend. http://pub.vitrue.com/ab5B". Below this is a "Screenshot-6_20_14_2_34-PM.jpg" image and a URL "http://SMF/2014".
- CHOOSE VALUES FOR YOUR TRACKING URL:** A section with several dropdown menus: "BLUEKAI SITE ID" (set to ".2011"), "BLUEKAI CLICKERS" (set to "1"), "BLUEKAI INTEREST", "BLUEKAI EVENT" (set to "NYC"), and "BLUEKAI TRAVEL".
- SCHEDULE YOUR POST:** A section highlighted with a green box and labeled 'a'. It includes a "Clear" button, a date/time picker set to "09/13/2014 06:00 AM", and a checkbox "Send an email when the post is published".
- YOUR SOCIAL NETWORK SETTINGS (OPTIONAL):** A section highlighted with a green box and labeled 'b'. It contains a dropdown menu with "Geotargeting | Feed Targeting | Custom Action Link".

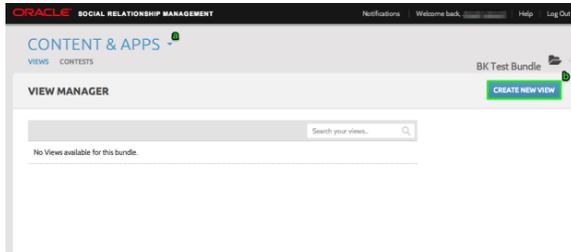
At the top right, there is a "SOCIAL NETWORK PREVIEWS" section showing a Facebook post preview for "Quake Electronics fb" with the same text and image as the main content area. Below the preview are "Like - Comment - Share" buttons and "Cancel", "SAVE DRAFT", and "SCHEDULE" buttons.

Embedding an image pixel in your SRM content

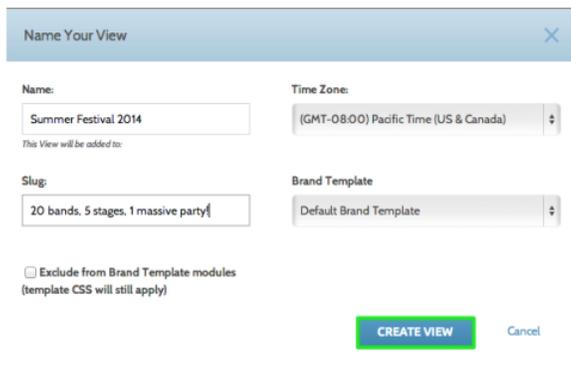
You can embed the image pixel you created earlier in your SRM content and app modules. When users submit their information from your module, the image pixel is fired and sends the phints specified in the pixel to the platform.

To embed your image pixel in your SRM content and app modules:

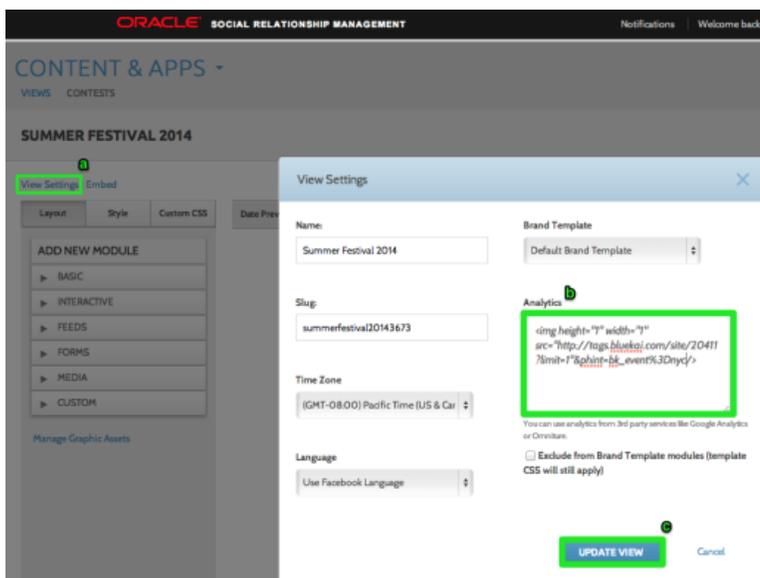
1. Select **Content and Apps**, click **Create New View**. If you want to embed an image pixel in an existing module, skip to step 3.



2. Enter a name for the view, optionally enter a slug, select the time zone and the brand template, and then click **Create View**.



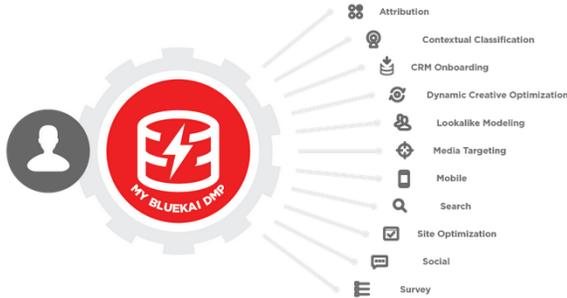
3. Click **View Settings**, copy the image pixel code you created and paste it in the **Analytics** box, and then click **Update View**.



4. Configure your module and publish it.

3.4 Activating Data

You can activate your private first-party data, second-party data purchased from Oracle Data Cloud's second-party data marketplace, and third-party data purchased from Oracle Data Marketplace across multiple media execution platforms for targeting, optimization, analysis, and modeling.



To activate your data:

1. [Install an app.](#)
2. [Build your target audience.](#)
3. [Create a campaign.](#)

To install an app:

1. Log on to partner.bluekai.com, and then select **Apps > Install Apps**.
2. Click **App Catalog**. The *Install Apps* page is displayed.
3. In the *App Selection* section, click a solution type, such as **Media Targeting** or **Search**.
4. In the *Pricing Model* section, select a pricing model if the selected vendor has multiple pricing models.
5. In the *App Specific Settings* section, enter the information required to connect the Oracle Data Cloud platform with the app, such as your email address, account ID, or credentials.
6. In the *Basic Information* section, enter a unique, descriptive name for the app.

7. Click **Save**. Your app is added to the *Install Apps* page.

Learn more: [Installing an app](#)

To create an audience:

1. Click **New Audience**. The *Audiences* window displays a new audience in edit mode.
2. Provide a unique name to identify the audience.
3. Build audience [segments](#) by selecting a combination of first- and third-party data that you want to use for targeting.
4. Set [ID sources](#) that represent the way in which a user was identified, such as from a mobile browser session or a third-party desktop cookie.
5. Save the audience by doing one of the following:
 - Click **Save** to save your audience and exit the audience builder.
 - Click **Save and Create Audience** to save your audience and create a new target audience in the Audience Builder.
 - Click **Save and Create Campaign** to save your audience and then directly open the **Create Campaign** tool.

Learn more: [Creating an audience](#)

To create a campaign:

1. Select **Manage > Campaigns**, and then click **Create**.
2. In the **Campaign Name** box, enter a unique, descriptive name for your campaign.
3. Select the audience on which the campaign is to be run.
4. In the *Delivery Method* section, click **Select Apps**, select the check box for the app configuration you created in [install an app](#), and then click **Add Apps**.

5. (Optional) Insert macros to pass additional metadata about the data campaign or the user. For details, see [pixel URL macros](#).
6. Under *Flight Options*, do the following:
 - i. In the **Start Date** box, enter the date when your campaign is to begin. Enter the date in MM/DD/YYYY format or click the box and select the date from the calendar. The default start date is today's date.
 - ii. In the **End Date** box, enter the date when your campaign is to stop. By default, there is no end date, which means that your campaign will run continuously.
 - iii. In the **Campaign Status** box, select the **Active** status. If you are starting your campaign on today's date, it will begin running in approximately 60 to 90 minutes after you click **Save**. By default, this option is set to **Idle**, which means that your campaign will not start running until you activate it.

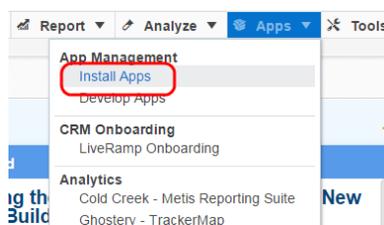
Learn more: [Creating a campaign](#)

3.4.1 Installing an App

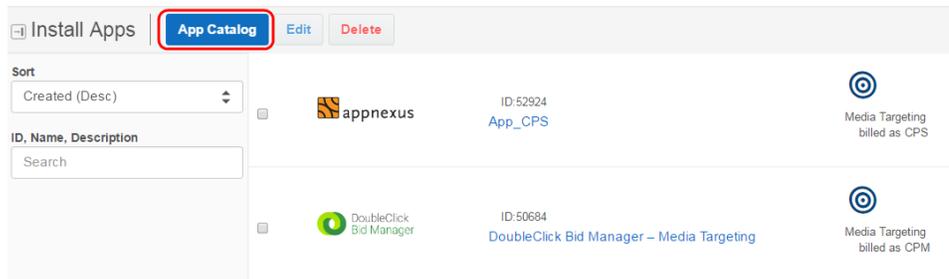
You can install an app to connect the Oracle Data Cloud platform with the app partner's platform in order to activate your data. For example, if you install a [media targeting app](#) and use it to deliver your data to the partner's platform, your target audiences are mapped to the partner's target segments. Data delivery starts after you activate the campaign.

To install an app:

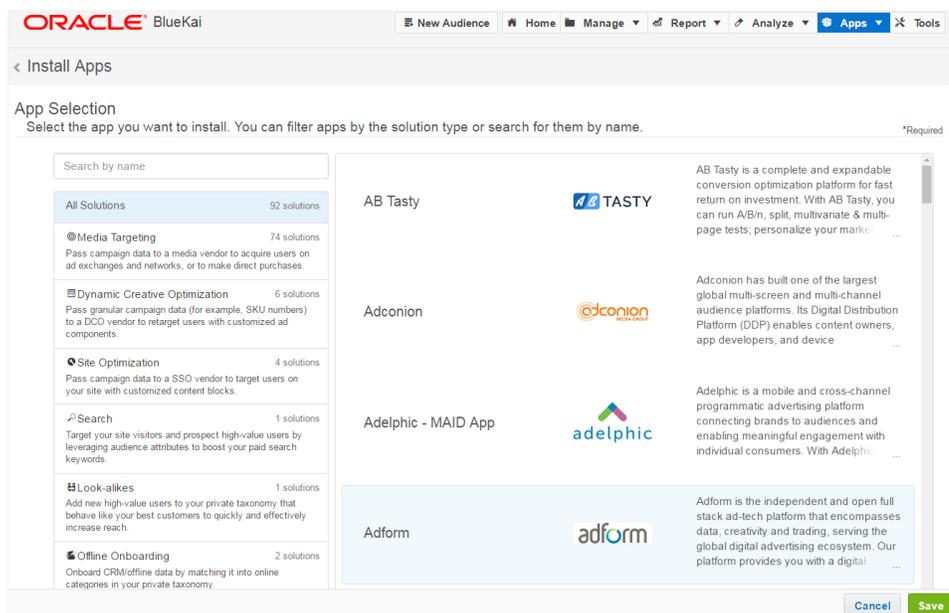
1. Log in to partner.bluekai.com and select **Apps > Install Apps**.



The *Install Apps* page is displayed.



2. Click **App Catalog**.
The *App Selection* list is displayed.
3. Click a solution type, such as **Media Targeting**. A filtered list of apps is displayed on the right.
Alternatively, search for a specific app by name.



4. On the right, click the app that you want to install. The *Basic Information* section is displayed.
5. Enter a unique, descriptive name for this instance of the app.
6. In the *Solution Type and Pricing Model* section, configure the settings if the app partner offers multiple pricing models or keep its default value.
7. In the *App Specific Settings* section, enter an email in **Notification Email** box.

- If you see an *App Account Information* section, enter the information required. For example, you may need to supply an account ID. Information you enter here is included automatically in all campaigns that use the app.
- If the **Increase Data Delivery Overlap** check box is displayed for the app, you can leave it selected to enable ID swaps to match unique user IDs between the Oracle Data Cloud platform and the delivery app partner. This enables ID swaps to be executed automatically on your site once every seven days via the platform's [tag management system](#).

App Specific Settings
Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email
Enter a comma-separated list of email addresses for individuals that should receive notifications.

Increase Data Delivery Overlap
Boost delivery overlap with this App partner by automatically enabling their 1x1 ID Swap image pixel for delivery in your Container. Note: this App partner's third party 1x1 ID Swap image pixel tag will be configured to fire inside your Container once per user every seven days.

Important: If you create any new containers after installing an app and you want to fire the app partner's ID swap tag from those new containers, uninstall and then re-install the app.

- If the *Data Delivery Instructions* section is displayed, complete any provided instructions.
- Click **Save**. The app is added to the *Install Apps* page.

Apps without documentation

The [list of supported app partners](#) includes some that are documented in this help system if there are any unusual instructions. If there is no partner-specific documentation for the app, you should be able to follow any instructions listed in the UI when you are installing the app, [create your audience](#), and [create your data campaign](#). You should validate your app integration in your partner's platform (if applicable).

Tip: To have your partner added to the list of predefined apps, ask them to request an Oracle Data Cloud platform integration.

Apps for media targeting integrations

Many media targeting partners have apps in the Oracle Data Cloud platform app catalog to make it easy for your data to be sent to them by doing the following:

- Providing a data delivery endpoint so you do not have to [create a paste-a-pixel campaign](#).
- Enabling automated ID swaps for maximizing overlap so you don't have to deploy additional tags on your site.

Learn more: [Media targeting](#)

Integrations without apps

If you want to send data to a media execution platform but you do not see their app in the app catalog, you can use the [tag management tools](#) to implement the partner's ID swap tag and [create a paste-a-pixel campaign](#).

Another alternative is to [share the audience](#) with your partner so that they can map your audience in their platform. For example, you can share a MAID or cookie-based audience with [The Trade Desk](#). After they are notified about your audience, they map it to the segment objects on their platform.

Embedded Apps

Embedded app partners provide you with streamlined, automated workflows for independently ingesting and classifying online and offline data, analyzing overlap and frequency, checking the tags being fired on your site, and other solutions. The Oracle Data Cloud platform UI features the following fully-integrated apps built to help you activate, analyze, and secure your data:

	App	Description	Availability
	Facebook Ad Account Manager	Enables you to manage the Facebook ad accounts to which you deliver data. Facebook ad accounts group your advertising activity and include	Contact your account manager.

App	Description	Availability
	Oracle OnRamp	campaigns, ads, and billing. Offline onboarding app used to convert CRM files to categories. Contact your sale representative.

Managing Facebook Ad Account IDs

If you plan to use the Facebook Provisioning integration to deliver audiences, you must request the Ad Account Management feature in the Oracle Data Cloud platform by contacting your Oracle Data Cloud account representative. This feature enables you to manage the Facebook ad accounts to which you deliver data. Facebook ad accounts group your advertising activity and include campaigns, ads, and billing.

To link your Facebook ad accounts to Oracle, you enter the IDs for the Facebook ad accounts into the *Ad Account ID Portal*. When you enter ad account IDs, the system generates access requests and sends them to Facebook. You must then approve these requests in Facebook Business Manager. Approval requires Admin credentials in Facebook Business Manager.

If there are additional users in your partner seat who need to manage Facebook ad accounts, you can [add them](#).

To add Facebook ad account IDs:

1. Log into partner.bluekai.com.
2. Select **Apps > Ad Account ID Portal**.

The *Ad Account ID Portal* appears.

Advertiser

Hi Mark, please enter all of the Facebook Ad IDs your company manages, separated by a comma.

Facebook Ad Account IDs

2 Accounts 4 Accounts 0 Accounts 10 Accounts

Status	Ad Account ID	Ad Account Name	Next Step	
Processing	0123456789	—	We're currently sending this ID to Facebook. Please wait...	Remove
Processing	4646464677	—	We're currently sending this ID to Facebook. Please wait...	Remove
Pending	06711467796	Able	Approve Oracle Data Cloud in your Facebook Ad Account	Resend Remove
Pending	06711467796	Able	Approve Oracle Data Cloud in your Facebook Ad Account	Resend Remove
ID Not Found	0464646669	—	Remove this ID and try again	Remove
Duplicate ID	1646400064	—	Remove this ID and try again	Remove
Active	0012134646	Foxtrot	Contact your sales rep to start sending audiences	Remove
Active	03313464674	Baker	Contact your sales rep to start sending audiences	Remove
Active	16464674677	Charlie Dog	Contact your sales rep to start sending audiences	Remove
Active	13134676662	Echo	Contact your sales rep to start sending audiences	Remove

1 2 3

3. In the **Facebook Ad Account IDs** field, enter one or more IDs. If you enter more than one, separate them with commas.
4. Click **Add**.

The IDs you entered are added to the table in the page, with the status set to *Pending* and the *Next Step* column reading *Awaiting approval*. A request for access is sent to Facebook and you must approve the request in Facebook Business Manager.

3.4.2 Understanding Facebook Ad ID status information

The *Ad Account ID Portal* includes a *Status* column that displays the current status of each account. The *Next Steps* column indicates the next action you need to take:

- **Processing**. An access request for this account has been sent to Facebook.
- **Pending**. The access request has been received. Click the link to go to Facebook Business Manager.
- **Active**. The access request has been received and approved. Contact your Oracle account manager to begin sending audiences.

- **ID Not Found.** This ad account ID could not be found. Please remove it and try again.
- **Duplicate ID:** This ID is already in use. Please remove it.

3.4.3 Removing Account IDs

You can remove Facebook ad account IDs in any status that you no longer need. When you remove an ID, the corresponding account becomes inactive and data delivery stops.

To remove a Facebook ad account ID:

- In the *Ad Account ID Portal*, click the **Remove** link in the row of a Facebook ad account ID.

3.4.4 Resending ad account IDs

If you haven't received an access request from Facebook within one hour of adding an ID or if you refused a request previously, you can resend the ID to Facebook. You must then [approve the access request](#) you receive from Facebook. The ID must be in *Pending* status.

- In the *Ad Account ID Portal*, click the **Resend** link in the row of a Facebook ad account ID in *Pending* status.

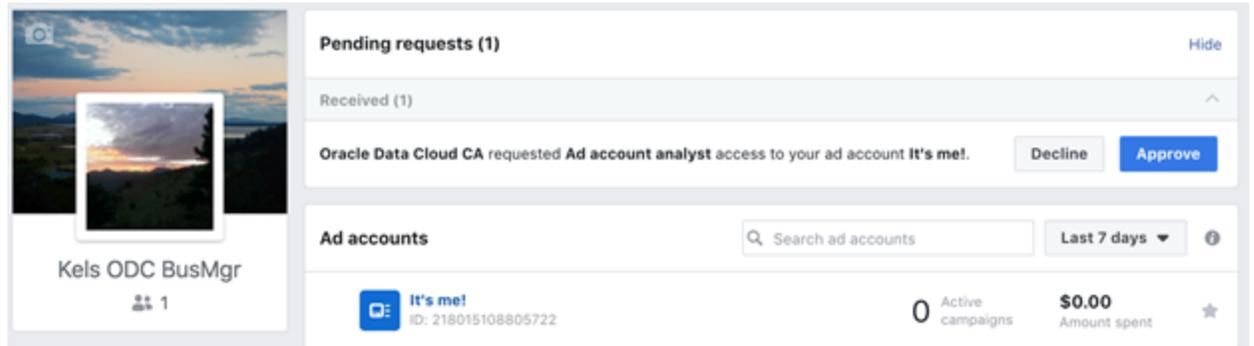
Approving access requests in Facebook

After you add or resend a Facebook ad account ID from the *Ad Account ID Portal*, you must approve an access request in Facebook Business Manager. This approval is required only once per account, so you may not be prompted to approve the request.

To approve access requests:

1. Log in with Admin privileges to Facebook Business Manager at <https://business.facebook.com>.
2. Select your business.

- In the *Pending Requests* area, click **Approve** for the Oracle Data Cloud CA access request.



Accepting terms of service in Facebook Business Manager

After you begin sending audiences to Facebook, you must accept the Facebook terms of service and shared responsibility agreement. Acceptance of the terms of service is required only once per user; acceptance of the shared responsibility agreement is required only once per account.

To accept terms of service:

- Log in with Admin privileges to Facebook Business Manager at <https://business.facebook.com>.
- Select your business.
- Navigate to **Assets > Audiences**.
- If you are prompted to accept the Facebook terms of service, click **Accept TOS**.

Type	Size	Availability
Custom Audience Customer List	Not available	Accept TOS

- Click **I Accept** in the dialog that appears.

Things to Know About Custom Audiences

Here's what you should keep in mind when you share and use Custom Audiences:

- ✓ To use Custom Audiences, you must be: an advertiser, an agency or data provider acting on behalf of an advertiser, or an Ads API or Custom Audiences API partner.
- ✓ Advertisers and those who run ads on their behalf are ultimately responsible for acknowledging their permission to share and use people's data.

By clicking I Accept, you agree to the [Custom Audience terms](#) **I Accept**

6. If you are prompted to accept the Shared Audience Responsibilities with Oracle Data Cloud CA agreement, click **Accept Agreement**.

s ▼			
Customise Columns ▼		Create Ad	Actions ▼
	Type	Size	Availability
	Custom Audience Customer List	Not available	Accept Agreement

7. Click **I Accept** in the dialog that appears.

Oracle Data Cloud CA Shared Audience Responsibilities & Agreement

- ✓ You must have any necessary permissions from the people in the audience to use and share their information.
- ✓ If you receive an audience from someone or you run ads or take actions for them, you're still responsible for complying with our terms and the law.

By clicking I Accept, you agree to these responsibilities and the [Custom Audience Terms](#).

Cancel **I Accept**

You can now create ads using Oracle Data Cloud shared audiences. See the Facebook documentation for information about creating ads.

AB Tasty

You can use your first-party Oracle Data Cloud platform data in the AB Tasty platform to run A/B/n, split, multivariate, and multi-page tests to target your site visitors with personalized content that is tailored to their attributes.

To get started, contact My Oracle Support ([MOS](#)) to request the AB Tasty integration.

To use your first-party data in the AB Tasty platform:

1. [Install the AB Tasty app.](#)
2. [Generate a JS container tag.](#)
3. [Create an audience and a campaign.](#)
4. [Get your Oracle Data Cloud developer keys.](#)
5. [Configure your AB Tasty account.](#)
6. [Deploy your Oracle Data Cloud and AB Tasty tags.](#)

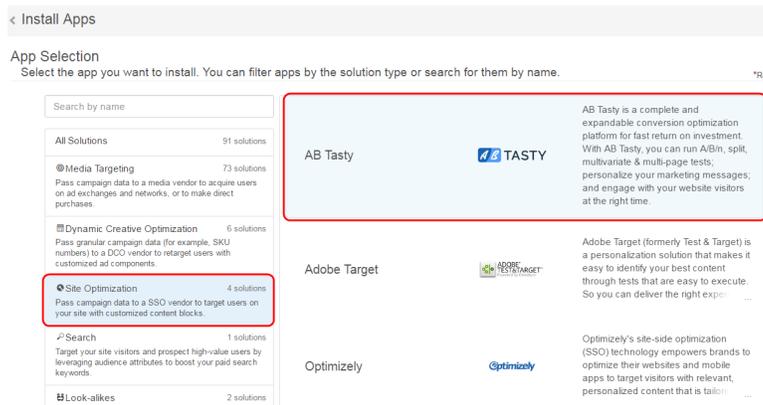
Installing the AB Tasty app

The Oracle Data Cloud platform includes a predefined [install an app](#) configuration for AB Tasty.

To install the AB Tasty app:

1. Select **Apps > Install Apps**. The *Install Apps* page is displayed.
2. Click **App Catalog**. The *App Selection* tool is displayed.

- Click the **Site Optimization** campaign solution type and then select **AB Tasty**. You can also enter “AB” in the search box.



- In the **App Name** box, enter a name that identifies this app configuration.
- In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
- Click **Save**. Your AB Tasty app configuration is added to the *Install Apps* page.

Generate a JS container tag

JavaScript (JS) container tags are used for data transfer directly to your site. To generate and deploy a JS container tag, create a container, copy its tag, and paste the tag into the HTML code on your site.

To deploy a JS container tag:

- Log in to partner.bluekai.com and select **Manage > Containers**.
- Use the following settings to [create a container](#):
 - Name:** Enter a name that makes it easy to identify the container’s purpose, such as "AB Tasty JS container tag."
 - Default Auction Limit:** Enter the number of slots to be allocated on your site for firing third-party pixels. The default limit is **4**.
 - Campaign Access:** **Only Me** (the default)

Create New Container

NAME: AB Tasty JS container tag

COUNTRY BLOCKING: Netherlands

DEFAULT AUCTION LIMIT: 4

DATA TRANSFER ENABLED:

PERFORMANCE PIXEL:

CAMPAIGN ACCESS: Only Me

DATA TRANSFER BOOST:

DATA TRANSFER INTERVAL: 5

LABELS: Add or select labels

Buttons: Cancel, Save, Save And Generate Code

3. Click **Save and Generate Code**. The Generate Code window displays the new site ID listed in the *Settings* section.
4. Click **JS** to display the JavaScript container tag for the site.

Generate Code

Synchronous (recommended) Dynamic Synchronous Asynchronous Media - Clicks Media - Impressions **JS** Pixel IFrame

JS

Returns campaign data as JavaScript (JSON) objects. This tag type is primarily used for data transfer (data is not sent to the DMP). This tag does not support the Advanced Configuration options nor does it support data-collection.

Settings

Site ID
AB Tasty JS container tag: 35190

Protocol: HTTP

Pixel limit per pageview: 1

Add Phints (optional)

Optionally add key-value pairs for the categories users are to be tagged with when they visit your Web site. The phints are passed to BlueKai and used to classify the users in the DMP.

```
<script type="text/javascript"
src="http://tags.bluekai.com/site/35190?ret=js&limit=1">
</script>
```

Buttons: Copy, Done

5. In the right-hand pane, click **Copy** to capture the new JavaScript container tag to you clipboard and save it in a text file for [later deployment along with the AB Tasty tag](#).

Create an audience and a campaign

To deliver your first-party data to AB Tasty, create an audience and a campaign:

1. Log in to partner.bluekai.com and click **New Audience**.
2. Use the [create audience tool](#) to create a target audience containing the first-party data you want to send to AB Tasty.
3. Open the [campaign creation tool](#) to create a campaign and deliver your target audience to AB Tasty. Select the settings appropriate to your data campaign.

Getting your Oracle Data Cloud developer keys

[Retrieve your Oracle Data Cloud platform developer keys](#) to configure your AB Tasty account.

Configure your AB Tasty account

To configure your AB Tasty account to receive your first-party data:

1. Log in to your AB Tasty account.
2. Click **Settings**.
3. In the lower left-hand corner, click **DMP**.



4. The *Web Service Private Key* value is displayed.
5. In the *DMP BlueKai* section, enter your developer key values.

DMP Bluekai

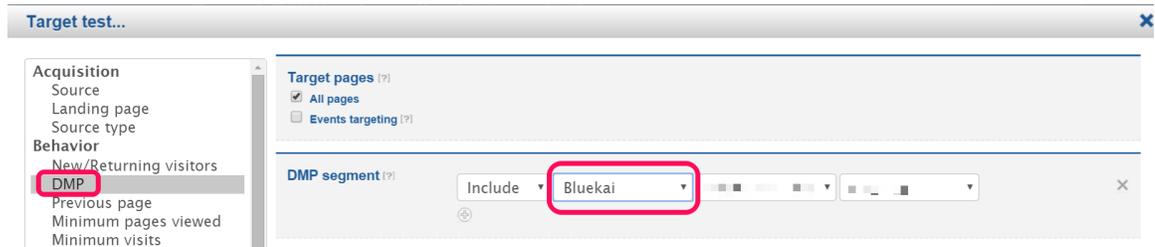
Veillez renseigner vos paramètres bkuid et bksig qui sont propres à chaque compte.

Confirm

6. Navigate to the AB Tasty dashboard and click **Editor** for the campaign you want to configure for use with the Oracle Data Cloud platform.
7. Click the settings button to access Target test.



8. In the *Behavior* section of the left-hand pane, select **DMP**.
9. In the *DMP segment* section, select **BlueKai**.



10. Target specific campaigns and categories.

Your AB Tasty account is now ready to receive your Oracle Data Cloud platform data.

Deploy your Oracle Data Cloud and AB Tasty tags

To deploy the AB Tasty tag:

1. Paste your [JS container tag](#) into the HTML code on your site within the `<head></head>` tags.
2. Paste your AB Tasty tag directly below the JS container tag on your site.

For more details, refer to the [AB Tasty help](#).

Adform

You can use the Adform apps to deliver your first-party and third-party Oracle Data Cloud audiences to the Adform platform. Adform is an independent and open full stack ad-tech platform serving the global digital advertising ecosystem. It includes campaign planning, ad serving, optimization, analytics, reports and many more features.

To send your audiences to the Adform platform:

1. [Install the Adform app](#).
2. [Create an audience](#).
3. [Create a campaign](#).
4. [Use your Oracle Data Cloud platform data in the Adform platform](#).

Installing an Adform app

Use the [install an app](#) workflow to configure Adform apps in the Oracle Data Cloud platform. There are four separate apps for different regions and ID sources.

Important: Audiences delivered via each app can contain only the type of data specified for that app.

- **AdForm (1st Party Data)** Use to deliver your first-party data.
- **AdForm (3rd Party Data) [EMEA]** Use to deliver third-party data from European and Middle Eastern sources.
- **AdForm (3rd Party Data) [NATAM]** Use to deliver third-party data from North American sources.
- **AdForm (3rd Party Data) [APAC]** Use to deliver third-party data from Asia-Pacific sources.

To install the Adform app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.
4. Select one of the four **Adform** apps.

<input type="checkbox"/>	AdForm (3rd-Party Data) [APAC] ID: 10055 Adform is the independent and open full stack ad-tech platform that encompasses data, creativity and trading, serving the global digital advertising ecosystem. Our platform provides you with a digital advertising solution that unlocks your online potential. It includes campaign planning, ad serving, optimization, analytics, reports and many more features. no labels...	adform	Created on October 23, 2018 Updated on October 23, 2018
<input type="checkbox"/>	AdForm (3rd-Party Data) [EMEA] ID: 10054 Adform is the independent and open full stack ad-tech platform that encompasses data, creativity and trading, serving the global digital advertising ecosystem. Our platform provides you with a digital advertising solution that unlocks your online potential. It includes campaign planning, ad serving, optimization, analytics, reports and many more features. no labels...	adform	Created on October 23, 2018 Updated on October 23, 2018
<input type="checkbox"/>	AdForm (3rd-Party Data) [NATAM] ID: 10053 Adform is the independent and open full stack ad-tech platform that encompasses data, creativity and trading, serving the global digital advertising ecosystem. Our platform provides you with a digital advertising solution that unlocks your online potential. It includes campaign planning, ad serving, optimization, analytics, reports and many more features. no labels...	adform	Created on October 19, 2018 Updated on October 19, 2018
<input checked="" type="checkbox"/>	AdForm (1st-Party Data) ID: 10052 Adform is the independent and open full stack ad-tech platform that encompasses data, creativity and trading, serving the global digital advertising ecosystem. Our platform provides you with a digital advertising solution that unlocks your online potential. It includes campaign planning, ad serving, optimization, analytics, reports and many more features.	adform	Created on June 13, 2016 Updated on June 13, 2016

5. In the **App Name** box, enter a name that identifies this app configuration.
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.

7. Leave the **Increase Data Delivery Overlap** check box selected to enable the ID swap tag to be fired automatically on your site visitors once every 7 days via [tag management](#). This configuration ensures that maximum amount of your first-party cookie data can be delivered to Adform.
8. Click **Save**.

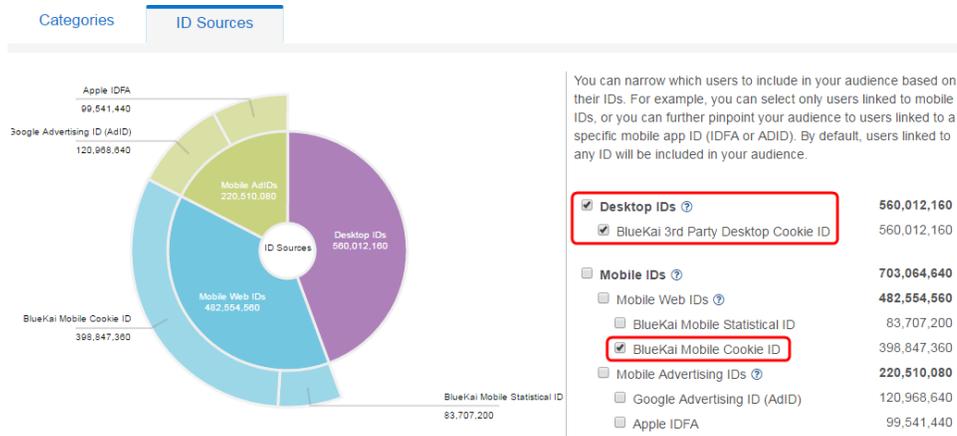
Adform is now enabled as a vendor in your partner seat.

Creating an audience

To deliver your first-party and third-party data to the Adform platform, [create an audience](#) and then [create a campaign](#) associated with the audience.

To create an audience and a campaign:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.
2. Enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters).
3. Define your target audience by selecting a combination of first-party categories from the [taxonomy tree](#).
4. Click the [ID Sources](#) tab.
5. To narrow the targeting of your audience to users linked to Oracle Data Cloud cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



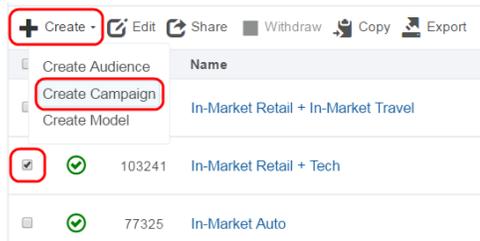
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Avocet and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in the Oracle Data Cloud and Adform platforms.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.

4. Click **Select Apps** and select the Adform app that you created and then click **Add Apps**.
5. Click **Save**.

Your campaign is created and you are returned to the *Campaigns* page.

Adform receives an email notification that includes your name, campaign ID, and the category IDs being delivered. By default, Adform maps your campaign name and ID to the Adform segment name and reference ID (owner ID). No further mapping steps are required.

If you want to manually map your category names to specific Adform segments, send a message to dmp@adform.com with the campaign ID, campaign name, category IDs, and category names *before* activating your Adform campaign.

Learn more: [Creating a campaign](#)

Using your Oracle Data Cloud platform data in the Adform platform

After Adform maps your campaign name and ID to the Adform segment name and reference ID (owner ID), your audience is displayed in the Adform UI.

To use your Oracle Data Cloud platform data in the Adform platform:

1. Log in to <https://dmp.adform.com> with your Adform credentials.
2. Go to the **Segments** tab. Your segments are displayed in a list with the reference ID set to the corresponding campaign ID. The **Audience** column indicates the number of imported cookie IDs.

ID	Reference Id	Name	TTL	Fee (EUR)	Frequency	Extended	Cross-Device	Audience	Category
514514	13	Low Intent	30	1.00	1	No	No	83.04k	Model 3
514512	12	Owners	120	1.00	1	No	No	148.52k	Model 3

After you import your audiences, you can manage them in your Adform account however you want because the reference ID is only used for data import.

For further support, contact Adform at dmp@adform.com.

Adobe Ad Cloud

You can create audiences containing first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) and then create campaigns to send your audiences to the Adobe Ad Cloud. After Adobe Ad Cloud maps your audiences in your advertiser account, your Oracle Data Cloud platform data flows into your audiences. You can then use Adobe Ad Cloud's converged TV and video advertising platform to optimize the performance of your video and display advertising campaigns.

If you need advice or recommendations about creating audience, contact My Oracle Support.

Note: The Adobe Ad Cloud app deprecates the TubeMogul cookie and MAID apps. Delete the old TubeMogul apps from your app catalog to ensure you are using the current features for this integration. Deleting the apps does not affect any of your existing TubeMogul data campaigns.

Important! A new version of the Adobe Ad Cloud app was introduced in July, 2018. If you installed the old app, you must delete it before installing the new one.

To send your audiences to the Adobe Ad Cloud:

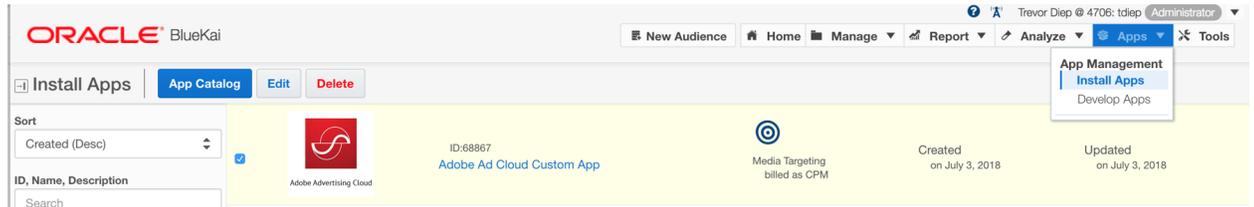
1. [Delete previous Adobe Ad Cloud apps.](#)
2. [Install the Adobe Ad Cloud app.](#)
3. [Create an audience.](#)
4. [Create a campaign.](#)

Deleting previous Adobe Ad Cloud app installations

If you have an existing Adobe Ad Cloud installation, you must delete it and replace it with the new version.

To delete a previous Adobe Ad Cloud app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Select **Adobe Ad Cloud Custom App**.



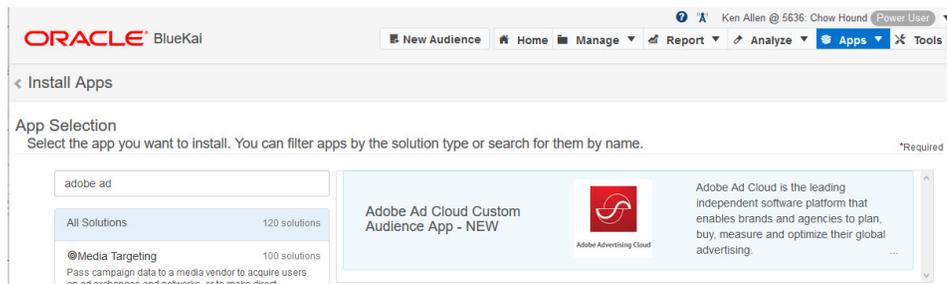
3. Click **Delete**.
4. Click **Yes** in the confirmation dialog that appears.

Installing the Adobe Ad Cloud Custom Audience app

Use the [install an app](#) workflow to configure the Adobe Ad Cloud app

To install the Adobe Ad Cloud app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type or filter by "Adobe Ad Cloud."



4. Select the **Adobe Ad Cloud Custom Audience App - NEW** entry.

5. In the **App Name** box, enter a name that identifies the app (for example, Adobe Ad Cloud).

ORACLE BlueKai

New Audience Home Manage Report Analyze Apps Tools

< Install Apps

Basic Information
Enter a name for the app. Use a name that makes it easy to identify the app in your DMP. For example, you can enter the app partner's name. *Required

App Name
Adobe Ad Cloud

App Information for Adobe Ad Cloud Custom Audience App
See the solution provided by the app and the pricing used. Check which audience data types (1st and/or 3rd-party data and ID sources (desktop and mobile IDs) you can deliver to the app partner, and how your data is delivered and mapped in their platform. *Required

ID Sources Supported:

- BlueKai 3rd Party Desktop Cookie ID
- BlueKai Mobile Cookie ID
- Apple IDFA
- Google Advertising ID (AdID)

Data Delivery Method: Server data transfer

Audience Mapping: Managed Mapping (Campaign Level)

6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. Leave the **Increase Data Delivery Overlap** check box selected to enable ID swaps to match unique user IDs between Oracle Data Cloud and Adobe Ad Cloud. This enables ID swaps to be executed automatically on your site once every seven days via the platform's [tag management system](#).

App Specific Settings
Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email
jduval@bluekai.com

Increase Data Delivery Overlap

Boost delivery overlap with this App partner by automatically enabling their 1x1 ID Swap image pixel for delivery in your Container. Note: this App partner's third party 1x1 ID Swap image pixel tag will be configured to fire inside your Container once per user every seven days.

8. Click **Save**.

The selected Adobe Ad Cloud app is enabled in your partner seat and you can create data campaigns to deliver your audiences to the Adobe Ad Cloud.

Learn more: [Installing an app](#)

Creating an audience

Select the users you want to deliver to Adobe Ad Cloud using the [audience builder](#).

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.

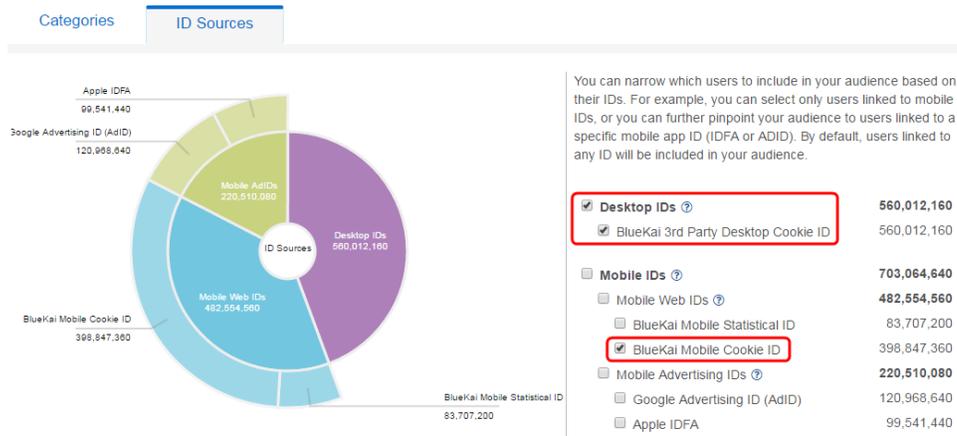
2. In the **Name** box, enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience by selecting first- and third-party categories from the [taxonomy tree](#).
4. Click the **ID Sources** tab.

ID Source	Reach
Apple IDFA	99,541,440
Google Advertising ID (AdID)	120,968,640
Mobile AdIDs	220,510,080
Desktop IDs	560,012,160
Mobile Web IDs	482,554,560
BlueKai Mobile Cookie ID	398,847,360
BlueKai Mobile Statistical ID	83,707,200

You can narrow which users to include in your audience based on their IDs. For example, you can select only users linked to mobile IDs, or you can further pinpoint your audience to users linked to a specific mobile app ID (IDFA or ADID). By default, users linked to any ID will be included in your audience.

- Desktop IDs 560,012,160
 - BlueKai 3rd Party Desktop Cookie ID 560,012,160
- Mobile IDs 703,064,640
 - Mobile Web IDs 482,554,560
 - BlueKai Mobile Statistical ID 83,707,200
 - BlueKai Mobile Cookie ID 398,847,360
 - Mobile Advertising IDs 220,510,080
 - Google Advertising ID (AdID) 120,968,640
 - Apple IDFA 99,541,440

- If you want to target both cookies and MAIDs, you do not need to make any changes; otherwise, clear the check boxes for any ID sources you do not want to target.



- Click the button to the right of **Save**, and the click **Save and Create Campaign**. Alternatively, you can click **Save** to create the data campaign later.

Learn more: [Creating an audience](#)

Creating a campaign

When you create a campaign that uses the Adobe Ad Cloud app for delivery, you must enter an Adobe email address to map your audience to the Adobe Ad Cloud. There is a separate email addresses for each Advertiser seat. These addresses are used a logins for Adobe Ad Cloud. For example, the email might be *agency@tubemogul.com*.

If you do not know the appropriate Advertiser email address, please contact Adobe DMP Support at the following address.

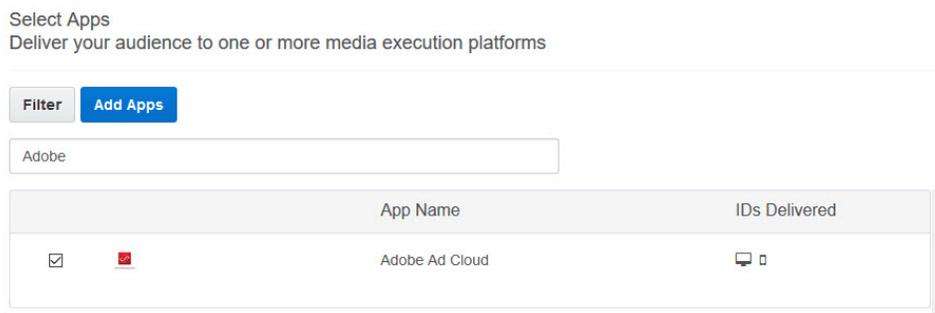
TubeMogul-dmp_segment_import@adobe.com

To create a campaign:

- If you did not save your audience with the **Save and Create Campaign** option, you can create a campaign from the **Manage > Audiences** page by clicking **Create**, and then clicking **Create Campaign**. From the **Manage > Campaigns** page, click **Create**.

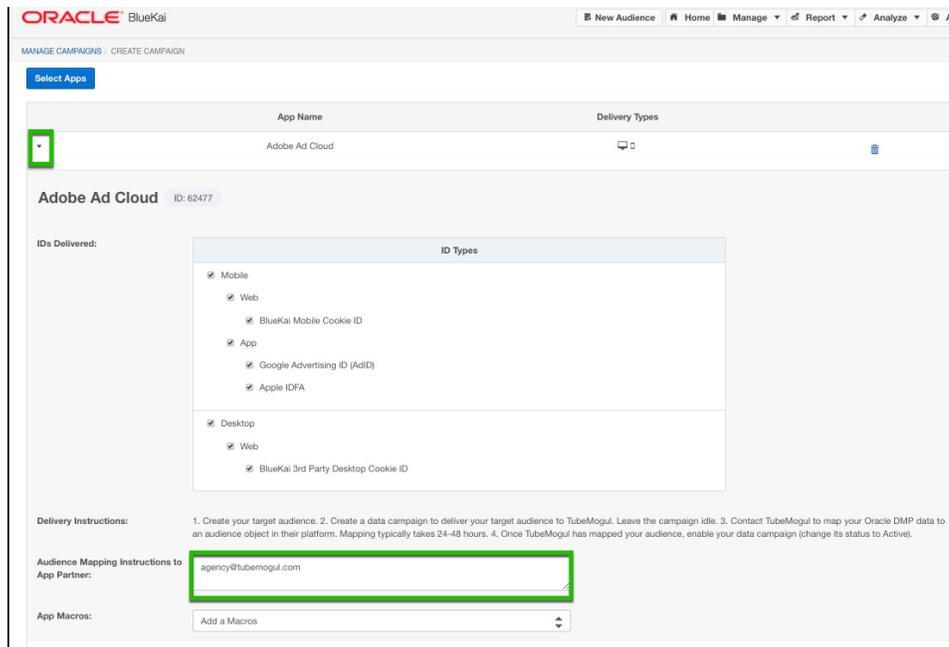
The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify and includes the ID sources.
3. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the Adobe Ad Cloud app, and then click **Add Apps**.



5. Expand the Adobe Ad Cloud app, and then enter your Adobe Ad Cloud email address in the **Audience Mapping Instructions to Partner** field.

The email address is required to add your users to your Adobe Ad Cloud custom audiences. The campaign will fail without a valid email address.



6. Click **Save**.

Adobe Ad Cloud receives a real-time email notification with your name, campaign ID, and the category IDs being delivered by your data campaign. Within 48 hours, Adobe Ad Cloud uses this information to map your Oracle Data Cloud platform data at the campaign level in their platform.

After Adobe Ad Cloud marks your audience as mapped, data delivery into your Adobe Ad Cloud segment object begins immediately. Your segment object is ramped within 24 hours. (It therefore takes approximately a total of 72 hours between the time you save your data campaign until it is fully populated and ready for use in your media campaigns.)

You can verify that delivery has begun by checking the campaign status in the *Campaigns* page.

Learn more: [Creating a campaign](#)

Adobe Target Site-Side Optimization

You can use your first- and third-party Oracle Data Cloud platform cookie data in Adobe Target to experiment, create personalized experiences, and deliver the right content to the right customer.

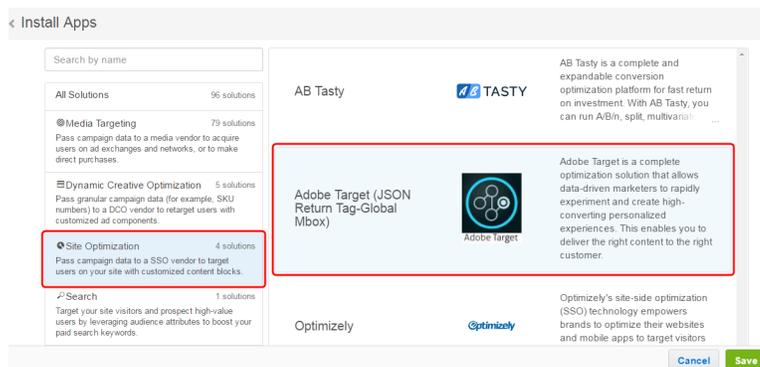
To use your Oracle Data Cloud platform data in Adobe Target:

1. [Install the Adobe Target app.](#)
2. [Create an audience.](#)
3. [Create a campaign.](#)
4. [Deploy a JSON return tag and connect it to your global mbox.](#)
5. [Create an audience in Adobe Target.](#)

Installing the Adobe Target app

To install the Adobe Target app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Site Optimization** campaign solution type.
4. Select **Adobe Target (JSON Return Tag-Global Mbox)**.



5. In the **App Name** box, enter a descriptive name such as Adobe Target SSO Global Mbox.
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. Click **Save**.

Adobe Target is now enabled as an app in your partner seat.

Learn more: [Installing an app.](#)

Creating an audience

To deliver your data that is linked to Oracle Data Cloud cookies to the Adobe Target platform, and a [campaign](#).

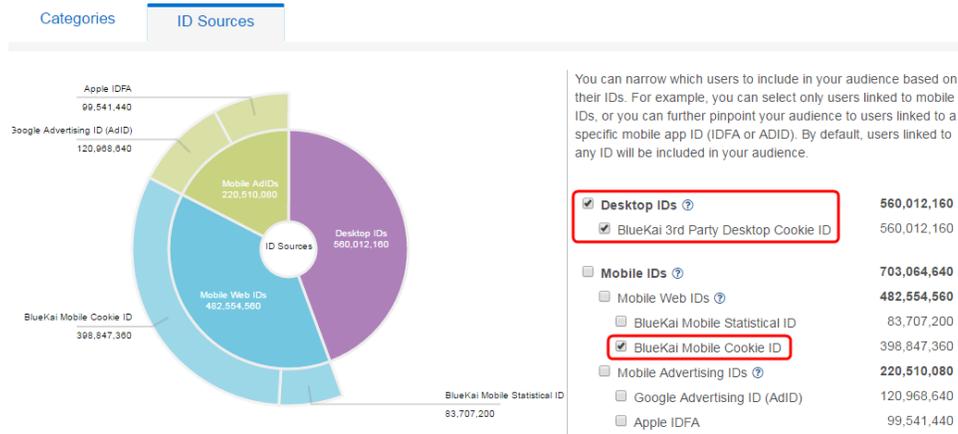
To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.

The screenshot displays the Oracle Data Cloud Audience Builder interface. At the top, it shows 'Audiences' with a 'Name' field containing 'Holiday Shoppers'. Below the name field are 'Categories' and 'ID Sources' tabs. A 'Search Tree' on the left lists various data sources like Oracle, In-Market, B2B, and Branded Data. The main area shows a logic builder with two conditions: 'Frequency Any' (Segment Reach 99,299,760) and 'Interest > Shopping > Coupons' (Segment Reach 393,951,360). The total reach is 7,722,480. Buttons for 'Import', 'Export', 'Cancel', and 'Save' are at the bottom.

2. In the **Name** box, enter a name that makes it easy to identify.
3. Define your target audience by selecting a combination of categories from the [taxonomy tree](#).
4. Click the [ID Sources](#) tab.

- To narrow the targeting of your audience to users linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



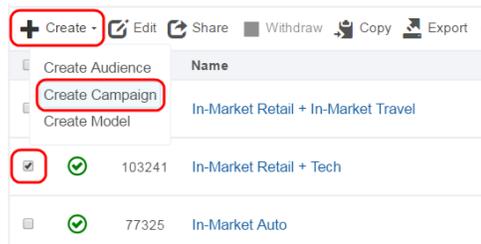
- Click **Save**.

Learn more: [Creating an audience.](#)

Creating a campaign

To create a campaign:

- In the Oracle Data Cloud platform, select **Manage > Audiences**.
- Select the check box for the audience that you want to send to Adobe Target and then select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

- In the **Campaign Name** box, enter a name that makes your campaign easy to identify in the Oracle Data Cloud and Adobe Target platforms.

4. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
5. Click **Select Apps** and select the Adobe Target app that you installed and then click **Add Apps**.
6. Click **Save**.

Learn more: [Creating a campaign](#)

Generate a JSON return tag and connect it to your global mbox

To pass your category and campaign data to Adobe Target, you need to [create a container](#), generate a [JSON return tag](#), and deploy the tag to the same page where your [Adobe Target global mbox](#) is implemented. The global mbox is coded at the top of the page and is used pull in offer code from Adobe Target to change content elsewhere on the page.

You then add code to your site to parse the campaign and category IDs returned by the JSON return tag into the profile attributes of your mbox so that they are available as visitor profile attributes when you [create your audiences in Adobe Target](#). This allows you to associate different customer experiences in the mbox based on your campaign- or category-level data.

To generate a JSON return tag and connect it to your global mbox:

1. In the Oracle Data Cloud platform, select **Manage > Containers**.
2. Click **Create New**.
3. Use the following settings for your container:
 - **Name**: Enter a descriptive name such as Adobe Target JSON return (or another name that makes it easy to identify your container's purpose).
 - **Country Blocking**: Accept the default of the **Netherlands**.
 - **Data Transfer Enabled**: Leave this check box selected.

- **Default Auction Limit:** Keep the default value of 4 for the number of slots to be allocated on your site for firing third-party pixels.
- **Campaign Access:** Keep the default of **Only Me**.
- **Data Transfer Boost:** Clear this check box.

4. Click **Save and Generate Code**. The **Generate Code** dialog is displayed.
5. In the **Generate Code** dialog, click the **JS** tab for the JSON return tag type.

Each time a user in your audience visits a web page hosting this JSON return tag, a JavaScript object named `bk_results` is returned to the page that includes the campaign ID and the categories for which the user qualified. You will pass this data into your global mbox to identify the campaigns and categories users are in. The tag has the following syntax:

```
<script type="text/javascript"
src="http://tags.bluekai.com/site/siteID?ret=js&limit=pixelLimit"></script>
```

Where:

- `http` or `https`: Specifies whether you are making calls to the platform via HTTP or HTTPS. If you are optimizing a secure web page, select HTTPS from the **Protocol** list.
 - `siteID`: The unique identifier used to manage your site in the Oracle Data Cloud platform. When the platform receives a request from your container tag, it knows that the incoming data belongs to your site.
 - `pixelLimit`: Specifies the maximum number of pixels that can be fired during a single page view. You can omit this parameter when adding the JSON return tag code to your page.
6. Click **Copy** and then paste the JSON tag before the `mbox.js` file reference in the `<head>` element of each web page you plan to optimize as demonstrated in the following example.

Sample JSON return tag

```
<head>
  <!--Begin BlueKai JSON Return Tag -->
  <script type="text/javascript"
src="http://tags.bluekai.com/site/38937?ret=js&limit=4"></script>
  <!--End BlueKai JSON Return Tag -->

  <!-- Begin Global Mbox -->
  <script src="mbox/mbox.js"></script>
  <!--End Global Mbox -->
</head>
```

7. To synchronously connect your JSON return tag and global mbox, add the following code to the `parametersFunction()` method in your `mbox.js` file:

Sample code for passing campaign and category IDs in bk_results to the mbox

```
parametersFunction: function() {
  var campStr = ",";
  var catIdStr = ",";
  var blueKaiParams = "pathname=" + location.pathname;
```

```

        if (typeof(bk_results) != "undefined" && typeof(bk_
results.campaigns) != "undefined") {
            for (var i = 0; i < bk_results.campaigns.length; i++) {
                campStr += bk_results.campaigns[i].campaign + ",";
                for (var j = 0; j < bk_results.campaigns
[i].categories.length; j++) {
                    if (typeof(bk_results.campaigns[i].categories
[j].categoryID) != "undefined") {
                        var s = bk_results.campaigns[i].categories
[j].categoryID + "";
                        catIdStr += bk_results.campaigns
[i].categories[j].categoryID + ",";
                    }
                }
            }
            if (campStr == ",") {
                campStr = "none";
            }
            if (catIdStr == ",") {
                catIdStr = "none";
            }
            blueKaiParams = blueKaiParams + "&profile.bkCampaignIDs="
+ campStr + "&profile.bkCategoryIDs=" + catIdStr;
        }
        return blueKaiParams;
    }, ...

```

This code parses the campaign and category IDs in the `bk_results` object returned to your page and passes it into the mbox's `parametersFunction()`. This makes the campaign and category IDs (`bkcampaignIDs` and `bkCategoryIDs`) available as visitor profile attributes when you create your target audiences in Adobe Target.

Alternatively, you can use the [asynchronous global mbox code](#) or the [asynchronous profile pixel code](#) and an [asynchronous Oracle Data Cloud core tag](#).

If you use Adobe Target Classic, you can [add code to your JSON return tag](#) to link your Oracle Data Cloud platform data with a single mbox.

Asynchronous global mbox

Instead of [synchronously firing](#) the JSON return tag and global mbox code, you can add asynchronous global mbox code to the end of your **mbox.js** or **at.js** file. Using this code enables you to fire the JSON return tag asynchronously (if it has not already been loaded) and pass the results into the global mbox, without having to modify any code on your web pages.

To use this code:

1. Modify line 5 of the following sample by replacing `siteID` with the site ID from your container's JSON return tag.
2. Append the modified code to the very end of your **mbox.js** or **at.js** file.
3. If you are doing data collection with the Oracle Data Cloud core tag on the same page you are executing site optimizations, use the [asynchronous version of the Oracle Data Cloud core tag](#).

Sample asynchronous global mbox code used to asynchronously fire the JSON return tag

```
// Create object to store functions
window.bk_adobet_integration = {};
window.bk_adobet_integration.functions = {};
window.bk_adobet_integration.data = {};
window.bk_adobet_integration.bluekai_jsonreturn_id = "siteID"; //
CHANGE TO YOUR ID

/*
#####
#####
DO NOT EDIT BELOW THIS LINE

#####
#####
*/

// FUNCTION : Logger
```

```

bk_adobet_integration.functions.logger = function(message) {

    if (document.cookie.indexOf('bk_adobet_logger=true') > -1) {
        console.log(message);
    }
}

// FUNCTION : Parse Oracle Data Cloud platform data and send to Adobe
Target
bk_adobet_integration.functions.parseBkResults = function() {

    // Parse BlueKai Campaign Results
    window.bk_adobet_integration.data.bkCatIdSt = ",";
    window.bk_adobet_integration.data.bkCampStr = ",";

    if (typeof(bk_results) != "undefined") {

        if (typeof(bk_results.campaigns[0]) != "undefined") {
            //if (typeof(bk_results) != "undefined" && typeof(bk_
results.campaigns) != "undefined") {

                bk_adobet_integration.functions.logger("BLUEKAI ADOBE
TARGET : 'bk_results' object found");

                for (var i = 0; i < bk_results.campaigns.length; i++) {

                    window.bk_adobet_integration.data.bkCampStr += bk_
results.campaigns[i].campaign + ",";

                    for (var j = 0; j < bk_results.campaigns
[i].categories.length; j++) {

                        if (typeof(bk_results.campaigns[i].categories
[j].categoryID) != "undefined") {

                            window.bk_adobet_integration.data.bkCatIdSt +=
bk_results.campaigns[i].categories[j].categoryID + ",";
                        }
                    }

                }

                bk_adobet_integration.functions.generateMbox(); //
Generate mbox

            } else {
                bk_adobet_integration.functions.logger("BLUEKAI ADOBE
TARGET : No campaigns object");
            }
        }
    }
}

```

```

    }

    } else {
        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
No 'bk_results' object");
    }
}

bk_adobet_integration.functions.generateMbox = function() {

    // Parse BlueKai Campaign Results
    window.bk_adobet_integration.data.insertProfileBKCamps =
("profile.bkCampIDs=" + window.bk_adobet_integration.data.bkCampStr);
    window.bk_adobet_integration.data.insertProfileBKCats =
("profile.bkCategoryIds=" + window.bk_adobet_
integration.data.bkCatIdSt);

    // Parse BlueKai Campaign Results
    if (typeof mboxDefine === "function") {

        bk_adobet_integration.div = document.createElement("div");
        bk_adobet_integration.div.id = "oracle_bluekai_mbox_div";
        document.body.appendChild(bk_adobet_integration.div);
        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
mbox <div id='oracle_bluekai_mbox_div'> created");

        mboxDefine('oracle_bluekai_mbox_div', 'oracle_bluekai_mbox',
window.bk_adobet_integration.data.insertProfileBKCamps, window.bk_
adobet_integration.data.insertProfileBKCats);
        mboxUpdate('oracle_bluekai_mbox');

        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
mbox defined");
        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
mboxDefine('oracle_bluekai_mbox_div','oracle_bluekai_mbox'," +
window.bk_adobet_integration.data.insertProfileBKCamps + "," +
window.bk_adobet_integration.data.insertProfileBKCats + ");")
        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
mbox updated");
        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
mboxUpdate('oracle_bluekai_mbox');");

    } else {
        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
mboxDefine() doesn't exist");
    }
}

```

```

}

// FUNCTION : Call BlueKai
bk_adobet_integration.functions.callBlueKai = function(bluekai_
jsonreturn_id) {

    // Check if JSON return tag already there
    if ((document.head && document.head.innerHTML.indexOf(bluekai_
jsonreturn_id + '?ret=js') > -1) || (document.body &&
document.body.innerHTML.indexOf(bluekai_jsonreturn_id + '?ret=js') > -
1)) {

        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
JSON Return tag found");
        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
Parsing 'bk_results' directly");
        bk_adobet_integration.functions.parseBkResults(); // Parse
results (don't call JSON ret tag)

    } else {

        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
JSON Return tag NOT found");
        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
Calling JSON Return tag");
        var bk_json_ret = document.createElement("script");
        bk_json_ret.type = "text/javascript";
        bk_json_ret.onload = function() {
            bk_adobet_integration.functions.logger("BLUEKAI ADOBE
TARGET : JSON Return tag loaded");
            bk_adobet_integration.functions.logger("BLUEKAI ADOBE
TARGET : Parsing 'bk_results'");
            bk_adobet_integration.functions.parseBkResults(); // Parse
results
        };
        bk_json_ret.src = "//tags.bluekai.com/site/" + bluekai_
jsonreturn_id + "?ret=js&limit=1";
        document.head.appendChild(bk_json_ret);
    }

}

// RUN CODE
bk_adobet_integration.functions.callBlueKai(window.bk_adobet_
integration.bluekai_jsonreturn_id);

```

Asynchronous profile pixel

Instead of [synchronously firing](#) the JSON return tag and global mbox code, add asynchronous profile pixel code to the end of your `mbox.js` or `at.js` file. Using this code enables you to fire the JSON return tag asynchronously (if it has not already been loaded) and pass the results into your Adobe Target profile pixel, without having to modify any code on your web pages.

To use this code:

1. Modify line 5 of the following sample by replacing `siteID` with the site ID from your container's JSON return tag.
2. Modify line 6 by replacing `company` with your company's name that you use in Adobe Target (this is included in the `clientCode` parameter in your `mbox.js` or `at.js` file).
3. Append the modified code to the very end of your `mbox.js` or `at.js` file.
4. If you are doing data collection with the Oracle Data Cloud core tag on the same page you are executing site optimizations, use the [asynchronous version of the Oracle Data Cloud core tag](#).

Sample code used to asynchronously fire the JSON return tag

```
// Create object to store functions
window.bk_adobet_integration = {};
window.bk_adobet_integration.functions = {};
window.bk_adobet_integration.data = {};
window.bk_adobet_integration.bluekai_jsonreturn_id = "siteID"; //
CHANGE TO YOUR ID
window.bk_adobet_integration.adobe_company = "company"; // CHANGE TO
"COMPANY" IN "//COMPANY.tt.omtrdc.net/m2/COMPANY/"
/*
#####
#####
DO NOT EDIT BELOW THIS LINE
#####
#####
*/
// FUNCTION : Logger
bk_adobet_integration.functions.logger = function(message) {

    if (document.cookie.indexOf('bk_adobet_logger=true') > -1) {
        console.log(message);
    }
}
```

```

    }
}

// FUNCTION : Parse Oracle Data Cloud platform data and send to Adobe
Target
bk_adobet_integration.functions.parseBkResults = function() {

    // Parse BlueKai Campaign Results
    window.bk_adobet_integration.data.bkCatIdSt = ",";
    window.bk_adobet_integration.data.bkCampStr = ",";

    if (typeof(bk_results) != "undefined") {

        if (typeof(bk_results.campaigns[0]) != "undefined") {
            //if (typeof(bk_results) != "undefined" && typeof(bk_
results.campaigns) != "undefined") {

                bk_adobet_integration.functions.logger("BLUEKAI ADOBE
TARGET : 'bk_results' object found");

                for (var i = 0; i < bk_results.campaigns.length; i++) {

                    window.bk_adobet_integration.data.bkCampStr += bk_
results.campaigns[i].campaign + ",";

                    for (var j = 0; j < bk_results.campaigns
[i].categories.length; j++) {

                        if (typeof(bk_results.campaigns[i].categories
[j].categoryID) != "undefined") {

                            window.bk_adobet_integration.data.bkCatIdSt +=
bk_results.campaigns[i].categories[j].categoryID + ",";

                                }
                            }
                        }

                    }

                bk_adobet_integration.functions.generateMbox(); //
Generate mbox

            } else {
                bk_adobet_integration.functions.logger("BLUEKAI ADOBE
TARGET : No campaigns object");
            }

        } else {

```

```

        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
No 'bk_results' object");
    }

}

bk_adobet_integration.functions.generateMbox = function() {

    // Parse BlueKai Campaign Results
    window.bk_adobet_integration.data.insertProfileBKCamps =
("profile.bkCampaignIDs=" + window.bk_adobet_
integration.data.bkCampStr);
    window.bk_adobet_integration.data.insertProfileBKCats =
("profile.bkCategoryIDs=" + window.bk_adobet_
integration.data.bkCatIdSt);

    // Parse BlueKai Campaign Results
    (new Image).src = "/" + window.bk_adobet_integration.adobe_
company + ".tt.omtrdc.net/m2/" + window.bk_adobet_integration.adobe_
company + "/ubox/image?mbox=bk_data_feed&" + window.bk_adobet_
integration.data.insertProfileBKCamps + "&" + window.bk_adobet_
integration.data.insertProfileBKCats +
"&mboxDefault\x3dhttp%3A%2F%2Ftags.bkrtx.com%2F1x1.gif"

    bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
Profile Pixel fired");
    bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
Pixel URL is '" + "/" + bk_adobet_integration.adobe_company +
".tt.omtrdc.net/m2/" + bk_adobet_integration.adobe_company +
"/ubox/image?mbox=bk_data_feed&" + window.bk_adobet_
integration.data.insertProfileBKCamps + "&" + window.bk_adobet_
integration.data.insertProfileBKCats +
"&mboxDefault\x3dhttp%3A%2F%2Ftags.bkrtx.com%2F1x1.gif'");
}

// FUNCTION : Call BlueKai
bk_adobet_integration.functions.callBlueKai = function(bluekai_
jsonreturn_id) {

    // Check if JSON return tag already there
    if ((document.head && document.head.innerHTML.indexOf(bluekai_
jsonreturn_id + '?ret=js') > -1) || (document.body &&
document.body.innerHTML.indexOf(bluekai_jsonreturn_id + '?ret=js') > -
1)) {

        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
JSON Return tag found");
    }
}

```

```

        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
Parsing 'bk_results' directly");
        bk_adobet_integration.functions.parseBkResults(); // Parse
results (don't call JSON ret tag)

    } else {

        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
JSON Return tag NOT found");
        bk_adobet_integration.functions.logger("BLUEKAI ADOBE TARGET :
Calling JSON Return tag");
        var bk_json_ret = document.createElement("script");
        bk_json_ret.type = "text/javascript";
        bk_json_ret.onload = function() {
            bk_adobet_integration.functions.logger("BLUEKAI ADOBE
TARGET : JSON Return tag loaded");
            bk_adobet_integration.functions.logger("BLUEKAI ADOBE
TARGET : Parsing 'bk_results'");
            bk_adobet_integration.functions.parseBkResults(); // Parse
results
        };
        bk_json_ret.src = "//tags.bluekai.com/site/" + bluekai_
jsonreturn_id + "?ret=js&limit=1";
        document.head.appendChild(bk_json_ret);
    }

}

// RUN CODE
bk_adobet_integration.functions.callBlueKai(window.bk_adobet_
integration.bluekai_jsonreturn_id);

```

JSON return tag for Adobe Target Classic

If you use Adobe Target Classic, you can add code to your JSON return tag to link your Oracle Data Cloud platform data with a single mbox.

To use this code:

1. Add the following code directly below the JSON return tag in the `<head>` element to generate a comma-separated list of the campaign IDs and category IDs in the `bk_results` object that is returned directly to your page when the JSON return tag is fired:

[JavaScript for processing campaign and category IDs in bk_results object](#)

```

<head>
//code...
    <!-- Begin BlueKai JSON Return Tag -->
    <script type="text/javascript"
src="http://tags.bluekai.com/site/38937?ret=js&limit=4"></script>
    <!--End BlueKai JSON Return Tag -->

    <!-- Begin Parsing JSON Return bk_results object -->
    <script type="text/javascript">
        var bkCatIdSt = ",";
        var bkCampStr = ",";

        if (typeof(bk_results) != "undefined" && typeof(bk_
results.campaigns) != "undefined") {
            for (var i = 0; i < bk_results.campaigns.length; i++)
            {
                bkCampStr += bk_results.campaigns[i].campaign +
                ",";

                for (var j = 0; j < bk_results.campaigns
[i].categories.length; j++) {
                    if (typeof(bk_results.campaigns[i].categories
[j].categoryID) != "undefined") {
                        var s = bk_results.campaigns
[i].categories[j].categoryID + "";
                        bkCatIdSt += bk_results.campaigns
[i].categories[j].categoryID + ",";
                    }
                }
            }
        }

    </script>
    <!-- End Parsing JSON Return bk_results object -->

```

```

    <!-- Begin Creating mbox Profile Parameters -->
    <script>
        var insertProfileBKCampaignIds =
("profile.bkCampaignIDs=" + bkCampStr);
        var insertProfileBKCategoryIds =
("profile.bkCategoryIDs=" + bkCatIdSt);
    </script>
    <!-- End Creating mbox Profile Parameters -->

    <!-- Begin Global Mbox -->
    <script src="mbox/mbox.js"></script>
    <!--End Global Mbox -->
</head>

```

2. In the `<body>` element, insert an mbox div (`<div class="mboxDefault">`) for each area of the page to be optimized and insert the `mboxCreate()` function directly below the closing mbox `</div>` tag.
3. Pass the `insertProfileBKCampaignIds` and `insertProfileBKCategoryIds` variables as parameters in the `mboxCreate()` function as shown in the following code sample:

Creating mboxDefault <div> and mboxCreate() Method

```

<body>
    <div id="container">
        <div class ="mboxDefault">
            <header id="banner" role="banner">Adobe Target
            Demo:<br>Site Optimization (SSO)</header>
        </div>
        <script type = "text/javascript" > mboxCreate('bannerMbox',
insertProfileBKCamps, insertProfileBKCatIds); </script> <hr>
        <div class ="mboxDefault">

```

```
    <h1 id="sectionHeader">Site Optimization Results</h1>
  </div>
  <script type = "text/javascript" > mboxCreate('headerMbox',
insertProfileBKCamps, insertProfileBKCcatIds); </script>
  //code...
</body>
```

Verifying campaign and category IDs in the mbox

To verify that your campaign and category IDs are passed to your mbox:

1. Use a browser inspector to look for a URL-encoded, comma-separated list of campaign IDs and category ID, such as:

```
bkCampaignIDs=%2C130750%2C112721%2C&profile.bkCategoryIDs=%2C6865
31%2C679495%2C
```

2. If you do not see the campaign and category IDs, make sure your Adobe Target data campaign has a campaign status of **Active**.
3. If your campaign is active but you do not see the campaign and category IDs, make sure you properly deployed the JSON return tag followed by the `mbox.js` reference in the `<head>` tag of your web page and properly added code to your `mbox.js` file to parse and process the data returned by the JSON return tag.

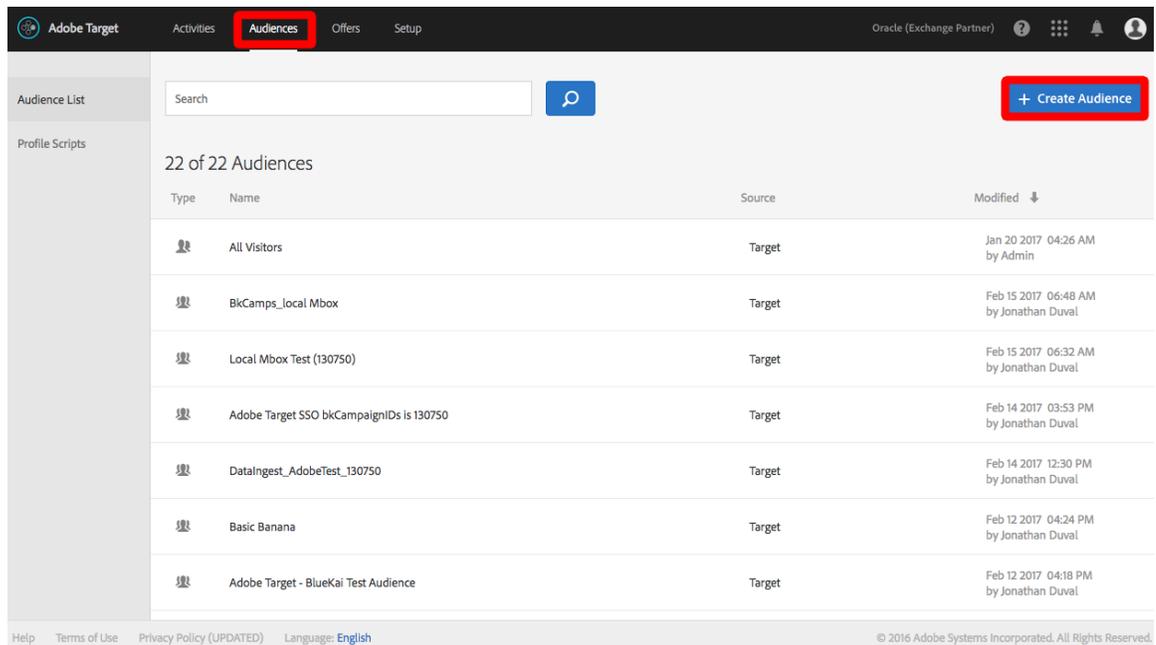
Create an audience in Adobe Target

You can specify the targeting conditions for your mbox in the Adobe Target platform by creating an audience, creating a new profile-based rule, and selecting an Oracle Data Cloud platform campaign ID or category ID.

To create an audience in Adobe Target:

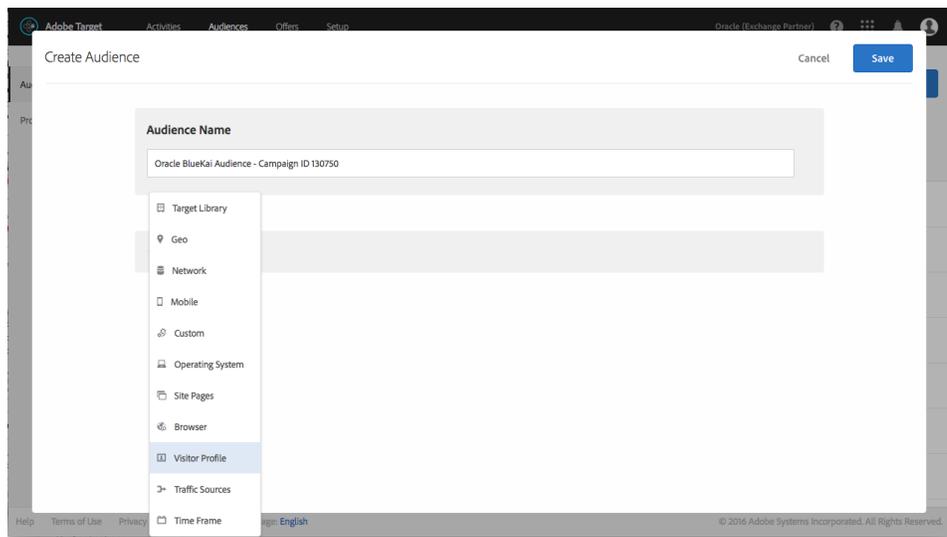
1. Log into your Adobe Target account.
2. Click **Audiences**.

3. Click **Create Audience**.



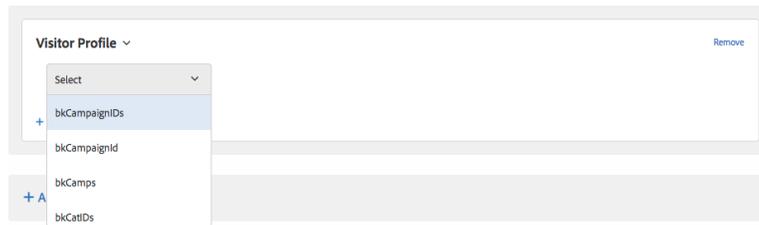
4. In the **Audience Name** box, enter a descriptive name that makes it easy to identify your Oracle Data Cloud platform audience. For example, include the campaign or category name and ID.

5. Click **Add Rule**, and then select **Visitor Profile**.

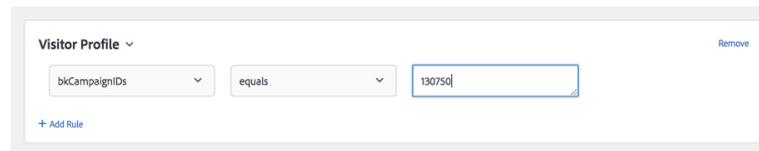


6. From the Visitor Profile list, select the **bkcampaignIDs** attribute if you are targeting at the campaign level or **bkcategoryIDs** if you are targeting at the category level. The attribute name in the drop-down list matches the `profile.name` you specified in the mbox's

parametersFunction() method.



7. Select the equals operator and then enter the campaign or category ID you are targeting.



8. Click **Save**. You can now create activities that use your Oracle-powered audience.

AppNexus

You can create a media targeting campaign in the AppNexus platform that is powered by Oracle Data Cloud platform data. You use the Oracle Data Cloud platform to create audiences containing first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs). You then create data campaigns that use one of the two available AppNexus apps to deliver these audiences. In the AppNexus platform, publishers can use Oracle-powered data to maximize yield. Marketers and agencies can use it to deliver intelligent and customized campaign.

To use Oracle Data Cloud platform data with AppNexus:

1. [Install the AppNexus app.](#)
2. [Create an audience.](#)
3. [Create a campaign.](#)
4. [Create a media targeting campaign in AppNexus.](#)

Installing AppNexus apps

Use the [install an app](#) workflow to configure one or both of the AppNexus apps:

- **AppNexus:** Deliver your first- and third-party data that is linked to cookies.
- **AppNexus Custom MAIDs:** Deliver first- and third-party data that is linked to MAIDs.

To use an AppNexus app, you need:

- An AppNexus account
- An AppNexus member ID

To install the AppNexus App:

1. Log in to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.
4. Depending on the audience [ID source](#) you want to target, select one of the following apps:
 - **AppNexus:** Deliver data linked to cookies.
 - **AppNexus Custom MAIDs:** Deliver data linked to MAIDs.

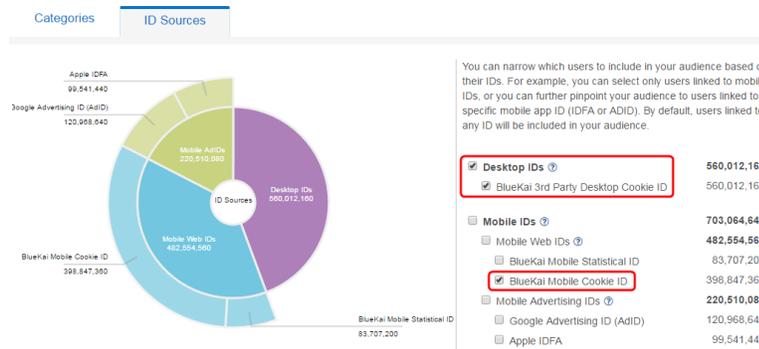
If you want to deliver data linked to both cookies and MAIDs, you can install both apps in separate procedures.

5. In the **App Name** box, enter a unique name that identifies this app configuration.
6. In the **AppNexus Member Id** box, enter your member ID.
7. If you are installing the **AppNexus** cookie app, leave the **Increase Data Delivery Overlap** check box selected to maximize the amount of your first-party data that can be delivered to AppNexus. This enables ID swaps to be executed automatically on your site once every seven days via the platform's [tag management system](#). This setting does not apply to the AppNexus Custom MAIDs app.
8. Click **Save**.

Creating an audience

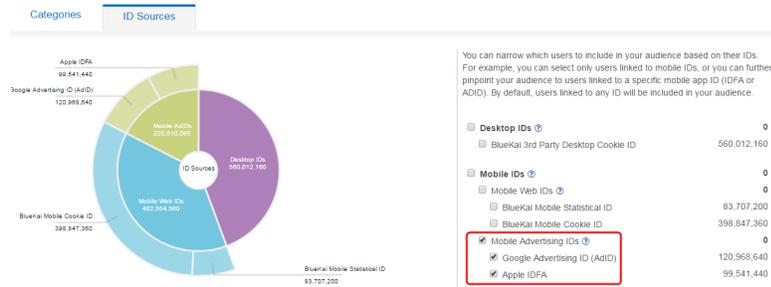
Once your Oracle Data Cloud and AppNexus accounts are linked by installing the AppNexus app, you can [create an audience](#) and a [campaign](#) to deliver the audience into the AppNexus platform via audience injection.

1. In the platform UI, click **New Audience**.
2. Enter a name for the audience that makes it easy to identify based on its purpose and its ID source (cookies or MAIDs). Your Oracle Data Cloud platform data will be named in the AppNexus platform using the following syntax: *audienceName_campaignName*.
3. From the taxonomy tree, select a combination of first- and third-party data. Third-party data is optional. The AppNexus Data Marketplace enables you to append Oracle Data Cloud platform third-party data to your AppNexus segments. To access the AppNexus Data Marketplace, contact the AppNexus account representative.
4. Click the [ID Sources](#) tab.
5. Do one of the following:
 - If you want to target both cookies and MAIDs, do not make any changes.
 - If you will use your audience only with the **AppNexus** app, clear **Mobile IDs** and then select the **Mobile Cookie IDs** check box.



- If you will use your audience only with the **AppNexus Custom MAIDs** app, clear the **Desktop IDs** and **Mobile IDs** check boxes and then select the **Mobile Advertising IDs**

check box.



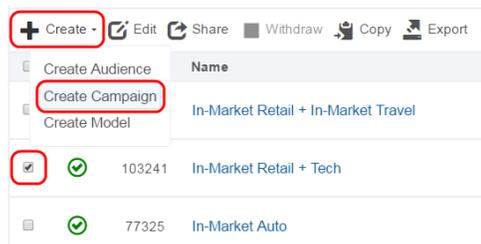
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to AppNexus and then select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign and its ID source (cookies or MAIDs) easy to identify in both the Oracle Data Cloud and AppNexus platforms.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.

4. Click **Select Apps** and select the AppNexus app that you installed and then click **Add Apps**.
5. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page.

The platform automatically calls AppNexus' audience APIs to create a new segment in your AppNexus advertiser seat. The name of the segment in AppNexus will be *audienceName_campaignName*.

Learn more: [Creating a campaign](#)

Getting the AppNexus segment ID for MAID campaigns

For MAID campaigns, the Oracle Data Cloud platform edits your campaign so that it can deliver your MAID-based data to AppNexus' MAID endpoint, and then activate your data campaign.

To get the AppNexus segment ID linked to your campaign:

1. In the Oracle Data Cloud platform UI, select **Manage > Campaigns**.
2. Open the MAID campaign that you created. In the *Composition* section, the corresponding AppNexus segment ID (**seg_id**) is included in the query string of the pixel URL.

Composition

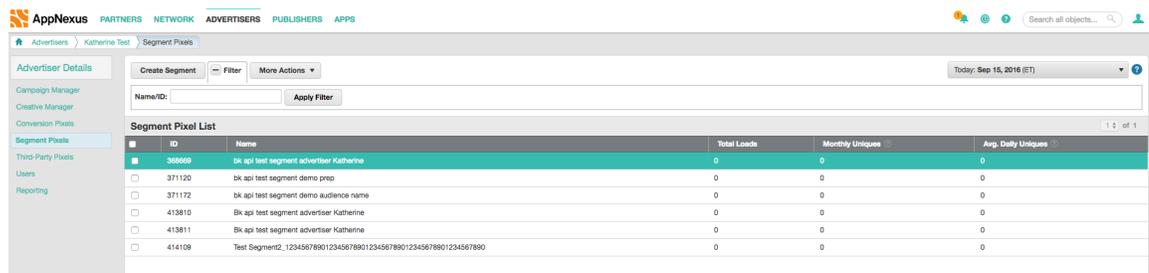
Inclusion		Exclusion	
17 Autos			
STATUS	APP	PIXEL URL	DELIVERY TYPES
	AppNexus MAIDs App	http://tags.bluekai.com/site/5303?Appnexus&seg_id=8014681	

Creating a media targeting campaign in AppNexus

To create a media targeting campaign in AppNexus:

1. Log into AppNexus Console, and then click **Network > Segments**.

- To see your Oracle Data Cloud platform-based segments, you can filter by segment ID or name.

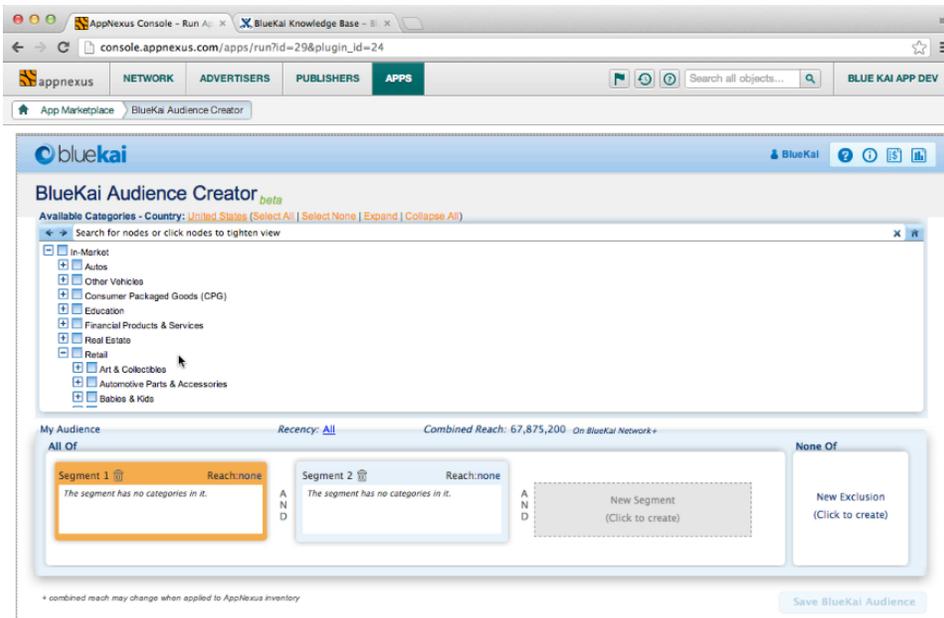


- Select your advertiser from the list.
- Select your AppNexus campaign. You can search for the campaign by its name or ID.
- Under *Advanced Settings*, set the schedule for your RLSA campaign.
- Click **Apply**.

Note: If you later disable the AppNexus data campaign in the Oracle Data Cloud, it will stop sending data. However, disabling does not delete the segment created in AppNexus. Data previously sent still exists in the segment until it expires.

Using the Audience Creator in AppNexus

You can use the Audience Creator in your AppNexus account to create segments that contain third-party data. This provides an alternative to creating third-party-only audiences in Oracle Data Cloud platform and having them mapped to segments in AppNexus.

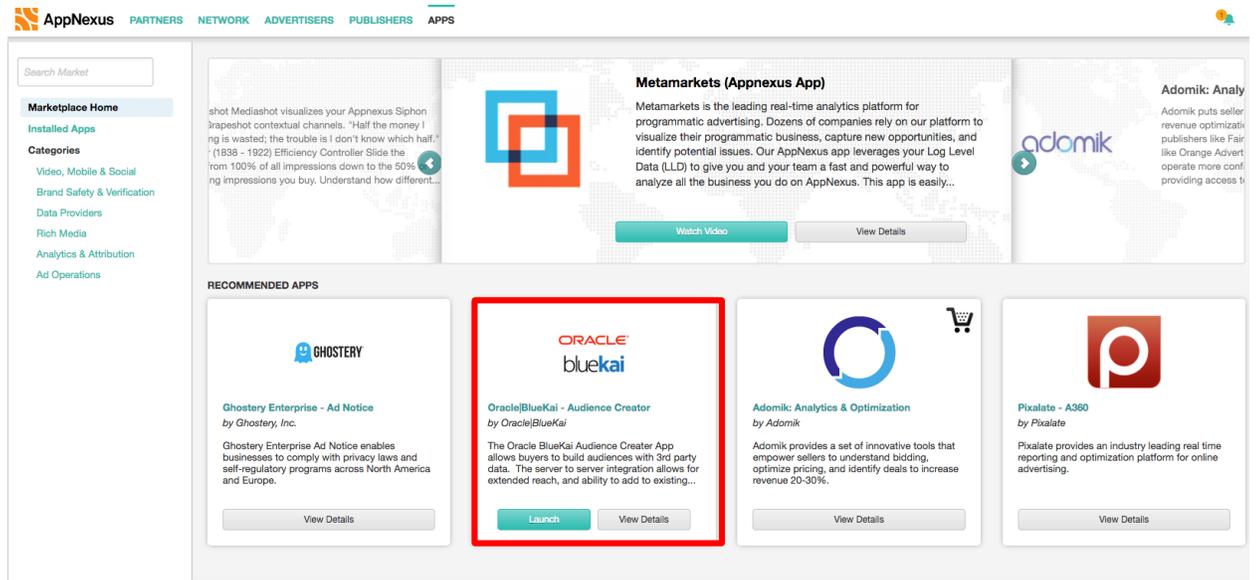


Installing the Audience Creator app

To install the Audience Creator app:

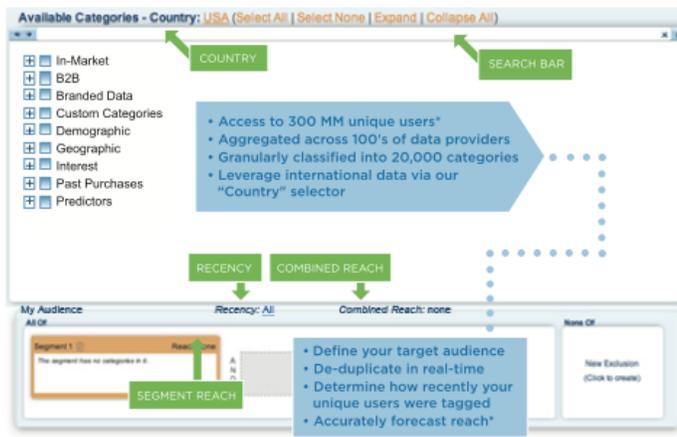
1. Sign in to the AppNexus console at console.appnexus.com.
2. Select **Apps > Marketplace**.
3. Search for the Audience Creator App.

4. Click **Install App**, and then click **Launch**.



5. The QuickStart opens and provides an overview of the app's UI and the audience creation workflow. When you are done viewing the QuickStart, click **Close**.

The BlueKai Audience Creator: Tips & Tricks



How do I create a complex audience segment?

1. Define your audience
2. Locate categories that reflect your desired attributes (via the search bar, or the intuitive taxonomy verticals)
3. Either 'AND', 'OR' or 'NOT' your audience segments together

i.e. An auto advertiser may want to reach users who are:



Want to add your first-party data into the mix?

*Audience size reflected by "Combined Reach" may not be 100% accurate in terms of AppNexus Inventory, this feature will be fine-tuned and available in the next version of this app!



Interested in running analytics?
Get details on our Audience X Media offering (audience insights across all media channels)

Read more at kb.bluekai.com or Reach out to contact@bluekai.com for details!



6. Before you can start creating target audiences, you need to subscribe to the Audience Creator App. To do this, click the **Subscribe to the BlueKai App** link in the menu, enter your name, email address, and company name, click **Send**, and then sign out and sign back in to the AppNexus console.
7. To restart the Audience Creator app, select **Apps > Installed Apps > Audience Creator**.

Creating target audiences in the app

To create a target audience:

1. Browse the verticals within the taxonomy.
2. Expand a vertical to view more specific categories within the vertical. You can continue to drill down to your desired granularity.
3. To view the categories supplied by Oracle Data Cloud branded data providers, expand the **Branded Data** node.
4. To add a category to your target audience, select its check box. For example, you can select **In-Market > Autos**.
5. The selected category is added to the **Segment 1** box under **My Audience**. The **Combined Reach** and **Reach** properties display the estimated number of unique users within your audience and the segment, respectively. Note that these figures may vary when applied to the AppNexus inventory.
6. You can select another category (for example, **In-Market > Travel**) and add it to the **Segment 1** box. This means that you want your AppNexus campaign to win if the user has been tagged with *either* the **In-Market > Autos** *or* the **In-Market > Travel** categories.
7. To remove a category from a segment, clear its check box. In the current example, you can remove the **In-Market > Travel** category from **Segment 1**.
8. To have your AppNexus campaign win if the user has been tagged with both the **In-Market > Autos** *and* the **In-Market > Travel** categories. Click **New Segment** and then select **In-Market > Travel** to add it to the **Segment 2** box.

Pricing is based on highest CPM of selected segments. If your target audience includes two or more segments or a segment with two or more categories, the pricing is based on the category with the highest CPM. Contact your Oracle Data Cloud partner manager for more information on pricing and billing.

9. To exclude specific users from your target audience, click **Exclusion**, and then select the category to be excluded (for example, you exclude users with specific incomes). The **Combined Reach** displays the difference between the **All Of** and **None** reach figures.

Applying target audiences to AppNexus campaigns

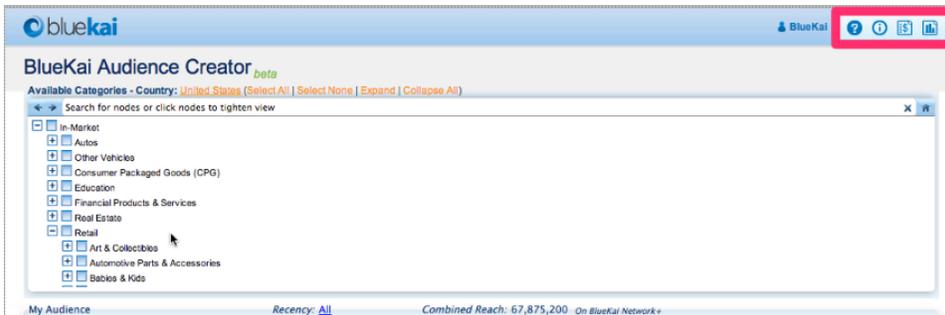
To apply your target audience to an AppNexus campaign:

1. Click **Save the Audience**.
2. Select your advertiser from the list.
3. Select your AppNexus campaign. You can search for the campaign by its name or ID.
4. Click **Apply**.
5. A confirmation message informs you that your target audience has been applied to the selected AppNexus campaign.
6. Optionally, click **View this campaign now** to open the **AppNexus Campaign Manager**. You can use the Campaign Manager to view the segments in your target audience.

Important: If you have access to multiple data providers within AppNexus, only use one data provider per AppNexus campaign. Using multiple data providers in a campaign may result in double billing. For details, contact your AppNexus account manager.

Using the Audience Creator tools

The Audience Creator App includes several tools you can use when creating your target audience:



- Click the question mark icon to open the Oracle Data Cloud documentation where you can find more detailed information on our data, classification, collateral, and branded data providers.
- Click the info icon to view the app's QuickStart.
- Click the dollar sign to view your rate card. The rate card lists the prices for the categories in the taxonomy.
- Click the inventory icon to view the estimated number of unique users in the verticals within the taxonomy.

Avocet

The Avocet app allows you to use your audiences in Avocet's digital advertising platform.

To send your audiences to the Avocet platform:

1. [Install the Avocet app.](#)
2. [Create an audience.](#)
3. [Create a campaign.](#)
4. [Use your Oracle Data Cloud platform data in the Avocet platform.](#)

Installing the Avocet app

Use the [install an app](#) workflow to configure the Avocet app in the Oracle Data Cloud platform.

To install the Avocet app:

1. Log in to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.
4. Select **Avocet**.
5. In the **App Name** box, enter Avocet or another name that identifies this app configuration.
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. Click **Save**.

Avocet is now enabled as a vendor in your partner seat.

Learn more: [Installing an app](#)

Creating an audience

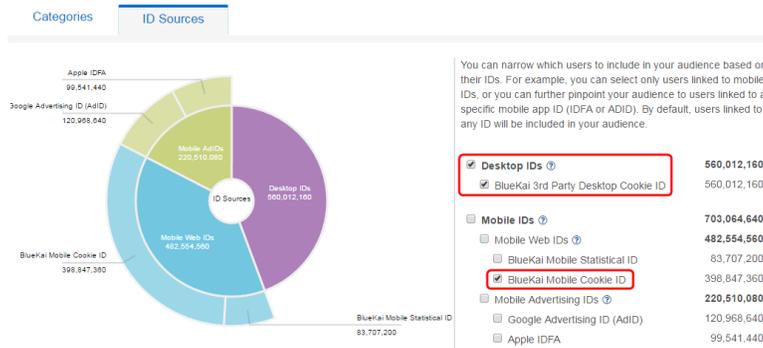
To deliver your first- and third-party data that is linked to Oracle Data Cloud cookies to the Avocet platform, [create an audience](#) and then [create a campaign](#) that specifies the audience.

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.

The screenshot displays the Oracle Data Cloud Audience Builder interface. At the top, it shows summary statistics: Previous Reach (7,722,480), Total Reach (30-Day) (7,696,560), and Price (\$1.19). The main area is divided into sections for Name (Holiday Shoppers), Categories, and ID Sources. A search tree on the left lists various data sources, including Oracle, In-Market, B2B, and Branded Data. The right side shows a list of audience segments with columns for Recency (90 days), Frequency (Custom), and Countries (All). The segments are grouped into 'Include' and 'Exclude' sections. The 'Include' section shows two segments: 'Frequency Any' with a segment reach of 99,299,760, and 'Frequency Any' with a segment reach of 393,951,360. The 'Exclude' section shows two segments: 'Frequency Any' with a segment reach of 82,154,160, and 'Frequency Any' with a segment reach of 80,478,000. The interface also shows a 'Previous Reach' of 7,722,480, a 'Total Reach (30-Day)' of 7,696,560, and a 'Price' of \$1.19. Buttons for 'Import', 'Export', 'Cancel', and 'Save' are visible at the bottom.

2. Enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters).
3. Define your target audience by selecting a combination of first- and third-party categories from the [taxonomy tree](#).
4. Click the [ID Sources](#) tab.
5. To narrow the targeting of your audience to users linked to Oracle Data Cloud cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



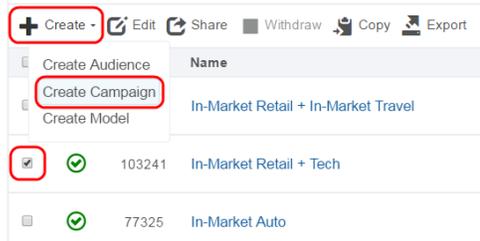
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Avocet and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify.
3. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps** and select the Avocet app that you installed and then click **Add Apps**.
5. Click **Save**.

Your campaign is created and you are returned to the *Campaigns* page. Avocet will receive an email notification with your name, campaign ID, and the category IDs being delivered by your data campaign. Avocet will use this information to map your Oracle Data Cloud platform data to a segment object in the Avocet platform.

Learn more: [Creating a campaign](#)

Using your Oracle Data Cloud platform data in the Avocet platform

To use your Oracle Data Cloud platform data in the Avocet platform:

1. Log in to your Avocet account at <https://app.avocet.io>.
2. Go to the *People* section and click on the **Marketplace** sidebar under *External Data*.
3. Filter by Oracle Data Cloud platform as the vendor and add the segments you wish to be available for targeting. You can now find these segments for targeting under the tactic.

For further support, contact Avocet at support@avocet.io.

Beeswax

You can create audiences containing first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) and then create campaigns to send your audiences to Beeswax. After Beeswax maps your audiences into their platform, your Oracle Data Cloud platform data will flow into your audiences.

To send your audiences to the Beeswax:

1. [Install the Beeswax app.](#)
2. [Create an audience.](#)
3. [Create a campaign.](#)

Installing the Beeswax app

Use the [install an app](#) workflow to configure the Beeswax app.

To install the Beeswax app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. In the **Media Targeting** group, scroll to the two **Beeswax** apps. Alternatively, search for *beeswax*.



4. Depending on your regions, select either **Beeswax - UK** or **Beeswax - US**.

The page scrolls to an information area for the app.

5. In the **App Name** box, enter a name that identifies the app (for example, **Beeswax**).

Basic Information
Enter a name for the app. Use a name that makes it easy to identify the app in your DMP. For example, you can enter the app partner's name. *Required

App Name

App Information for Beeswax - US
See the solution provided by the app and the pricing used. Check which audience data types (1st and/or 3rd-party data and ID sources (desktop and mobile IDs) you can deliver to the app partner, and how your data is delivered and mapped in their platform. *Required

ID Sources Supported:

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	BlueKai 3rd Party Desktop Cookie ID
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	BlueKai Mobile Cookie ID
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Apple IDFA
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Google Advertising ID (AdID)

Data Delivery Method: Server data transfer

6. Scroll to the **Notification Email** box and enter the email addresses of anyone who should be notified about app activity.
7. Leave the **Increase Data Delivery Overlap** check box selected to enable ID swaps to match unique user IDs between Oracle Data Cloud and Beeswax. This enables ID swaps to be executed automatically on your site once every seven days via the platform's [tag management system](#).
8. Click **Save**.

The selected Beeswax app is enabled in your partner seat and you can create data campaigns to deliver your audiences to the Beeswax.

Learn more: [Installing an app](#)

Creating an audience

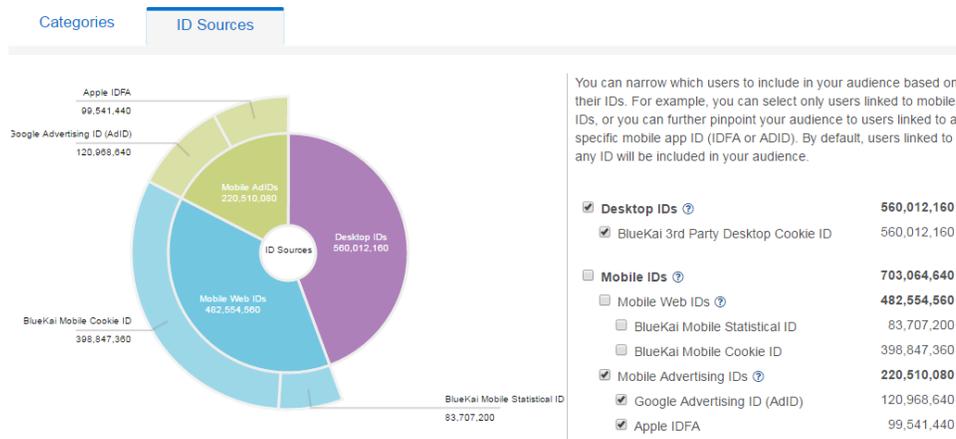
Select the users you want to deliver to Beeswax using the [audience builder](#).

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.

The screenshot displays the Oracle Data Cloud Audience Builder interface. At the top, it shows summary statistics: Previous Reach (7,722,480), Total Reach (30-Day) (7,696,560), and Price (\$1.19). The audience name is 'Holiday Shoppers'. The interface is divided into several sections: a search tree on the left, a central area for defining audience segments, and a bottom bar with 'Import', 'Export', 'Cancel', and 'Save' buttons. The search tree shows a hierarchy starting with 'Home' and 'Branded Data'. The central area shows two segments: Segment 1 (Frequency Any, Segment Reach 99,299,760) and Segment 2 (Frequency Any, Segment Reach 393,951,360). The interface also includes options for Recency (90 days), Frequency (Custom), and Countries (All).

2. In the **Name** box, enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience by selecting first- and third-party categories from the [taxonomy tree](#).
4. Click the **ID Sources** tab.



5. If you want to target both cookies and MAIDs, you do not need to make any changes; otherwise, clear the check boxes for any ID sources you do not want to target.
6. Click the button to the right of **Save**, and then click **Save and Create Campaign**. Alternatively, click **Save** and create the data campaign later.

Learn more: [Creating an audience](#)

Creating a campaign

When you create a campaign for your Beeswax data, the campaign name must include your Buzz Key. Including the Buzz Key ensures that your data is uniquely identified. See the Beeswax documentation for more information about Buzz Keys.

To create a campaign:

1. If you did not save your audience with the **Save and Create Campaign** option, you can create a campaign from the **Manage > Audiences** page by clicking **Create**, and then clicking **Create**

Campaign.

2. From the **Manage > Campaigns** page, click **Create**.

The audience is associated with the campaign and the *Create Campaign* window is displayed.

3. In the **Campaign Name** box, enter a name that makes your campaign easy to identify and includes the ID sources. The name must include your Beeswax Buzz Key.
4. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
5. Click **Select Apps**, select the Beeswax app, and then click **Add Apps**.

App Name	Delivery Types
Beeswax	

6. Click **Save**.
7. Contact support@beeswax.com after you have created this campaign to let them that know you are expecting a new segment in your Beeswax UI, and to inform them of the path, category IDs, and CPM.

After Beeswax marks your audience as mapped, your data campaign is automatically activated and Beeswax will begin receiving your user data.

Learn more: [Creating a campaign](#)

Bidtellect

You can push your Oracle Data Cloud platform user data directly to the Bidtellect platform for targeting and retargeting. Bidtellect layers on real-time decisioning to their proprietary native advertising technologies and solutions, improving your ROI.

This app was updated in August, 2018. The new version includes the ability to specify the customer brand ID during app installation. Customer Brand IDs specified during app installation are included automatically in new campaigns that use the app.

If you installed the Bidtellect app before the update, you can continue to use the old version and specify the customer brand ID each time you create a campaign.

If you want to use the new version, delete the old one first. (Deleting the old app does not affect campaigns you have created previously.) Then install the new version using the instructions in this document. Campaigns you create using the new version automatically include the customer brand ID you specify during installation.

To send your audiences to the Bidtellect platform:

1. [Install the Bidtellect app](#).
2. [Create an audience](#).
3. [Create a campaign](#).

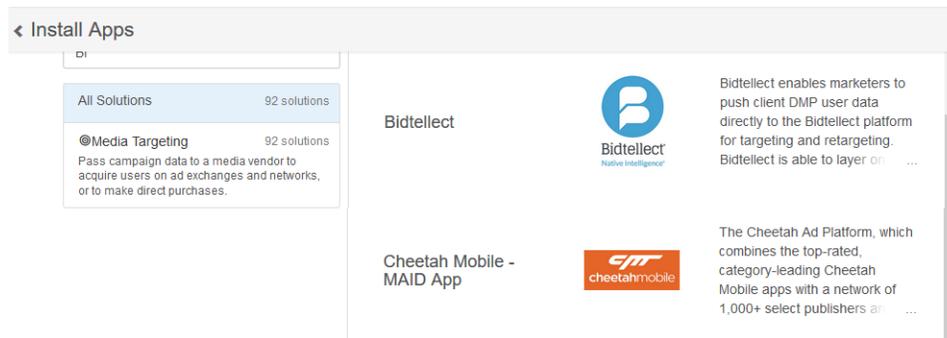
Installing the Bidtellect app

Use the [install an app](#) workflow to configure the Bidtellect MAID app in the Oracle Data Cloud platform.

To install the Bidtellect app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.

3. Select the **Media Targeting** campaign solution type.



4. Select **Bidtellect**.
5. In the **App Name** box, enter a name that identifies this app configuration.
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. In the **customerbrandID** box, enter your Bidtellect customer brand ID. This ID will be included automatically in new campaigns that use this app.

The screenshot shows a form titled "App Specific Settings". The instructions are: "Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container." There are three input fields: "Notification Email" with the value "bob@bobco.com", "Bidtellect Account Information" (with a sub-label "CustomerBrandId" and the value "8675309"), and a "Required" indicator next to each field.

8. Leave the **Increase Data Delivery Overlap** check box selected to automatically fire the ID swap tag on your sites once every 7 days.
9. Click **Save**.

Bidtellect is now enabled as a vendor in your partner seat.

Learn more: [Installing an app](#)

Creating an audience

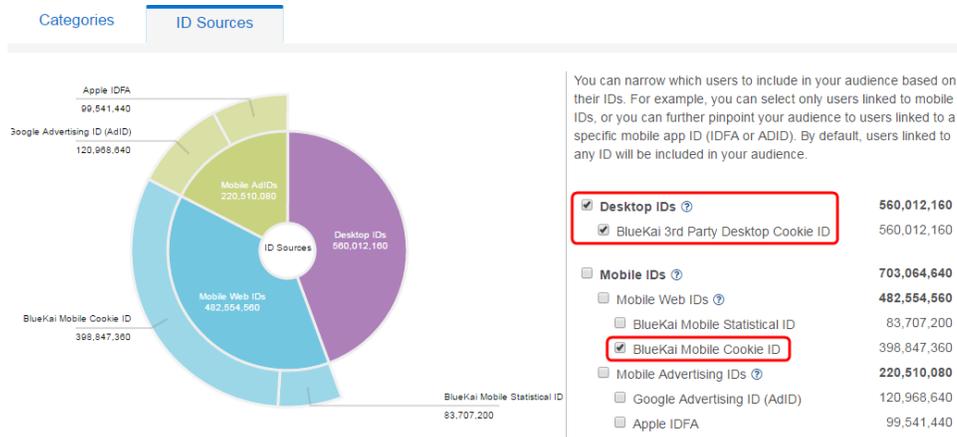
To deliver your Oracle Data Cloud platform data to the Bidtellect platform, [create an audience](#) and then [create a campaign](#) associated with the audience.

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.

The screenshot shows the Oracle Data Cloud Audience Builder interface. At the top, it displays 'Audiences' with a search bar containing 'Holiday Shoppers'. Below the search bar, there are tabs for 'Categories' and 'ID Sources'. The 'ID Sources' tab is active, showing a search tree on the left and a list of selected sources on the right. The list includes 'Frequency Any' with a segment reach of 99,299,760, and 'Interest > Shopping > Coupons' with a segment reach of 393,951,360. The total reach is 7,722,480. The interface also shows 'Recency 90 days', 'Frequency Custom', and 'Countries All'. At the bottom, there are 'Import', 'Export', 'Cancel', and 'Save' buttons.

2. Enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters).
3. Define your target audience by selecting a combination of first- and third-party categories from the [taxonomy tree](#).
4. Click the [ID Sources](#) tab.
5. To narrow the targeting of your audience to users linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



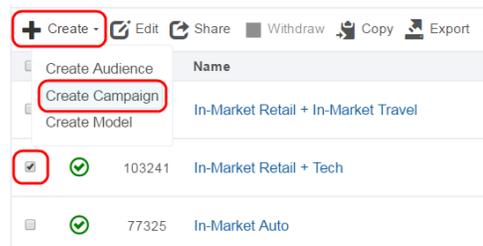
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Bidtellect and then select **Create > Create Campaign**.



The *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both the Oracle Data Cloud and Bidtellect platforms.
3. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.

4. Click **Select Apps**, select the Bidtellect app that you installed, and then click **Add Apps**.
5. (Optional) When the Bidtellect app appears in the list, expand it to display its details.

Important! Do not change the value in the **customerbrandID** box.

6. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page.
7. Contact your Bidtellect account manager to have them map your Oracle Data Cloud platform data to an audience object in their platform. Provide your name, campaign ID, and the category IDs being delivered by your data campaign. Bidtellect will use this information to map your Oracle Data Cloud platform data to a segment object in the Bidtellect platform.
8. Once you receive confirmation from Bidtellect that your audience has been mapped, go to the *Campaigns* page, select the check box for your campaign, and click **Enable** to activate your campaign.

Learn more: [Creating a campaign](#)

Bing

You can use your first-party Oracle Data Cloud platform cookie data in Bing Ads to boost your paid search keywords when targeting your site visitors. Using your first-party online, CRM, and look-alike data, you can adjust bid boosts on your customers. This capability enables you to effectively create and scale search remarketing campaigns.

With Oracle Data Cloud platform data in Bing Ads, you can do the following:

- **Tailored Searched Ads Based on your First-Party Data.** Show customized search ads to your top customers based on your online, CRM, and mobile data.
- **Heighten Visibility and Response.** Use audience attributes to bid on high-value users (for example, in-market users, shopping cart abandoners, look-alikes), and then optimize the messaging in your search ads for effective cross-sells and up-sells.
- **Increase Reach by Extending Keywords to Include Relevant Users.** Bid on single and long-tail keywords only when your site visitors have specific audience attributes.

- **Increase Return on Ad Spend.** Use your first-party data to target user more effectively and save on your media spend.

This app was updated in August, 2018. The new version includes the ability to specify your Bing client ID during app installation. Client IDs specified during app installation are included automatically in new campaigns that use the app.

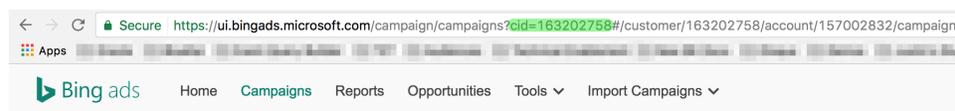
If you installed the app before the update, you can continue to use the old version and specify the client ID each time you create a campaign.

If you want to use the new version, delete the old one first. (Deleting the old app does not affect campaigns you have created previously.) Then install the new version using the instructions in this document. Campaigns you create using the new version automatically include the client ID you specify during installation.

Important! The Bing app is available only to partners outside the EU.

Install the Bing App

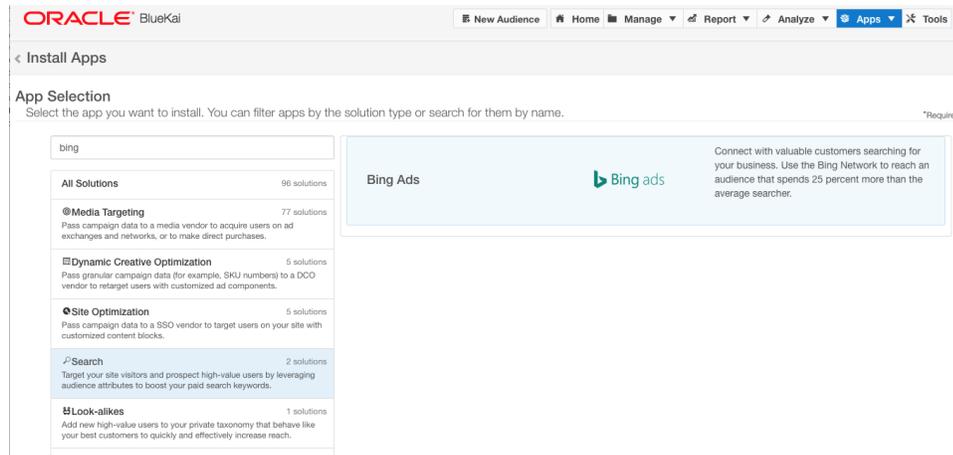
When you install the Bing app, you must enter your Bing Customer ID. If you do not know your Bing Customer ID, log in to the Bing Ads platform. The customer ID is located in the `cid` parameter in the URL query string.



To install the Bing app in the Oracle Data Cloud platform:

1. Log on to partner.bluekai.com.
2. Select **Apps > Install Apps**, click **App Catalog**, and then select the **Bing** app. You can do this by doing one of the following:

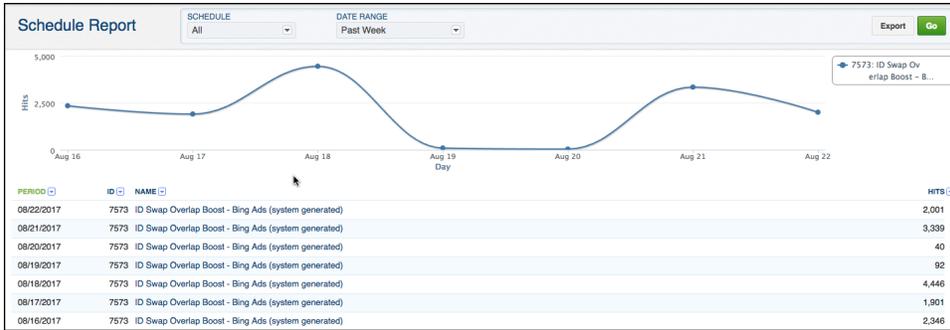
- Under **App Selection**, click the **Search** solution type from the left side to filter the apps, scroll through the apps, and then click the Bing app to be installed from the right.
- Enter **Bing** in the search box to filter the apps, scroll through the filtered apps, and then click the app to be installed from the right.
- Scroll through the apps on the right side, and then select **Bing Ads**.



3. In the **App Name** box, enter **Bing Ads** or another name that identifies this app configuration.
4. Under **App Specific Settings**, enter your email address.
5. In the **Client_Id** field, enter your Bing Customer ID.
6. Leave the **Increase Data Delivery Overlap** check box selected to automatically fire the ID swap tag on your sites once every 7 days. (The ID swap tag is fired from the **bk_exchange** tag on your page). This setting is required to deliver your first-party Oracle Data Cloud platform data to Bing because only ID swapped users are delivered to Bing.
7. Click **Save**.

Checking the Volume of ID Swap Tag Fires

You can use the [Schedule Hits report](#) to check how many times the ID swap tag has been fired. This report you gives an estimate of the number of users that have been ID swapped and can therefore be delivered to Bing Ads. To use the report, select **Report > Schedule Hits**.



Deliver Oracle Data Cloud platform data to Bing

To deliver your Oracle Data Cloud platform data to Bing, create a target audience with the users you want to analyze and a data campaign following these steps:

1. Use the [Audience Builder](#) tool in the Oracle Data Cloud platform to create a target audience containing the first-party data you want to send to Bing.

Previous Reach: 630,165,900 | 0% | Total Reach (30-Day): 630,165,900 | Price: \$0.00

Name: Smartphone Shoppers

Categories | ID Sources

Recency: 90 days | Frequency: Custom | Countries: All

Include: 630,165,900 | Exclude: 0

1 Frequency Any > Segment Reach 630,165,900

Smartphone Shoppers 50000 Supertrons - Smartphone Shoppers

Add Segment

Import Export Cancel Save

Important! The audiences you send to Bing Ads may not contain any third-party data. Bing Ads does not support a prospecting use case with third-party data.

2. Narrow the targeting of your audience to users linked to desktop and mobile cookies. To do this, click the **ID Sources** tab, and then clear the **Mobile Advertising IDs** check box.

The screenshot displays the Oracle BlueKai Audiences management interface. At the top, there's a navigation bar with 'ORACLE BlueKai' and menu options like 'New Audience', 'Home', 'Manage', 'Report', 'Analyze', 'Apps', and 'Tools'. Below this, the 'Audiences' section shows a name 'Smartphone Shoppers' and a 'Show Labels and Notes' checkbox. A 'Categories' and 'ID Sources' tab is active. The main content area features a pie chart titled 'ID Sources' with three segments: 'BlueKai Mobile Cookie ID' (440,992,800), 'Mobile Web IDs' (440,992,800), and 'Desktop IDs' (630,165,900). To the right of the chart is a list of ID sources with checkboxes and reach values. The interface also includes 'Import' and 'Export' buttons on the left, and 'Cancel' and 'Save' buttons on the right.

ID Source	Reach
Desktop IDs	630,165,900
BlueKai 3rd Party Desktop Cookie ID	630,165,900
Mobile IDs	440,992,800
Mobile Web IDs	440,992,800
BlueKai Mobile Statistical ID	37,403,400
BlueKai Mobile Cookie ID	440,992,800
Mobile Advertising IDs	0
Google Advertising ID (AdID)	275,605,800
Apple IDFA	72,224,700

3. Click the button to the right of **Save**, and then click **Save and Create Campaign**. Alternatively, from the **Manage > Audiences** page, you can click **Create**, and then click **Create Campaign**, or from the **Manage Campaigns** page, click **Create**.
4. Create a data campaign to deliver the users in your audience to Bing, following these steps:
 - a. Under **Basic Information**, do the following:
 - i. Enter a descriptive name for your Bing Ads data campaign that makes it easy to identify in the Oracle Data Cloud platform.
 - ii. Enter the start and end dates for your campaign.

- iii. Set the campaign status to **Active**.

Create Campaign

Jump to : [Basic Information](#) | [Audience Details](#) | [Delivery Method](#) | [Advanced Settings](#)

Basic Information

Campaign Name* <input type="text" value="Bing Ads - Smartphone Shoppers"/>	Label <input type="text" value="Add labels for filtering campaigns"/>	
Start Date* <input type="text" value="07/26/2017"/>	End Date* <input type="text" value="07/26/2018"/>	Status* <input type="text" value="Active"/>

Audience Details

Select an Audience*

- b. Under **Audience Details**, select the audience to be delivered to Bing if it is not already selected.
- c. Under **Delivery Method**, click **Select Apps**, click the Bing app, and then click **Add Apps**.

Select Apps

Deliver your audience to one or more media execution platforms

	App Name	IDs Delivered
<input checked="" type="checkbox"/>	 Bing Ads	<input type="text" value="0"/>

- d. Click **Save**. The platform begins delivering all the existing ID swapped users in your first-party audience to Bing within 60 to 90 minutes via Server Data Transfer (SDT). Additional ID swapped users will be delivered as they qualify for the audience (when their profile contains the combination of first-party categories you are targeting).

What Happens when Bing Receives your Data

When Bing receives your Oracle Data Cloud platform data, it uses your Bing Customer ID and the audience name to create a new custom audience in your Bing Ads account. The custom audience is

created around 1 AM PST.

It then uses the Bing cookie ID to add your customers to that custom audience. The users that the Oracle Data Cloud platform has delivered to Bing are added to your Bing custom audiences, also around 1 AM PST daily.

When you create your search ad in Bing, you will be able to link your ad group (a set of ads and related keywords) to one or more Oracle Data Cloud custom audiences.

Create Bing Remarketing Campaigns

To create a Bing remarketing campaign using your Oracle Data Cloud platform data, go to <https://secure.bingads.microsoft.com> and log in to your Bing Ads Account. Select **Campaign New Campaigns**, and then click **Create Campaign**. Click **Visits to my Website** as the campaign goal. This enables you to drive traffic to your website by having users click on your targeted Bing search ads.

Campaign	Budget	Delivery	Campaign Type	Bid strategy type	Clicks	Impr.	CTR	Avg. CPC	Spend	Avg. pos.
Campaign #1	1.00/day	Campaign paused	Search & content	Manual CPC	0	0	0.00%	0.00	0.00	0.00
Search total					0	0	0.00%	0.00	0.00	0.00
Content total					0	0	0.00%	0.00	0.00	0.00
Deleted items total					0	0	0.00%	0.00	0.00	0.00
Overall total - 1 campaigns	1.00/day				0	0	0.00%	0.00	0.00	0.00

What's the goal of this campaign?

- Visits to my website
- Visits to my business location(s)
- Conversions in my website
- Phone calls to my business
- Sell products with Bing Shopping Campaigns

Research & other tools

- Research keywords with the Keyword Planner Tool
-
-
-

1. In the **Campaign Settings** tab, enter the following settings:
 - a. In the **Campaign Name** box, enter a unique, descriptive name for your remarketing campaign (maximum 128 characters).
 - b. In the **Budget** box, enter the average daily amount you want to spend on your remarketing campaign.
 - c. Under **Advanced Settings**, set the schedule for your remarketing campaign.
 - d. Click **Save & Go to the Next Step**.

The screenshot shows the Bing Ads interface for setting up a campaign. The 'Campaign settings' tab is active. The 'Campaign name' field is filled with 'DMP Search Remarketing Campaign' and shows '97 characters remaining'. Below it, there's an option to 'Use campaign settings from another campaign'. The 'Campaign budget' section is set to 'Individual budget' with a value of '24.00' in 'USD' per day. There are also options for 'Daily budget options' and 'Apply a budget from the Shared Library'. The 'Language' dropdown is set to 'English'. The 'Location' dropdown is set to 'United States, Canada'. The 'Who?' section has two checkboxes checked: 'People in your targeted locations' and 'People searching for or viewing pages about your targeted locations'.

2. In the **Ad Groups & Keywords** tab, create an ad group, which contains one or more ads and a set of related keywords, following these steps:
 - a. In the **Your Website** box, enter the URL for the landing page of your website. This enables Bing Ads to crawl your site for ad group and keyword suggestions. If you don't enter a URL, select the **My Website is not Ready** check box.
 - b. In the **Ad Group Name** box, enter a unique, descriptive theme for the remarketing campaign (maximum 128 characters).
 - c. In the **Keywords** box, enter one or more keywords on which to show ads to the site visitors or prospects you are targeting (you should have at least 20 keywords in each ad group and at least 50 keywords across your campaign.). You can type or paste keywords separated by commas or one keyword at a time. You can set the keyword match type by including brackets or quotes:

- Keyword = Broad match keyword
- "Keyword" = Phrase match keyword
- [Keyword] = Exact match keyword

d. Click **Add New Ad Group**.

1. Campaign settings 2. Ad groups & keywords 3. Ads & ad extensions 4. Budget & bids

You need a primary payment method before your ads will run. [Add a payment method now](#)

Campaigns are made up of ad groups, and ad groups are made up of sets of keywords. Keywords are the words or phrases people search on when looking for a product or service. For example, if you sell men's clothes, you might have separate ad groups, with separate keyword lists, for dress shirts and casual shirts. [Learn more about keywords](#)

Your website My website is not ready
<https://bktesting.000webhostapp.com/duval/bing45wap.html>

Ad group name
 DMP Search Remarketing Campaign

Enter keywords 97 characters remaining

Get keyword suggestions

Suggestions	Monthly searches	Monthly avg. cost per click	Competition
« Dmp (Ad group)	1,010	0.05	Low
buy dmp	70	0.00	Low
dmp vs100	50	0.00	Medium
+ 93 keywords			
« Dmp Cem (Ad group)	310	0.00	Low
dmp com	190	0.00	Medium
www dmp com	40	0.00	Low
+ 12 keywords			
« Dmp Security (Ad group)	270	0.29	Low
dmp security	130	0.22	High
dmp security systems	40	0.44	High
+ 11 keywords			
« Keyword Like: http e (Ad group)	250	0.00	Low
http e	250	0.00	Low

Not sure which match type to use, or how to add negative keywords? [Learn more](#)

e. Click **Save & Go to the Next Step**.

3. In the **Ads and Ad Extensions** tab, design your ad following these steps:

a. Click **Create Ad**, and then enter the following values in the **Create Your Ad** dialog:

Field	Description
Ad Type	Select an Expanded Text Ad or Text Ad .
Final URL	Enter your landing page URL.
Title Part 1	Enter the ad title (maximum 30 characters).
Title Part 2	Enter the second part of the ad title (maximum 30 characters). A hyphen (-) and this title will be appended to Title Part 1.
Path	Enter a simplified web page URL to appear in your Bing ads.
Ad Text	The actual copy to be used in your search ad (maximum 80 characters).
Mobile URL	Enter the URL where mobile users will go after clicking your ad.

Create your ad ✕

We recommend including a keyword in your ad title and making sure the ad text has a call to action. [\[Here are some more tips on writing effective ads\]](#)

Ad type

Final URL Top view Side view Mobile view

Title Part 1 0 characters remaining | dynamic text

Title Part 2 5 characters remaining | dynamic text

Path / /

Ad text 1 characters remaining | dynamic text

Mobile URL

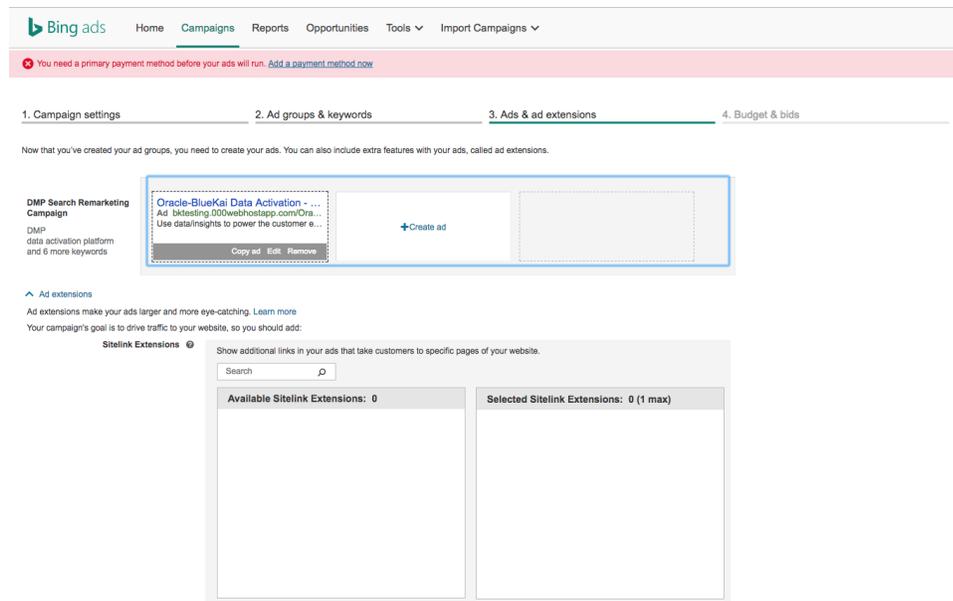
ⓘ Your changes will be recorded and we will review your new ad. During the review, which typically takes one business day, your ad might not run. [Learn more](#)

Save Save and create another Cancel

b. Optionally, add any of the following extensions to your ad.

Extension	Description
Site link	Show additional links in your ads that take customers to specific pages of your website
Callout	Show extra details about your website's products or offers in your ad.
Structured Snippet	Highlight specific aspects of your products and services.

Location	Include your business's address and phone number in your ad.
App	Provide a link for users to download your apps across PCs, tablets, and smartphones from your ad.
Call	Include your business's phone number in your ads, which customers can click to dial.
Review	Show a positive review from a third-party in your ad.



c. Click **Save & Go to the Next Step**.

4. In the **Budget and Bids** tab, confirm your budget for the campaign and your maximum bids following these steps:

- a. In the **Campaign Budget** field, confirm your daily spend for the ad. You can select an individual budget to be used for this campaign only or use one from a shared library, which will draw from a single budget for multiple ad campaigns.
- b. From the **Bid Strategy** list, select how one of the following methods for managing your bids:
 - **Manual:** You set your ad group and keyword bids, and Bing Ads uses these bids every time.

Edit, and then click **Associate with Audiences**.

The screenshot shows the Bing Ads interface with the 'Edit' dropdown menu open for an ad group. The menu options include 'Enable', 'Pause', 'Delete', 'Change current bids', 'Change URL options', 'Other changes', and 'Associate with audiences'. The 'Associate with audiences' option is highlighted with a green box. Below the menu, a table displays campaign performance metrics such as Bid strategy type, Search bid, Content bid, Clicks, Impr., CTR, Avg. CPC, Spend, and Avg. pos.

- c. Under **Add Group Targeting**, click **Add Targeting**.
- d. From the **Select Audience** list, click **Custom Audiences**. Your audiences are listed in the **Custom Audiences** table. The custom audience name is the same as the audience name.

The screenshot shows the 'Associate with audiences' interface in Bing Ads. The 'Custom audiences' dropdown is highlighted in green. Below it, a search bar is visible. The interface is divided into two main sections: 'Custom audiences: 5' and 'Selected: 0'. The 'Custom audiences' section lists five audiences with their names and list sizes, and a right arrow next to each. The 'Selected' section is currently empty, with a 'Remove all' button.

- e. Select one or more audiences to be linked to your ad group by clicking the right arrow.

Account
BlueKai - F1264BZQ

Search

All Campaigns

- BlueKai DMP Search Remarketing Campaign
- Campaign #1
- DMP Search Remarketing Campaign

Shared Library
Conversion Tracking
Bulk Operations

Associate with audiences

Associate and exclude audiences with your selected ad groups. [Learn more](#)

Ad group targeting

Select the audience categories that you want to target for the ad groups, and then select the targeting settings. [Learn more](#)

Custom audiences

Search

Custom audiences: 5		Selected: 1	
Audience name	List size	Audience name	List size
Select all >>		<< Remove all	
Oracle-BlueKai: Test Audience	-	Oracle-BlueKai: Test Audience	-
Oracle-BlueKai: Test Audience 2	- >>		
Oracle-BlueKai: Test Audience 3	- >>		
Oracle-BlueKai: Test Audience Neha	- >>		
Test1	- >>		

Targeting setting

Bid only
Show ads to people searching for my ad, with the option to make bid adjustments for the selected audience.

Target and bid
Show ads only to the selected audience, with the option to make bid adjustments.

Default bid adjustment

This default bid adjustment will be applied only to new targeting associations. Existing associations in this ad group will not be changed.

Increase by 15 %

Ad group exclusions

+ Add exclusions

Save Cancel

f. Click **Save**.

Related

[Installing an app](#)

Centro

You can create audiences containing first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) and then create data campaigns to send your audiences to Centro. Your audiences will automatically be added to your Centro advertiser account. You can then use Centro's demand-side platform to build and optimize media targeting campaigns in real-time.

To send your data to the Centro platform:

1. [Install the Centro app](#).
2. [Create an audience](#).

3. [Create a campaign.](#)
4. [Use your Oracle Data Cloud platform audience in Centro.](#)

Installing the Centro app

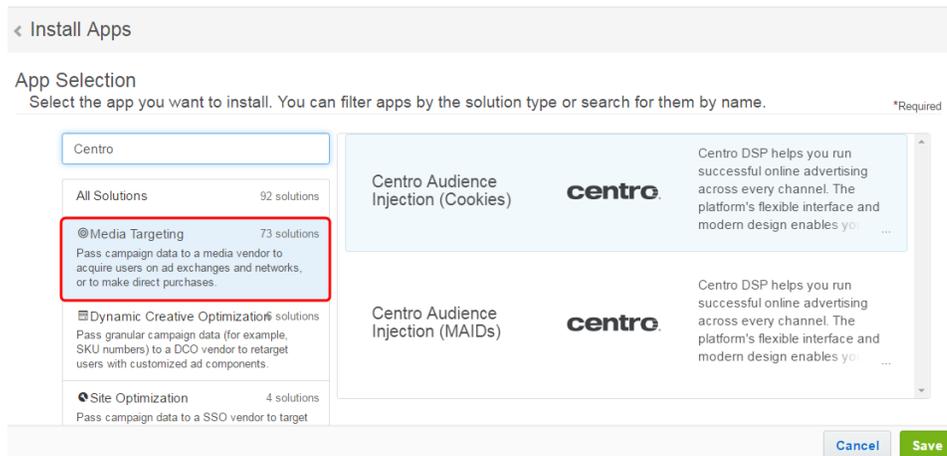
Use the [install an app](#) workflow to configure one or more of the following Centro apps:

- **Centro Audience Injection (Cookies):** Deliver your first- and third-party data that is linked to cookies.
- **Centro Audience Injection (MAIDs):** Deliver first- and third-party data that is linked to MAIDs.

If you want to target cookies *and* MAIDs, install both Centro apps and create a single audience targeting data linked to both cookies and MAIDs. Then create a single campaign and select both Centro apps.

To install a Centro app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type and filter by entering **Centro**.



4. Depending on the audience [ID source](#) you want to target, select one of the following apps:

- **Centro Audience Injection (Cookies):** Deliver data linked to cookies.
- **Centro Audience Injection (MAIDs):** Deliver data linked to MAIDs.

If you want to deliver data linked to *both* cookies and MAIDs, install both apps.

5. In the **App Name** box, enter a name that identifies the app and its ID source.

6. In the **Notification Email** box, enter your email address.

7. In the **Advertiser ID** box, enter your Centro advertiser ID. If you do not have one, contact your Centro account manager.

8. If you selected the **Centro Audience Injection (Cookies)** app, leave the **Increase Data Delivery Overlap** check box selected to maximize the amount of your first-party data that can be delivered to Centro. This enables ID swaps to be executed automatically on your site once every seven days via Oracle Data Cloud platform's [tag management system](#). This setting does not apply to the Centro Audience Injection (MAIDs) app.

9. Click **Save**.

Your Oracle Data Cloud and Centro accounts are linked and your audiences can be delivered to the Centro platform.

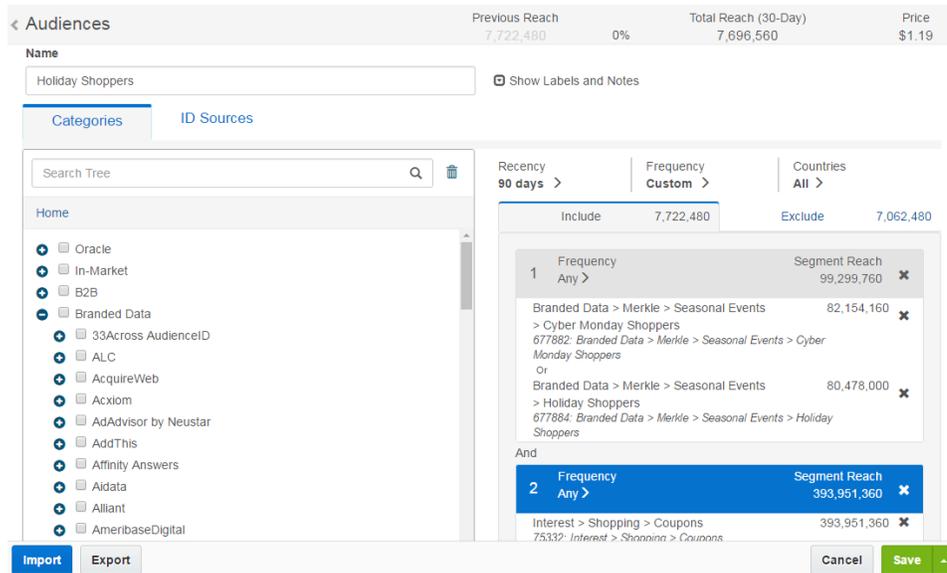
Learn more: [Installing an app](#)

Creating an audience

To deliver your Oracle Data Cloud platform data to the Centro platform, you can [create an audience](#) and then select the audience when you [create a campaign](#).

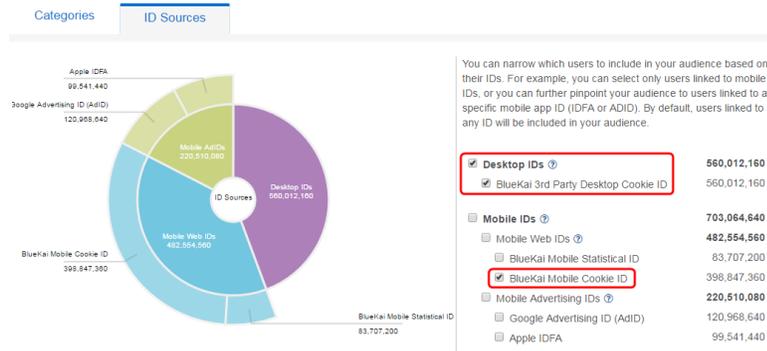
To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.

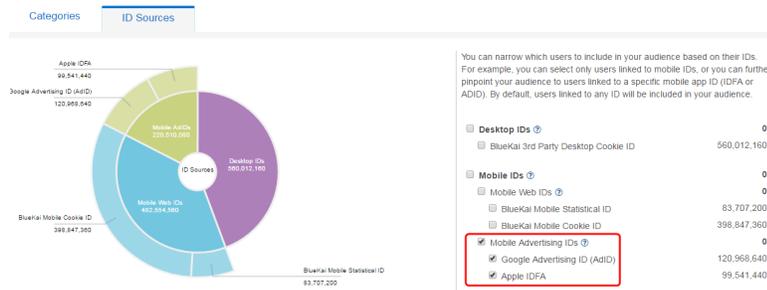


2. In the **Name** box, enter a name that makes it easy to identify your audience in the Centro platform. The audience name should only contain alphanumeric characters, spaces, and underscores. Your audience will be named *audienceName_(IDsource)* in the Centro platform. For example, if your audience data is linked to cookies and you select the Centro audience injection app when you create a campaign, the audience will be named "Holiday Shoppers (cookie)" and the Centro platform.
3. Define your target audience by selecting a combination of first- and third-party categories from the [taxonomy tree](#).
4. Click the **ID Sources** tab.
5. Do one of the following:
 - If you want to target both cookies and MAIDs, do not make any changes on the **ID Sources** tab.

- If you will use your audience only with the **Centro Audience Injection (Cookies)** app, clear **Mobile IDs** and then select the **Mobile Cookie IDs** check box.



- If you will use your audience only with the **Centro Audience Injection (MAIDs)** app, clear the **Desktop IDs** and **Mobile IDs** check boxes and then select the **Mobile Advertising IDs** check box.



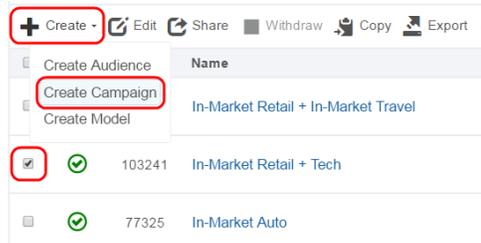
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Centro and then select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in the Oracle Data Cloud and Centro platforms.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps** and select the check box for the Centro app that corresponds to the ID source selected for your audience (cookies or MAIDs). If you are targeting both cookies and MAIDs, select both Centro apps. If an installed app does not support your audience's ID source, its name will appear grayed out in the vendor list and you cannot select it. If your audience supports both cookies and MAIDs, you can select both apps.
5. Click **Save**.

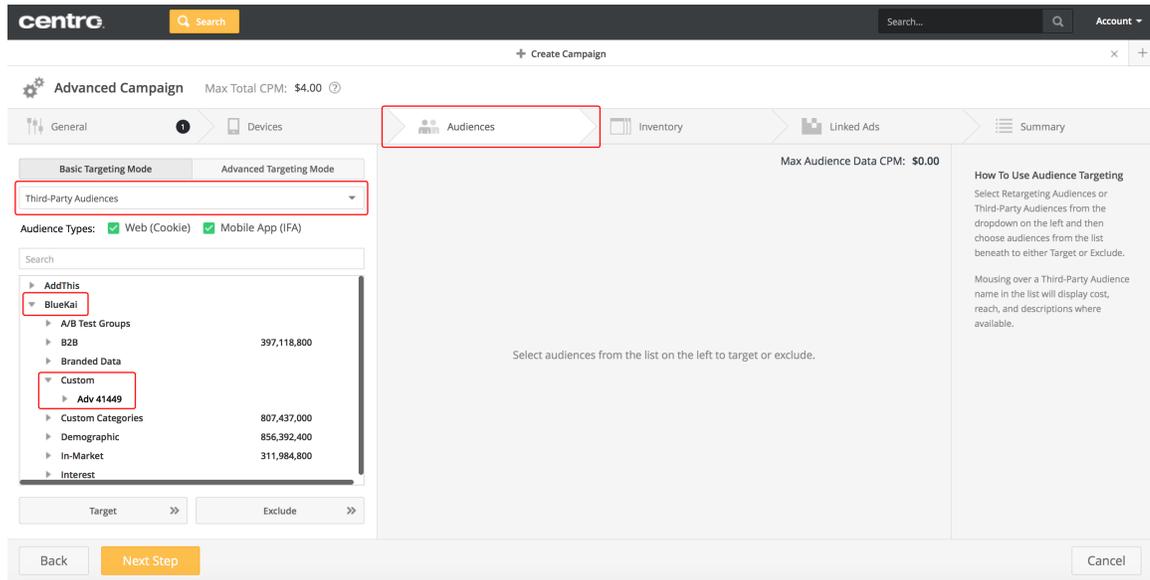
Oracle Data Cloud platform will automatically call Centro's audience APIs to create a new audience in your Centro advertiser seat. Your user data will begin being delivered into the audience within 60 to 90 minutes. Your audience will be named *audienceName_(IDsource)* in the Centro platform.

Important: Sending the same audience results in a 422 error. Do not create multiple campaigns delivering the same audience or you will receive an error because Centro checks for duplicate audience IDs. If you need to send the same audience, [create a copy of your audience](#) and then create a new campaign to deliver the copied audience.

Using your audience in Centro

To link your Oracle Data Cloud platform audience with your media campaigns in Centro:

1. Log in to the Centro platform and create a new campaign.
2. Navigate to the **Audience** tab at the top and then select **Third Party Audiences**.
3. Navigate to **BlueKai > Custom**. Under the **Custom** level, your advertiserId and your Oracle Data Cloud audiences are displayed.



Conversant

The Conversant app allows you to use your first- and third-party audiences in Conversant's digital personalization platform.

To send your audiences to the Conversant platform:

1. [Install the Conversant app.](#)
2. [Create an audience.](#)
3. [Create a campaign.](#)

Installing the Conversant app

Use the [install an app](#) workflow to configure the Conversant app in the Oracle Data Cloud platform.

To install the Conversant app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.
4. Select **Conversant**.

App Selection
Select the app you want to install. You can filter apps by the solution type or search for them by name. *Req

Search by name	
All Solutions	111 solutions
Media Targeting	93 solutions Pass campaign data to a media vendor to acquire users on ad exchanges and networks, or to make direct purchases.
Dynamic Creative Optimization	5 solutions Pass granular campaign data (for example, SKU numbers) to a DCO vendor to retarget users with customized ad components.
Site Optimization	4 solutions Pass campaign data to a SSO vendor to target users on your site with customized content blocks.
Search	1 solutions Target your site visitors and prospect high-value users by leveraging audience attributes to boost your paid search keywords.
Look-alikes	2 solutions Add new high-value users to your private taxonomy that

Collective		Collective empowers enterprises with data-driven technology and programmatic expertise to unify digital advertising across platforms, screens and formats. Through our VISTO enterprise advertising hub ...
Conversant		Conversant's personalization platform, media programs, and affiliate marketing network help publishers and advertisers motivate people to engage, connect, and buy. Conversant combines the strengths of ValueClick Media, Commission Junction, Mediaplex, Greystripe, and Dotomi to help companies grow.
Criteo		Criteo is a global performance marketing technology company that enables e-commerce companies to leverage large volumes of data to efficiently and effectively engage and convert their ...

5. In the **App Name** box, enter **Conversant** or another name that identifies this app configuration.
6. In the **Notification Email** box, enter your email address.

App Specific Settings
Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email

john.doe@example.com

Increase Data Delivery Overlap

Boost delivery overlap with this App partner by automatically enabling their 1x1 ID Swap image pixel for delivery in your Container. Note: this App partner's third party 1x1 ID Swap image pixel tag will be configured to fire inside your Container once per user every seven days.

7. (Recommended) Leave the **Increase Data Delivery Overlap** check box selected to maximize the amount of your first-party data that can be delivered to Conversant. This enables ID swaps to be executed automatically on your site once every seven days via the platform's [tag management system](#).
8. Click **Save**.

Conversant is now enabled in your partner seat and you can create data campaigns to deliver your audience data to them.

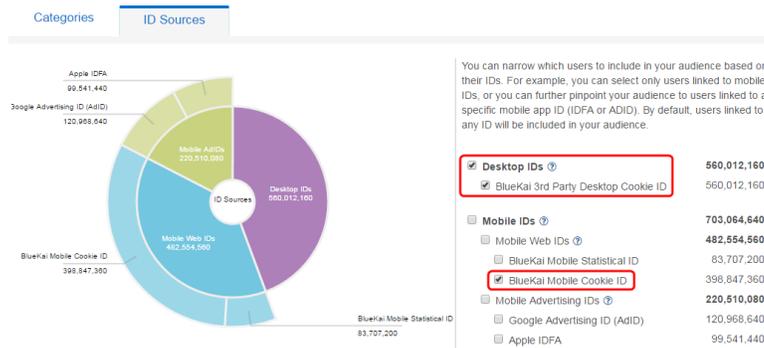
Learn more: [Installing an app](#)

Creating an audience

To deliver your first- and third-party data that is linked to Oracle Data Cloud cookies to the Conversant platform, [create an audience](#) and then [create a campaign](#).

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.
2. In the **Name** box, enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters).
3. Define your target audience by selecting a combination of first- and third-party categories from the [taxonomy tree](#).
4. To narrow the targeting of your audience to users linked to cookies, click the **ID Sources** tab, expand **Mobile IDs**, and then clear the **Mobile Advertising IDs** check box. Desktop and mobile web IDs remain selected.



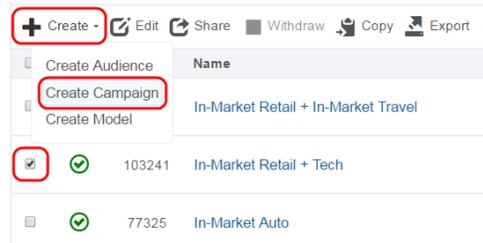
5. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Conversant and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify.
3. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps** and select the Conversant app that you installed and then click **Add Apps**.
5. In the **Campaign Name** box, enter a name that makes your campaign easy to identify.
6. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page.

Conversant will receive an email notification with your name and campaign ID. Conversant will use this information to map your Oracle Data Cloud platform data to a segment object in the Conversant platform. Mapping typically takes up to 48 hours.
7. Once Conversant confirms that they have mapped your audience to their segment object at the campaign level, [go to the Campaigns page](#), select the check box for your Conversant campaign, and click **Enable**.
8. Work with your Conversant account manager to create digital media campaigns that leverage your Oracle Data Cloud platform data.

Your Oracle Data Cloud platform data will be delivered into the Conversant segment object and be ready for use within 24 hours.

Learn more: [Creating a campaign](#)

Criteo

The Criteo app allows you to use your first-party data linked to Oracle Data Cloud cookies in Criteo's platform.

To send your audiences to the Criteo platform:

1. [Install the Criteo app.](#)
2. [Create an audience.](#)
3. [Create a campaign.](#)
4. [Use your Oracle Data Cloud platform data in the Criteo platform.](#)

Installing the Criteo app

Use the [install an app](#) workflow to configure the Criteo app in the Oracle Data Cloud platform.

To install the Criteo app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.
4. Select **Criteo**.
5. In the **App Name** box, enter Criteo or another name that identifies this app configuration.
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. Click **Save**.

Criteo is now enabled as a vendor in your partner seat.

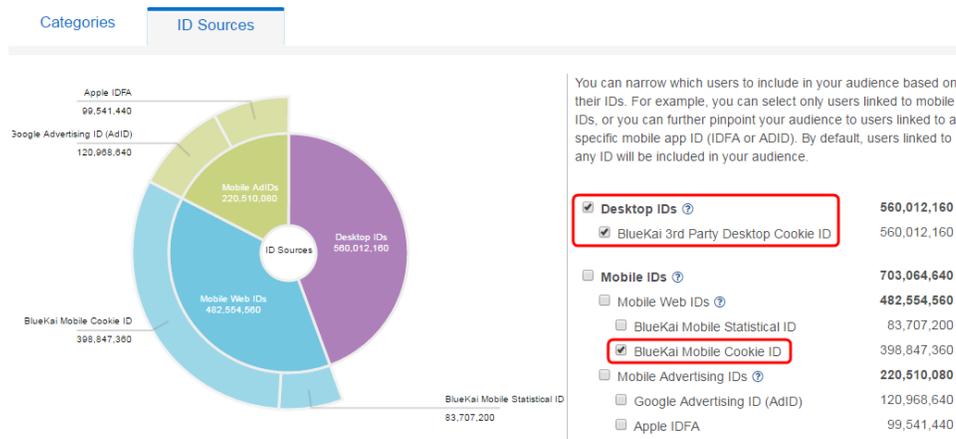
Learn more: [Installing an app](#)

Creating an audience

To deliver your Oracle Data Cloud platform data to the Criteo platform, [create an audience](#) and then [create a campaign](#) associated with the audience.

To create an audience:

1. In the Oracle Data Cloud platform, select **Manage > Audiences** and then select **Create > Audiences**. The *Create New Audience* page is displayed.
2. Enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters).
3. Define your target audience by selecting your first-party categories from the [taxonomy tree](#).
4. Click the [ID Sources](#) tab.
5. To narrow the targeting of your audience to users linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



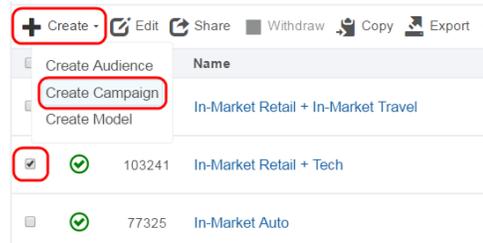
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Criteo and then select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both the Oracle Data Cloud and Criteo platforms.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps** and select the Criteo app that you installed and then click **Add Apps**.
5. Click **Save**. Your campaign is active and you are returned to the *Campaigns* page.

Criteo will receive an email notification that includes your campaign ID, which they will use to map your Oracle Data Cloud platform data.

Learn more: [Creating a campaign](#)

Using your Oracle Data Cloud platform data in the Criteo platform

To use your Oracle Data Cloud platform data in the Criteo UI:

1. Log in to marketing.criteo.com with your Criteo credentials.
2. View your campaign performance data in the Criteo UI.

For further support, contact your Criteo account strategist.

DataXu

The DataXu apps provide mapping of your Oracle Data Cloud cookie and mobile advertising ID (MAID) data so that you can use it with DataXu's platform.

To send your audiences to the DataXu platform:

1. Contact your DataXu account manager to get your DataXu advertiser ID.
2. [Install a DataXu app.](#)
3. [Create an audience.](#)
4. [Create a campaign.](#)
5. [Use your Oracle Data Cloud platform data in the DataXu platform.](#)

Note: The DataXu integration supports pricing in US dollars. It does not support other currencies.

Installing a DataXu app

Use the [install an app](#) workflow to configure the following DataXu apps:

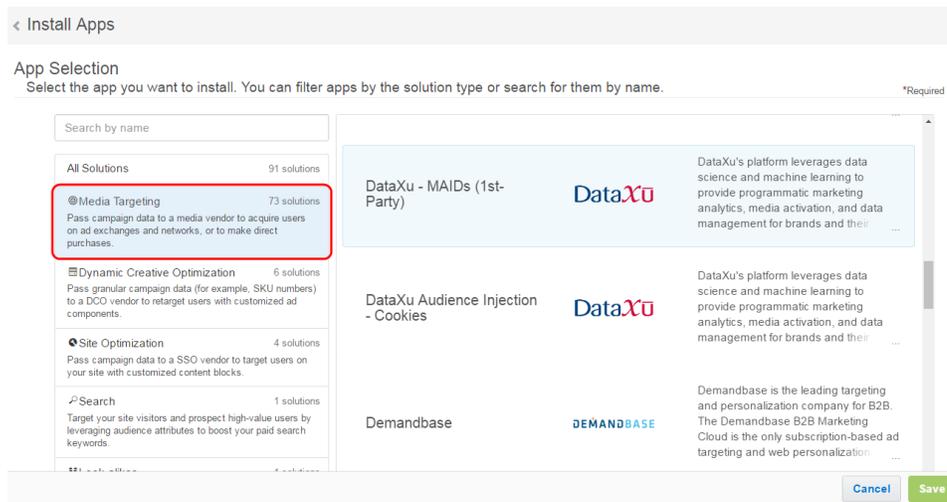
- **DataXu Audience Injection - Cookies:** Automated mapping of first- and third-party data linked to Oracle Data Cloud desktop cookies and mobile cookies.
- **DataXu - MAIDs:** Deliver your first- and third-party MAID data to DataXu.

If you want to target cookies *and* MAIDs, install both DataXu apps and create separate audiences and campaigns for cookies and MAIDs.

To install a DataXu app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.

3. Select the **Media Targeting** campaign solution type.



4. Depending on the intended [ID source](#) you want to target, select one of the following apps:

- DataXu Audience Injection - Cookies
- DataXu - MAIDs

5. In the **App Name** box, enter a name that identifies the app and its ID source.

6. If you selected the **DataXu Audience Injection - Cookies** app:

- Enter your DataXu ID in the **Advertiser ID** box. Contact your DataXu account manager if you do not have this ID.
- (Recommended) Leave the **Increase Data Delivery Overlap** check box selected to enable ID swaps to match unique user IDs between Oracle Data Cloud and DataXu. This enables ID swaps to be executed automatically on your site once every seven days.

Advertiser ID*

Enter your advertiser ID, account ID, or client ID

Increase Data Delivery Overlap

Boost delivery overlap with this App partner by automatically enabling their 1x1 ID Swap image pixel for delivery in your Container. Note: this App partner's third party 1x1 ID Swap image pixel tag will be configured to fire inside your Container once per user every seven days.

- If you selected the **DataXu - MAIDs** app, enter the email addresses of anyone who should be notified about app activity in the **Notification Email** box.
- Click **Save**.

Your Oracle Data Cloud and DataXu accounts are linked and you can send your audiences to the DataXu platform.

Creating an audience

To deliver your Oracle Data Cloud platform data to the DataXu platform, you can [create an audience](#) and a [campaign](#).

To create an audience:

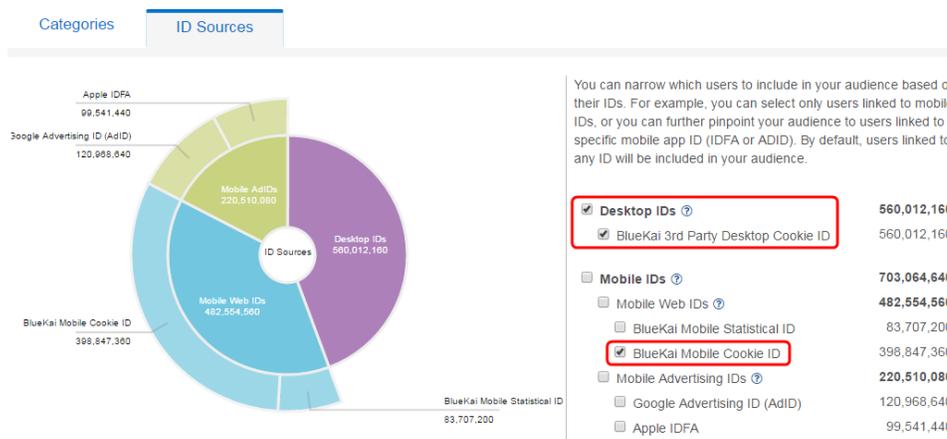
- In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.

The screenshot shows the Oracle Data Cloud Audience Builder interface. At the top, it displays 'Audiences' with a search bar containing 'Holiday Shoppers' and a 'Show Labels and Notes' checkbox. Below this, there are tabs for 'Categories' and 'ID Sources'. The 'Categories' tab is active, showing a search tree with a search bar and a trash icon. The search tree lists various categories like Oracle, In-Market, B2B, and Branded Data. The 'Branded Data' category is expanded, showing sub-categories like 33Across AudienceID, ALC, AcquireWeb, Acxiom, AdAdvisor by Neustar, AddThis, Affinity Answers, Aidata, Alliant, and AmeribaseDigital. The main area of the interface shows a list of audience segments. The 'Include' list has two segments: '1 Frequency Any' with a reach of 99,299,760 and 'Branded Data > Merkle > Seasonal Events > Cyber Monday Shoppers' with a reach of 82,154,160. The 'Exclude' list has one segment: 'Branded Data > Merkle > Seasonal Events > Holiday Shoppers' with a reach of 80,478,000. The interface also shows 'Recency 90 days', 'Frequency Custom', and 'Countries All'. At the bottom, there are buttons for 'Import', 'Export', 'Cancel', and 'Save'.

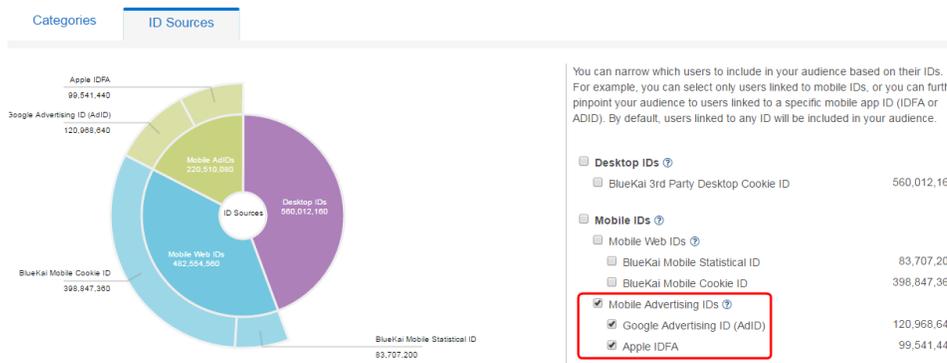
- In the **Name** box, enter a name that makes it easy to identify your audience and include the ID source (cookies or MAIDs). The audience name should only contain alphanumeric characters, spaces, and underscores. Your Oracle Data Cloud platform data will be named in the DataXu platform using the following syntax: `BK_AIaudienceName_campaignName_timestamp`.

Important: Do not include special characters in your audience name. Otherwise, you will receive a 422 (unprocessable entity) status code when you save your campaign.

- Define your target audience by selecting a combination of first- and third-party categories from the [taxonomy tree](#).
- Click the [ID Sources](#) tab.
- If you will use your audience with the **DataXu Audience Injection - Cookies** app, clear **Mobile IDs** and then select the **Mobile Cookie IDs** check box.



- If you will use your audience with the **DataXu - MAIDs** app, clear the **Desktop IDs** and **Mobile IDs** check boxes and then select the **Mobile Advertising IDs** check box.



Important: Expand Mobile IDs and Mobile Advertising IDs to make sure that the reach listed for **Google Advertising ID (ADID)** and **Apple IDFA** meets your expectations. If there are no MAIDs for the specified segments, no MAIDs will be sent to DataXu.

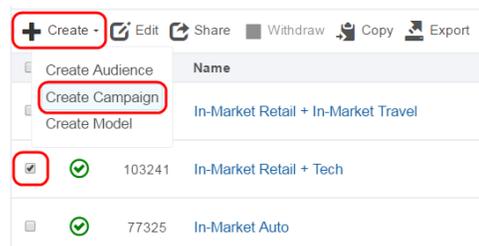
7. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to DataXu and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in the Oracle Data Cloud and DataXu platforms.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps** and select the check box for the DataXu app that corresponds to the ID source selected for your audience (cookies or MAIDs) and then click **Add Apps**.
5. In the **Add to Vendor List** box in the *Vendor Selection* section, select the check box for the DataXu app that corresponds to the ID source selected for your audience (cookies or MAIDs).

6. If you selected the **DataXu Audience Injection - Cookies** app, select the **Active** status from the **Status** list.
7. If you selected the **DataXu - MAIDs** app, select the **Idle** status from the **Status** list until your audience has been mapped in the DataXu platform. Once DataXu confirms that they have mapped your audience, reopen the campaign and select **Active** from the **Campaign Status** list. Alternatively, you can set the **Campaign Status** to **Active** if the **Start Date** is set to two or more days in the future so that DataXu has enough time to map your audience.
8. Click **Save**.

Note: If you select the **DataXu Audience Injection - Cookies** app and receive a 403 error, verify that you entered the correct [DataXu advertiser ID](#) when you installed the app. If it has an incorrect ID, delete the app and re-install it using the correct advertiser ID. If the ID is correct, contact your DataXu account manager.

Depending on which app you selected for the campaign:

- **DataXu Audience Injection - Cookies:** Oracle Data Cloud platform will automatically call DataXu' audience APIs to create a new segment in your DataXu advertiser seat. The name of the segment will be `BK_AI audienceName_campaignName_timestamp`.
- **DataXu - MAIDs:** DataXu will receive an email notification with your name, campaign ID, and the category IDs being delivered by your data campaign. DataXu will use this information to map your Oracle Data Cloud platform data to a segment object in their platform. The name of the segment object will be based on the name of your campaign. Once DataXu has mapped your data to a segment object, you must activate your data campaign so that data delivery to DataXu can begin.

Important: Do not create multiple campaigns delivering the same audience. DataXu checks for duplicate audience IDs and will return a 422 (unprocessable entity) status code if a duplicate ID is used. If you need to re-send the same audience, [create a copy of it](#) to generate a new audience ID. Then create a new campaign to deliver the copied audience.

Using your Oracle Data Cloud platform data in the DataXu platform

Once you create your campaign, your audience will be mapped into your DataXu advertiser account and your Oracle Data Cloud platform data will be displayed in the DataXu UI. It may take up to 24 hours for your activity to start populating with users. You can then use your audience data to create a media targeting campaign in the DataXu platform and use programmatic marketing analytics, and data management so that you can better understand and engage customers.

To use your Oracle Data Cloud platform data in the DataXu platform:

1. Log in to your DataXu account.
2. Select the **Activities** tab. You should see your audience.

Organization: SE - Display Create Activity

Name	Pixel ID	Pixel Type	Last Fired	30 Day Activity	Secure	RMX	Shared	Last Updated
Female Auto Buyers_SelfServe_Test_Audience_Injection_Failure_2016/Jul/14 14:08:53	fa54a2d1585f4aa8855dbce7e3c9ebca	Marketing	N/A	N/A	✓			07/14/2016 03:09 PM
Test_Audience_Test_Campaign_2016/Jul/13 19:52:37	41550f30e3e44e8e904475654099b2af	Marketing	N/A	N/A	✓			07/13/2016 08:52 PM

3. Select the **Audiences** tab.

Organization: SE - Display Create New Audience Create First Party Segment

Audiences (10) Filter by name Display currency in: United States Dollars (USD)

Audience Name	Audience Size (Uniques)	Impressions	Daily Freq	Conv	Conv %	Media Spend	CPA	CPM	Last Updated	Actions
Female Auto Buyers_SelfServe_Test_Audience_Injection_Failure_2016/Jul/14 14:08:53									07/14/2016 15:06	✓
Test_Audience_Test_Campaign_2016/Jul/13 19:52:37									07/13/2016 20:52	✓
Test_Audience_Test_Campaign_2016/Jul/13 19:01:23									07/13/2016 20:01	✓

- Select the **Audiences > Segments** tab to display the highest CPM of the categories that were included in this audience.

The screenshot shows the DataXu interface for the 'Segments' tab. At the top, there's a search bar and navigation links. Below that, the 'Organization' section shows 'SE - Display' and buttons for 'Create New Audience' and 'Create First Party Segment'. The main content area is titled 'Segments (10)' and includes a filter by name and an 'Active Only' dropdown. A table displays the following data:

Name	Segment Size Unique	Expiration	Activity Threshold	30 Day Activity	Shared	Last Updated	Actions
BK_Add_This_Test_8-22-2018	487,500	30 days	1	2184619.0		08/22/2016 12:14	[Icon] [Checkmark]
Jewelry & Sports & Collectibles-Memorabilia 2012-11-26_DataXu AI Test Campaign_2016/Jun/02 14:43:50	0	30 days	1	0.0		08/02/2016 15:43	[Icon] [Checkmark]

You can create additional audiences that contain the pixel and segment that were injected into DataXu.

Demandbase

You can create audiences containing data linked to Oracle Data Cloud cookies and then create campaigns to send your audiences to Demandbase's targeting and personalization platform to deliver personalized ads.

This app was updated in August, 2018. The new version includes the ability to specify the DB key during app installation. DB keys specified during app installation are included automatically in new campaigns that use the app.

If you installed the app before the update, you can continue to use the old version and specify the DB key each time you create a campaign.

If you want to use the new version, delete the old one first. (Deleting the old app does not affect campaigns you have created previously.) Then install the new version using the instructions in this document. Campaigns you create using the new version automatically include the DB key you specify during installation.

To send your audiences to the Demandbase platform:

1. [Install the Demandbase app.](#)
2. [Create an audience.](#)
3. [Create a campaign.](#)

Installing the Demandbase app

When you install the Demandbase app, you enter your Demandbase key (also know as the Demandbase API key or token). If you do not have a Demandbase key, [contact Demandbase](#).

To install the Demandbase app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type or filter by Demandbase.

< Install Apps

App Selection
Select the app you want to install. You can filter apps by the solution type or search for them by name.

Search by name

All Solutions 101 solutions

- @Media Targeting** 83 solutions

Pass campaign data to a media vendor to acquire users on ad exchanges and networks, or to make direct purchases.
- Dynamic Creative Optimization** 5 solutions

Pass granular campaign data (for example, SKU numbers) to a DCO vendor to retarget users with customized ad components.
- Site Optimization** 4 solutions

Pass campaign data to a SSO vendor to target users on your site with customized content blocks.
- Search** 1 solutions

Target user site visitors and present high value...

Demandbase

DEMANDBASE

Demandbase is the leading targeting and personalization company for B2B. The Demandbase B2B Marketing Cloud is the only subscription-based ad targeting and web personalization solution that enables marketers to connect campaigns directly to revenue. We make it possible for businesses to deliver personalized ads targeting specific businesses across the web, and then tailor the messages on their websites to convert these companies to customers.

4. Select **Demandbase**.
5. In the **App Name** box, enter a name that identifies the app.
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. In the **DB_Key** box, enter your Demandbase key. This key will be included automatically in new campaigns that use this app.

App Specific Settings
 Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email

Sizmek Cookie App Account Information
 Enter values for all the listed account parameters. Contact Sizmek Cookie App if you do not know your account information. *Required

AdvertiserID

Increase Data Delivery Overlap
 Boost delivery overlap with this App partner by automatically enabling their 1x1 ID Swap image pixel for delivery in your Container. Note: this App partner's third party 1x1 ID Swap image pixel tag will be configured to fire inside your Container once per user every seven days.

8. Leave the **Increase Data Delivery Overlap** check box selected to enable the ID swap tag to be fired automatically on your site visitors once every 7 days via [tag management](#). This configuration ensures that maximum amount of your first-party cookie data can be delivered to Demandbase.
9. Click **Save**.

The selected Demandbase app is enabled in your partner seat and you can create data campaigns to deliver your audiences to the Demandbase platform.

Learn more: [Installing an app](#)

Creating an audience

Select the users you want to deliver to Demandbase using the [audience builder](#).

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.

< Audiences Previous Reach 7,722,480 0% Total Reach (30-Day) 7,696,560 Price \$1.19

Name Show Labels and Notes

Categories ID Sources

Search Tree

Home

- Oracle
- In-Market
- B2B
- Branded Data
 - 33Across AudienceID
 - ALC
 - AcquireWeb
 - Acxiom
 - AdAdvisor by Neustar
 - AddThis
 - Affinity Answers
 - Aidata
 - Alliant
 - AmeribaseDigital

Recency **90 days** > Frequency **Custom** > Countries **All** >

Include 7,722,480 Exclude 7,062,480

1	Frequency	Segment Reach
	Any >	99,299,760
	Branded Data > Merkle > Seasonal Events > Cyber Monday Shoppers	82,154,160
	677882: Branded Data > Merkle > Seasonal Events > Cyber Monday Shoppers	
	or	
	Branded Data > Merkle > Seasonal Events > Holiday Shoppers	80,478,000
	677884: Branded Data > Merkle > Seasonal Events > Holiday Shoppers	
And		
2	Frequency	Segment Reach
	Any >	393,951,360
	Interest > Shopping > Coupons	393,951,360
	75332: Interest > Shopping > Coupons	

Import **Export** **Cancel** **Save**

2. In the **Name** box, enter a name that makes your audience easy to identify. The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience by selecting first- and third-party categories from the [taxonomy tree](#).
4. Click the **ID Sources** tab.
5. To narrow the targeting of your audience to users linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.

Categories ID Sources

ID Source	Reach
Desktop IDs	680,012,160
Mobile Web IDs	482,554,560
Mobile AdIDs	220,510,080
BlueKai Mobile Cookie ID	398,847,360
Google Advertising ID (AdID)	120,968,640
Apple IDFA	99,541,440
BlueKai Mobile Statistical ID	83,707,200

You can narrow which users to include in your audience based on their IDs. For example, you can select only users linked to mobile IDs, or you can further pinpoint your audience to users linked to a specific mobile app ID (IDFA or ADID). By default, users linked to any ID will be included in your audience.

<input checked="" type="checkbox"/> Desktop IDs	560,012,160
<input checked="" type="checkbox"/> BlueKai 3rd Party Desktop Cookie ID	560,012,160
<input type="checkbox"/> Mobile IDs	703,064,640
<input type="checkbox"/> Mobile Web IDs	482,554,560
<input type="checkbox"/> BlueKai Mobile Statistical ID	83,707,200
<input checked="" type="checkbox"/> BlueKai Mobile Cookie ID	398,847,360
<input type="checkbox"/> Mobile Advertising IDs	220,510,080
<input type="checkbox"/> Google Advertising ID (AdID)	120,968,640
<input type="checkbox"/> Apple IDFA	99,541,440

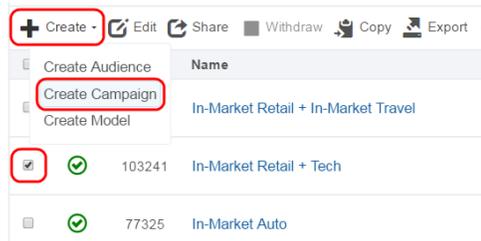
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Demandbase and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Idle** status.
4. Click **Select Apps**, select the Demandbase app that you installed, and then click **Add Apps**.
5. Expand the app details for the Demandbase app.
6. From the **App Macros** list, select **\$DMP_Audience_Name_Macro**, which is used to send the name of your audience to Demandbase.

Important! Do not change the value in the **DB_Key** box.

App Macros:

Custom Parameters: **DB_Key**

7. Click **Save**. Demandbase will receive an email notification with your name, Demandbase key, campaign ID, and the category IDs being delivered by your data campaign. Within 48 hours, Demandbase will use this information to map your Oracle Data Cloud platform data in their platform. If your audience contains a single category, it will be mapped at the category level. If your audience contains multiple categories, it will be mapped at the campaign level.
8. Once Demandbase confirms that they have mapped your audience to their segment object, [go to the Campaigns page](#), select the check box for your Demandbase campaign, and click **Enable**. Your Oracle Data Cloud platform data will be delivered into the Demandbase segment object and ready for use within 24 hours.

Learn more: [Creating a campaign](#)

Digilant

You can create audiences containing data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) and then create campaigns to send your audiences to the Digilant platform. Once Digilant manually maps your audiences in your advertiser account, your Oracle Data Cloud platform data will flow into your audiences. You can then use the Digilant's platform to customize a digital media solution (display, video, mobile, or social) that enables you to execute media campaigns.

To send your audiences to the Digilant platform:

1. [Install a Digilant app](#).
2. [Create an audience](#).
3. [Create a campaign](#).

Installing a Digilant app

Use the [install an app](#) workflow to configure the following Digilant apps:

- **Digilant - Cookie App:** Deliver your first- and third-party data linked to Oracle Data Cloud desktop cookies and mobile cookies.
- **Digilant - MAID App:** Deliver your first- and third-party data linked to MAIDs.

If you want to target *both* cookies and MAIDs, install both Digilant apps, create a single audience targeting first- and third-party data linked to cookies and MAIDs, and then select both apps when you create a campaign.

To install an Digilant app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type or filter by "Digilant."

The screenshot shows the 'Install Apps' interface. On the left, there is a list of solutions with the following details:

Solution	Count
All Solutions	98 solutions
Media Targeting (highlighted with a red box)	81 solutions
Dynamic Creative Optimization	5 solutions
Site Optimization	4 solutions
Search	1 solutions

On the right, there are two app cards:

- Digilant - Cookie App:** Digilant provides customized digital media solutions that seamlessly plug into the programmatic ecosystem.
- Digilant - MAID App:** Digilant provides customized digital media solutions that seamlessly plug into the programmatic ecosystem.

4. Depending on the intended audience [ID source](#) you want to target, select **Digilant - Cookie App** or **Digilant - MAID App**.
5. In the **App Name** box, enter a name that identifies the app and includes its ID source (cookies or MAIDs).
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. If you selected **Digilant - Cookie App**, leave the **Increase Data Delivery Overlap** check box selected to enable ID swaps to match unique user IDs between Oracle Data Cloud and Digilant.

This enables ID swaps to be executed automatically on your site once every seven days via the platform's [tag management system](#).

App Specific Settings
Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email

Enter a comma-separated list of email addresses for individuals that should receive notifications.

Increase Data Delivery Overlap

Boost delivery overlap with this App partner by automatically enabling their 1x1 ID Swap image pixel for delivery in your Container. Note: this App partner's third party 1x1 ID Swap image pixel tag will be configured to fire inside your Container once per user every seven days.

8. Click **Save**.

The selected Digilant app is enabled in your partner seat and you can create data campaigns to deliver your audiences to the Digilant platform.

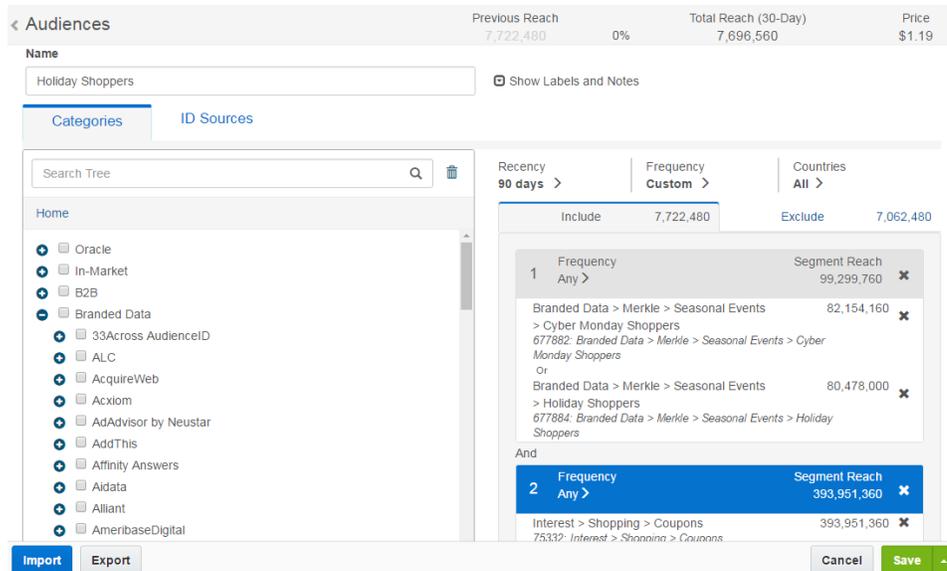
Learn more: [Installing an app](#)

Creating an audience

Select the users you want to deliver to Digilant using the [audience builder](#).

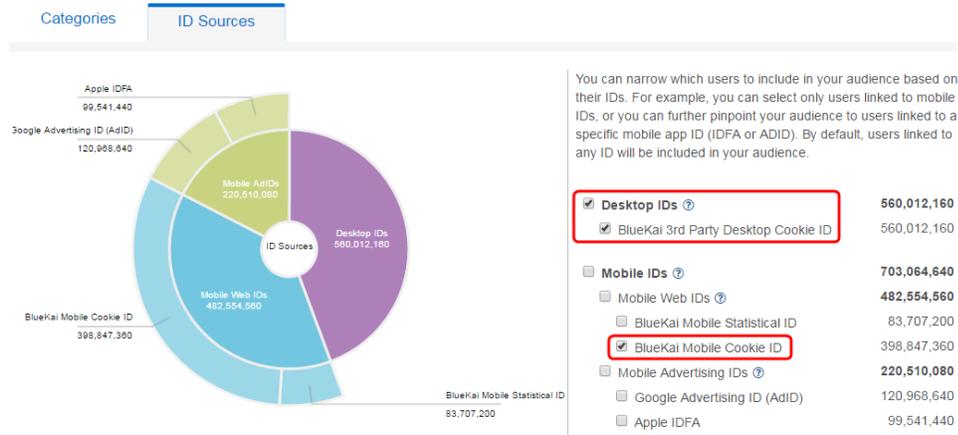
To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.

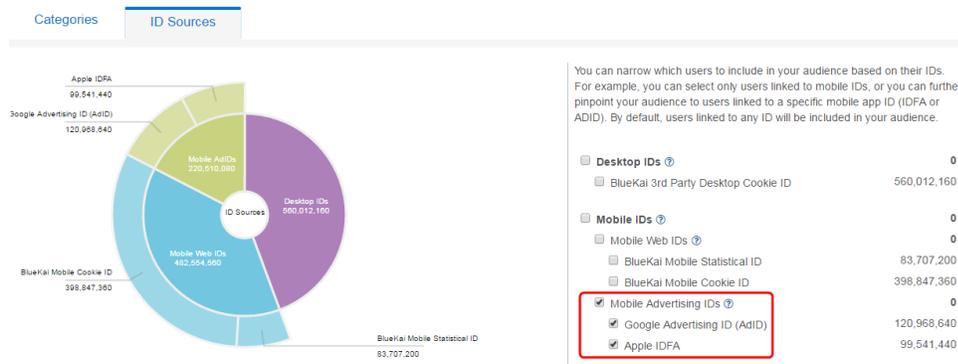


2. In the **Name** box, enter a name that makes it easy to identify your audience and include the ID source (cookies, MAIDS, or both). The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience by selecting first- and third-party categories from the [taxonomy tree](#).
4. Click the **ID Sources** tab.
5. Do one of the following:
 - If you want to target both cookies and MAIDS, do not make any changes on the **ID Sources** tab.

- If you will use your audience only with the **Digilant - Cookie App**, clear **Mobile IDs** and then select the **Mobile Cookie IDs** check box.



- If you will use your audience only with the **Digilant - MAIDs App**, clear the **Desktop IDs** and **Mobile IDs** check boxes and then select the **Mobile Advertising IDs** check box.



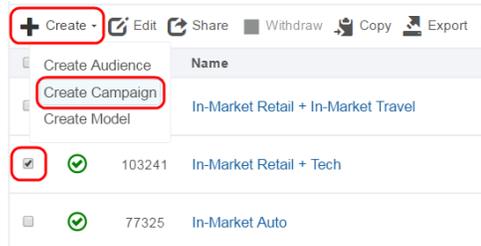
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Digilant and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify and includes the ID sources.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the check box for the Digilant app that corresponds to the ID source selected for your audience (cookies, MAIDs, or select both apps), and then click **Add Apps**.
5. Click **Save**. Digilant will receive an email notification with your name, campaign ID, and the category IDs being delivered by your data campaign. Within 48 hours, Digilant will use this information to map your Oracle Data Cloud platform data in their platform. If your audience contains a single category, it will be mapped at the category level. If your audience contains multiple categories, it will be mapped at the campaign level.
6. Once Digilant confirms that they have mapped your audience to their segment object, [go to the Campaigns page](#), select the check box for your Digilant campaign, and click **Enable**. Your Oracle Data Cloud platform data will be delivered into the Digilant segment object and ready for use within 24 hours.

Learn more: [Creating a campaign](#)

E-planning Ad Server

You can install the e-planning app to send your first-party data that is linked to Oracle Data Cloud cookies to the e-planning platform to target your campaigns.

To send your audiences to e-planning:

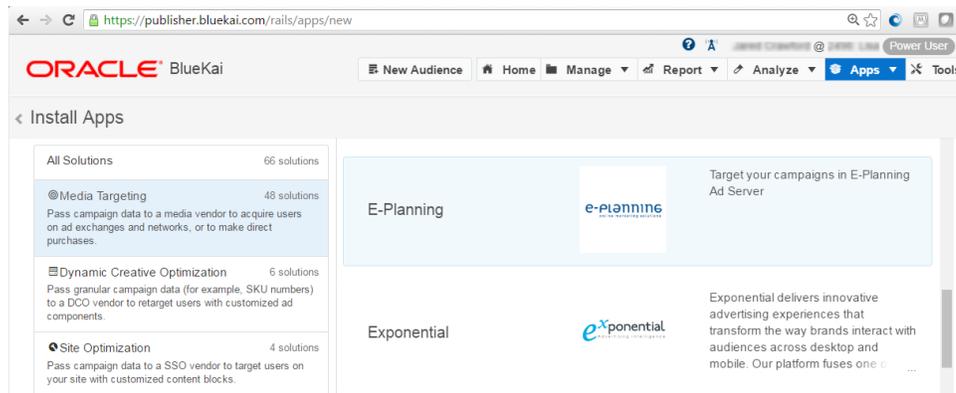
1. [Install the e-planning app.](#)
2. [Generate and deploy a container tag.](#)
3. [Get your e-planning ad server tag.](#)
4. [Create an audience.](#)
5. [Create a campaign.](#)
6. [Target your audience in e-planning.](#)

Installing the e-planning app

Use the [install an app](#) workflow to configure the e-planning app in the Oracle Data Cloud platform.

To install the e-planning app:

1. Log in to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Click **Media Targeting**.



4. Select **e-planning**.
5. In the **App Name** box, enter "e-planning" or another name to identify the app.

- In the **Notification Email** box, enter a comma-separated list of email addresses including anyone who should be notified about app activity.
- Read the app's instructions and then click **Save**.

Learn more: [Installing an app](#)

Generating and deploying a container tag

To deliver data to e-planning, [create a container](#), generate a JS container tag, and then copy and paste the tag into the HTML code on your site before the closing `</head>` tag on your page.

To generate and deploy a JS tag:

- Log in to partner.bluekai.com and select **Manage > Containers**.
- Click **Create New** and use the following settings to [create a container](#) that will provide a unique site ID that associates your site with the Oracle Data Cloud platform:

Setting	Value
Name	Enter a name that makes it easy to identify the container's purpose, such as "e-planning JS tag."
Default Auction Limit	Enter the number of slots to be allocated on your site for firing third-party pixels. The default limit is 4 .
Campaign Access	Only Me (the default)

- Click **Save and Generate Code**.
- Record the site ID listed in the *Settings* section.
- Select the **JS** tag type in the code generator and then click **Copy** in the code box.
- Deploy the tag before the closing `</head>` tag on your page.

Getting your e-planning ad server tag

To get your e-planning ad server tag:

1. Log in to <https://admin.us.e-planning.net/login> with your e-planning account credentials.
2. Click the **Inventory** tab and then select the space for which you want to extract a tag.
3. Click **HTML code**.
4. Copy the e-planning ad server tag and paste it directly below the Oracle Data Cloud JS tag on your page.

Create an audience

You can [create an audience](#) containing the first-party data linked to Oracle Data Cloud cookies that you want to send to e-planning.

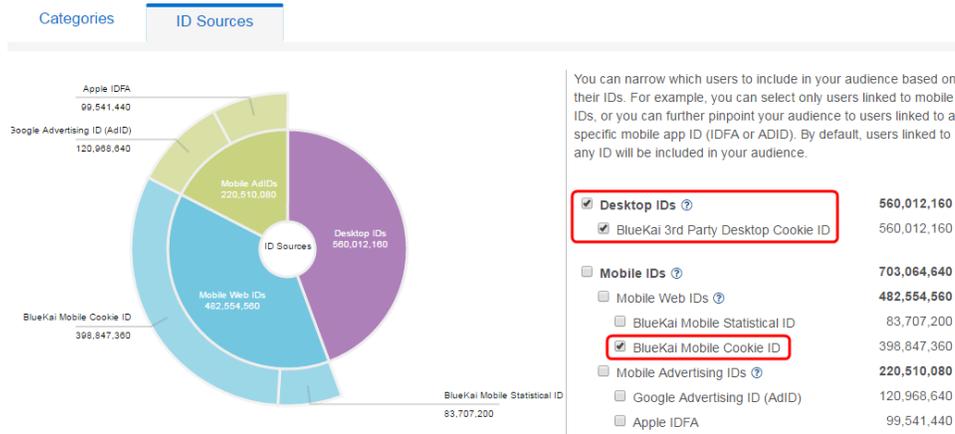
To create an audience:

1. Log in to partner.bluekai.com and click **New Audience**. The audience builder page is displayed.

The screenshot shows the Oracle Audience Builder interface. At the top, there are statistics: Previous Reach (7,722,480), Total Reach (30-Day) (7,696,560), and Price (\$1.19). The main area is divided into 'Categories' and 'ID Sources' tabs. The 'Categories' tab is active, showing a search tree with a search bar and a list of categories. The 'ID Sources' tab is also visible. The right side of the interface shows a configuration panel with 'Recency' set to 90 days, 'Frequency' set to Custom, and 'Countries' set to All. Below this, there are two segments: Segment 1 (Frequency Any, Segment Reach 99,299,760) and Segment 2 (Frequency Any, Segment Reach 393,951,360). The interface also shows 'Include' (7,722,480) and 'Exclude' (7,062,480) counts. At the bottom, there are buttons for 'Import', 'Export', 'Cancel', and 'Save'.

2. Define your target audience by selecting first-party categories from the [taxonomy tree](#).
3. Click the [ID Sources](#) tab.

- To narrow the targeting of your audience to users linked to Oracle Data Cloud cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



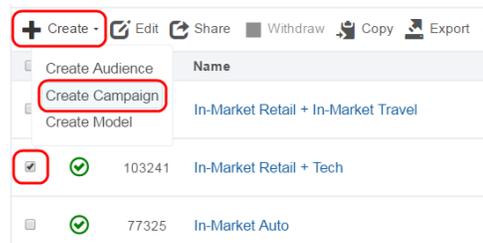
- Click **Save**.

Create a campaign

You can [create a media targeting campaign](#) to deliver your target audience to e-planning.

To create a campaign:

- On the *Audiences* page, select the check box for the audience that you want to send to e-planning and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

- In the **Campaign Name** box, enter a name that makes your campaign easy to identify.
- In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Idle** status.

4. Click **Select Apps**, select the e-planning app that you installed, and then click **Add Apps**.
5. In the *JSON Return Tag* section, select **Yes**.
6. Under *Advanced Settings*, set the **Win Frequency** property to **Win Every Time**.
If these options are not displayed, contact My Oracle Support ([MOS](#)) to have them enabled for your partner seat.
7. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page.
8. Once e-planning confirms that they have mapped your audience to their segment object at the campaign level, [go to the Campaigns page](#), select the check box for your e-planning campaign, and click **Enable** to activate your campaign.

Learn more: [Creating a campaign](#)

Targeting your audience in e-planning

To target your audience:

1. Log in to <https://admin.us.e-planning.net/login> with your e-planning account credentials.
2. Click the **Inventory** tab and then select the space for which you want to extract a tag.
3. Click **Custom Clusters**.
4. Click **Add** and then enter your segment name and ID. These should be identical to the campaign name and ID you set in your SSO pull seat.

The screenshot shows the Oracle e-planning interface. At the top, there are navigation tabs: Manage, Inventory (selected), Orders, Reports, and DSM. On the left, a sidebar menu lists various options under 'Inventory', with 'Custom clusters' highlighted in a red box. Below the sidebar, the main content area shows the breadcrumb 'Inventory >> Custom clusters >> Add' and a form titled 'Add'. The form has two 'OK' and 'Cancel' buttons at the top. It contains four input fields: 'Name', 'External Id', and 'Description', each with a corresponding text input box. The 'Provider' field is a dropdown menu currently set to 'BlueKai'. At the bottom of the form, there are two more 'OK' and 'Cancel' buttons.

5. Click **Orders**, and then select **Add** under **Campaigns**.
6. In the **Targeting for DMP** tab on the form, click **BlueKai**. All the segments that are based on your audiences are displayed.
7. Select the segments that you want to target in your media campaign.

For more details about targeting your audience in e-planning, see [DMP Targeting - BlueKai](#).

Exponential

Exponential delivers innovative advertising experiences that transform the way brands interact with audiences across desktop and mobile. Their platform fuses one of the largest digital media footprints and proprietary data with user-centric ad formats designed to drive engagement and action.

Audience injection automates the creation and mapping of audience objects in the Exponential platform. Once this automated mapping has occurred, user data will be flowing into your Oracle Data Cloud audiences in Exponential via Server Data Transfer (SDT). You can then consult your Exponential account manager about using your Oracle Data Cloud audiences in your media campaigns.

To send your audiences to the Exponential platform:

1. [Install the Exponential audience injection app](#).
2. [Create an audience](#) containing first- and third-party data linked to Oracle Data Cloud cookies.
3. [Create a campaign](#) to send your audiences to Exponential. Your user data will flow into your audiences.

Installing the Exponential audience injection app

You use the standard [app installation workflow](#) to install the Exponential app.

To install the Exponential app:

1. Contact your Exponential account manager to get your Exponential audience ingestion credentials. You will need these to install the Exponential app.
2. Log on to partner.bluekai.com and select **Apps > Install Apps**.

3. Click **App Catalog**.
4. Select the Media Targeting campaign solution type.
5. Select **Exponential**.

The page scrolls to display a number of fields related to the app configuration.

Basic Information
Enter a name for the app. Use a name that makes it easy to identify the app in your DMP. For example, you can enter the app partner's name. *Required

App Name
Enter App Name...

App Information for Exponential
See the solution provided by the app and the pricing used. Check which audience data types (1st and/or 3rd-party data and ID sources (desktop and mobile IDs) you can deliver to the app partner, and how your data is delivered and mapped in their platform. *Required

ID Sources Supported: BlueKai 3rd Party Desktop Cookie ID
 BlueKai Mobile Cookie ID

Data Delivery Method: Server data transfer

Audience Mapping: Simple Save

Media Targeting
Pass campaign data to a media vendor to acquire users on ad exchanges and networks, or to make direct purchases.

CPM
Purchase data on a cost-per-impression basis (in thousands).

6. In the **App Name** box, enter Exponential or another name that identifies this app configuration.
7. Leave the **Increase Data Delivery Overlap** check box selected (the default setting) to maximize the amount of your first-party data that can be delivered to Exponential. This setting enables ID swaps to automatically match unique user IDs on your site once every seven days via the platform's [tag management system](#).
8. Click **Save**. You are redirected to the Exponential login page.

Audience Ingestion e*ponential

testuser

.....

Sign in

9. Enter your Exponential audience ingestion credentials, click **Sign In**, and then click **Authorize** to enable the Oracle Data Cloud platform to create audiences in your Exponential seat.

- You are redirected back to the Oracle Data Cloud platform, your app is saved, and Exponential appears in your list of installed apps.



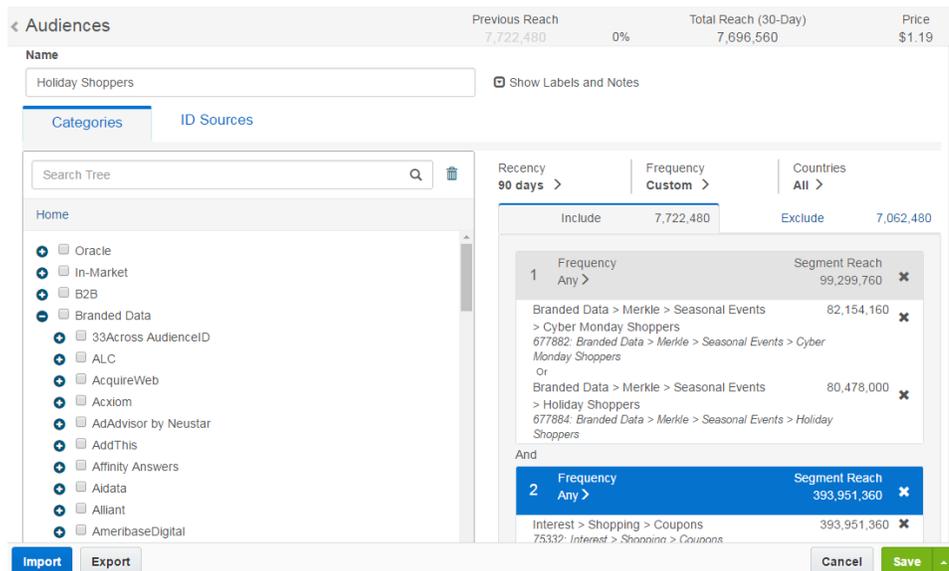
Learn more: [Installing an app](#)

Creating an audience

To deliver your Oracle Data Cloud platform data to Exponential platform, [create an audience](#) and then [create a campaign](#) associated with the audience.

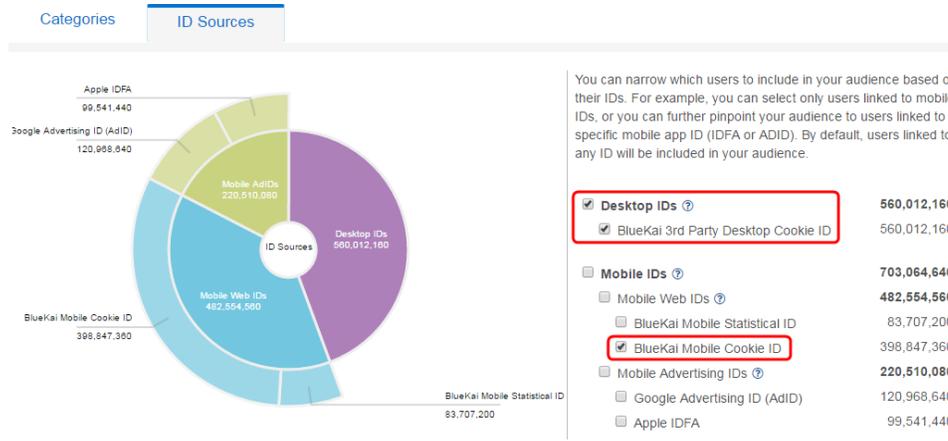
To create an audience:

- In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.



- Enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters).
- Define your target audience by selecting a combination of first- and third-party categories from the [taxonomy tree](#).

- Click the [ID Sources](#) tab.
- To target only users linked to Oracle Data Cloud cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



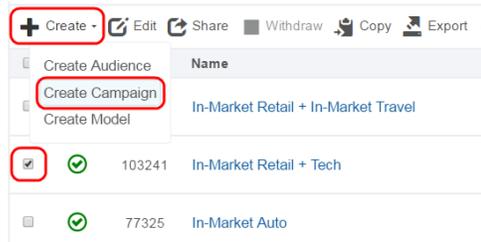
- Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

- On the *Audiences* page, select the check box for the audience that you want to send to Exponential and then select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

- In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both the Oracle Data Cloud and Exponential platforms and includes the ID sources.

3. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the Exponential app, and then click **Add Apps**.
5. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page. The Oracle Data Cloud platform automatically calls Exponential audience APIs to create a new audience in your Exponential advertiser seat. The name of the segment will be **BK: audienceName**.
6. Your user data will begin being delivered into the audience within 60 to 90 minutes. All your existing ID swapped users in your audience will be delivered within 24 hours via SDT. Additional ID swapped users will be delivered as they qualify for the audience (when their profile contains the combination of categories you are targeting).
7. Consult your Exponential account manager for information about locating and using your audiences in the Exponential platform.

Learn more: [Creating a campaign](#)

Facebook

You can leverage your first-party Oracle Data Cloud platform data linked to cookies to retarget your site visitors with Facebook ads. This solution enables you to create custom audiences in Facebook that include your private first-party online data to drive your social media execution efforts across desktop and mobile devices. This solution provides the following benefits:

- Activate first-party online data to retarget your customer base and run direct response campaigns.
- Target your audiences on Facebook with tailored messaging based on their preferences and brand engagement.
- Speak to a highly-engaged mobile audience across devices.

To use Oracle Data Cloud platform data in Facebook:

1. Contact My Oracle Support ([MOS](#)) to verify that the Social channel is enabled for your partner seat.
2. [Get your custom audience pixel.](#)
3. [Install the Facebook app.](#)
4. [Create your audience.](#)
5. [Create your campaign.](#)
6. [Add Oracle Data Cloud platform data to your Facebook custom audiences.](#)

Getting a custom audience pixel

Facebook's custom audience pixel is a unique identifier for your Facebook ads account that you can use in all your campaigns for delivering Oracle Data Cloud user data into your Facebook account.

To find your custom audience pixel:

1. Log in to your Facebook account.
2. Navigate to the [Facebook pixel page](#) in your Ads Manager.
3. Select **Actions > View Pixel Code**. Your pixel ID is listed in the **id** field within the `<noscript>` tag.

View Pixel Code
✕

Copy Pixel



Paste Pixel



Replay

Install Pixel (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)

```

<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','https://connect.facebook.net/en_US/fbevents.js');

fbq('init', '1060812970628967');
fbq('track', "PageView");</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->

```

Done
Email Pixel Code

This pixel is a unique identifier for your Facebook ads account that you will use in all your campaigns for delivering user data into your account. Looking up this pixel is a one-time operation.

For more details, refer to the [How do I install the Facebook pixel and check that it's working?](#) topic in Facebook's advertiser help.

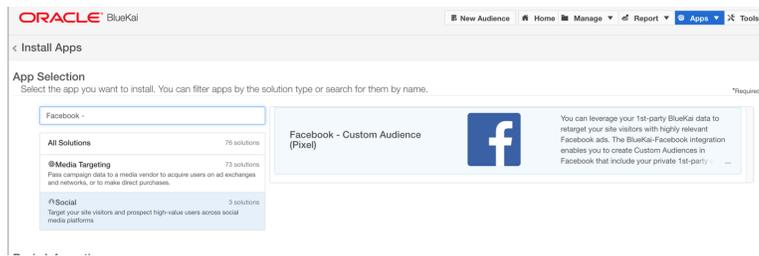
Install the Facebook app

Use the [install an app](#) workflow to configure the Facebook app in the Oracle Data Cloud platform.

To install the Facebook app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.

3. Select Facebook - Custom Audience (Pixel).



4. In the **App Name** box, enter Facebook Custom Audience App or another name that identifies this app configuration.
5. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
6. In the **ID** box, enter your [Facebook custom audience pixel](#).

App Specific Settings
Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email
jduva@bluekai.com

Facebook - Custom Audience (Pixel) Account Information
Enter values for all the listed account parameters. Contact Facebook - Custom Audience (Pixel) if you do not know your account information. *Required

Id
10151985794810450

Data Delivery Instructions
Complete the following steps in order to deliver data to your app partner. *Required

1. Get your Facebook Custom Audience Pixel. To do this, login into your Facebook account, go to the Facebook pixels page (https://www.facebook.com/ads/manage/pixels), and then select Actions-View Pixel Code. Your pixel ID is listed in the "id" field within the <script>-tag. 2. Create your target audience. 3. Create a data campaign. In the Campaign Creation tool, enter your Facebook Custom Audience Pixel in the "id" box. 4. In Facebook, add BlueKai data to your Facebook Custom Audiences following these steps: a. Create a Custom Audience using Website Traffic. b. For Website Traffic, select Custom Combination. c. For Include, select Event. *If the Event option does not appear in the include list, verify the following: - You have appended the BlueKai campaign macros to the Facebook Custom Audience pixel. - You have...

Thunderbird

Cancel Save

7. Click **Save**.

The Facebook - Custom Audience (Pixel) app is now enabled in your partner seat.

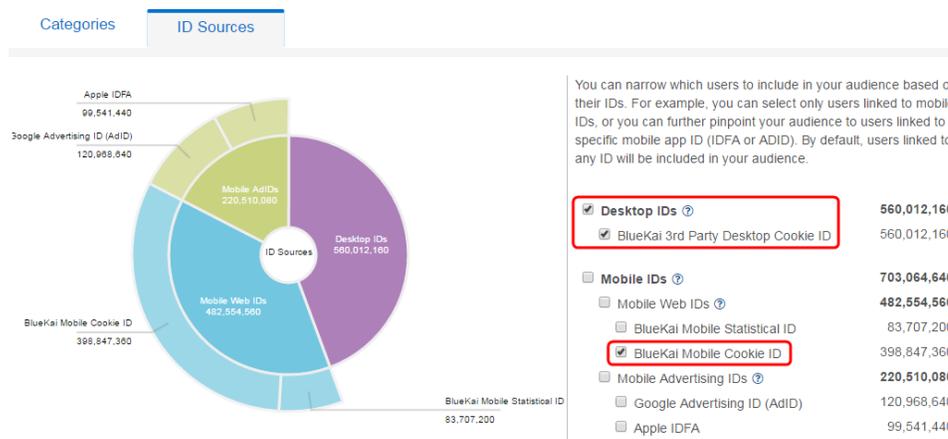
Learn more: [Installing an app](#)

Creating your audience

Use BlueKai's [audience builder](#) to select the first-party data linked to cookies that you want to retarget on Facebook.

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.
2. In the **Name** box, enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores.
3. From the [taxonomy tree](#), select your first-party data.
4. Click the [ID Sources](#) tab.
5. To narrow the targeting of your audience to users linked to Oracle Data Cloud cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



6. Click **Save**.

Learn more: [Creating an audience](#)

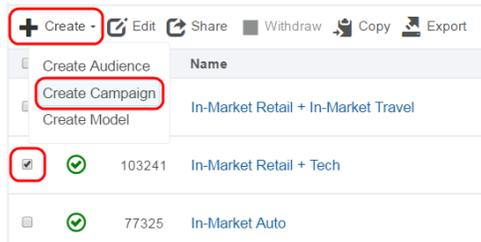
Creating your campaign

To send you user data to Facebook, [create a data campaign](#) to specify:

- The audience to be targeted
- Where to send your audience
- How long to run the campaign
- The campaign budget

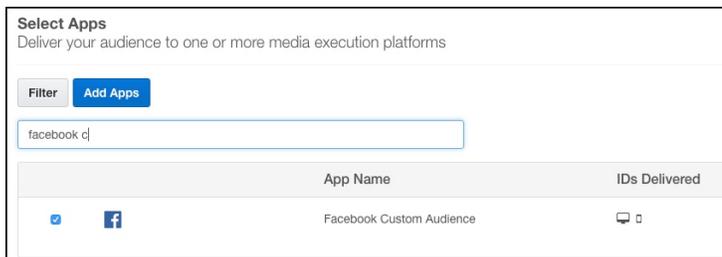
To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Facebook and then select **Create > Create Campaign**.

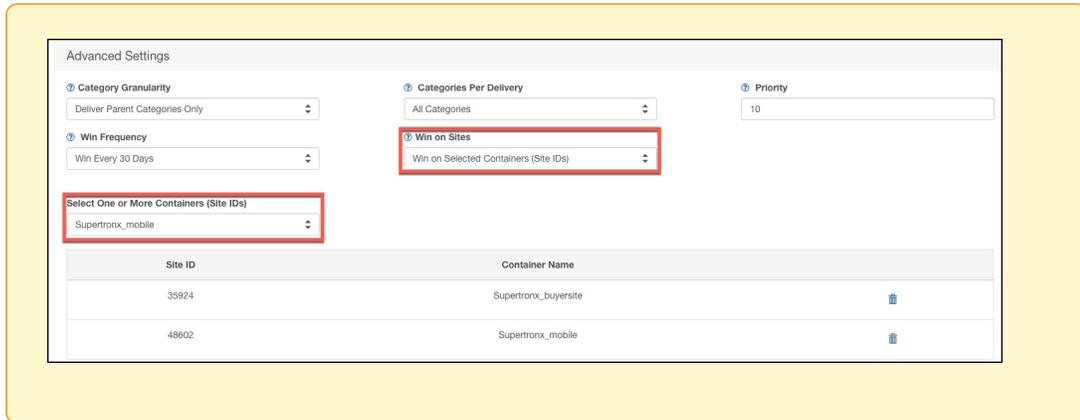


The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify.
3. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the Facebook app that you installed, and then click **Add Apps**.



Important: If you are onboarding media data into your DMP, you need to set the **Win on Sites** option (under **Advanced Settings**) to **Win on Selected Containers(Site IDs)**, and then select only the containers/site IDs that have been deployed on your website. This ensures that your Facebook custom audience pixel is fired from your websites only. If this setting is not available in your seat, contact your Account Manager to get it enabled.



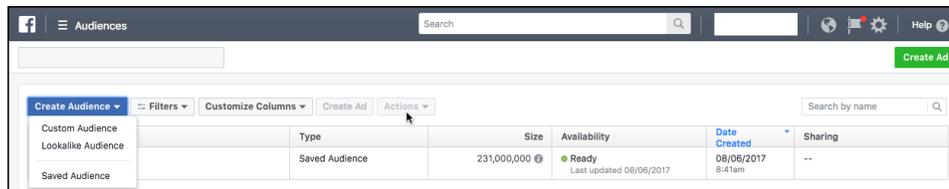
5. Click **Save**. The *Campaigns* page displays the new campaign.
6. Record the campaign ID from the *ID* column for use with your Facebook custom audience.

Add Oracle Data Cloud platform data to your custom audiences in Facebook

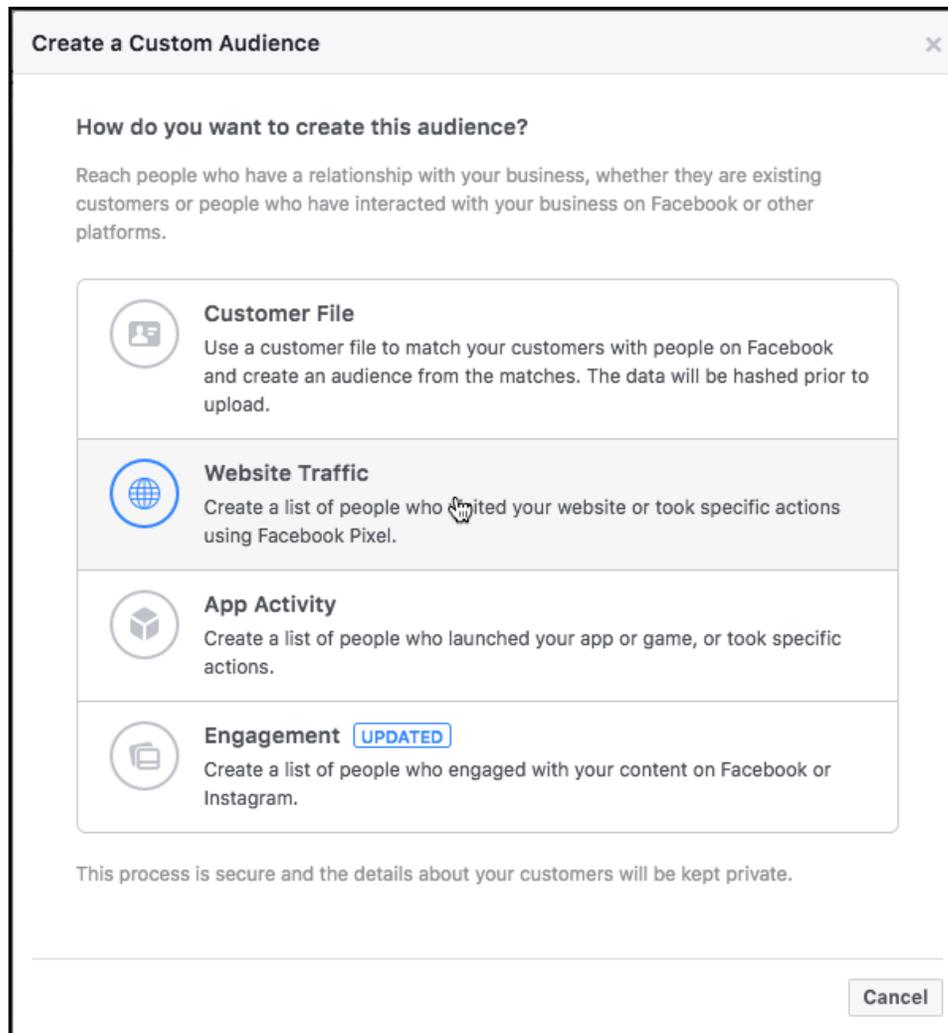
For details about custom audiences, refer to Facebook's [advertiser help](#).

To add Oracle Data Cloud platform data to your custom audiences in Facebook:

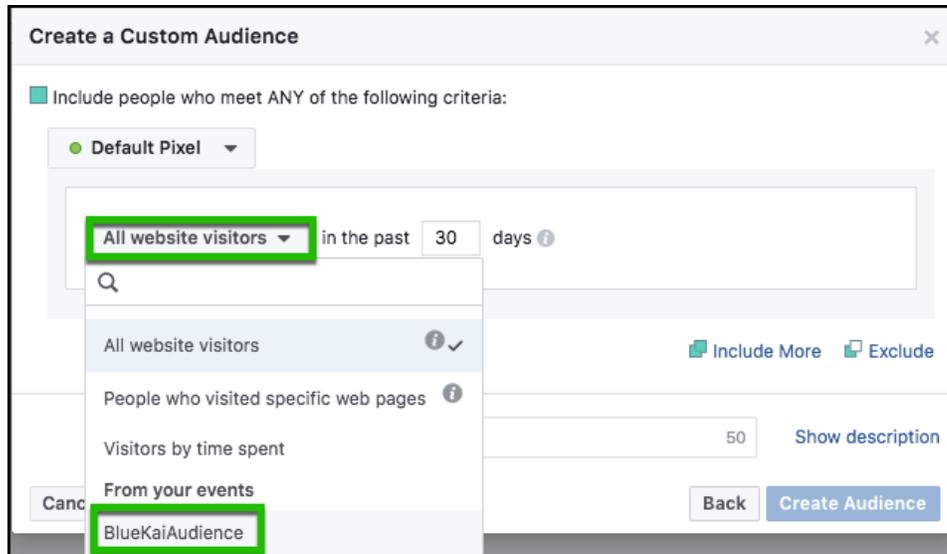
1. Log in to Facebook ads manager and go to the **Audiences** page (<https://facebook.com/ads/manager/audiences/manage>).
2. Click **Create Audience > Custom Audience**.



3. Click **Website Traffic**.



4. In the **Create a Custom Audience** dialog, click **All Website Visitors** and then click the **BlueKaiAudience** event under **From your Events**.



If the **BlueKaiAudience** event is not displayed, verify that you activated the campaign.

Tip: You can optionally fire your campaign pixel to help expedite the BlueKaiAudience event to be displayed in Facebook. The pixel has the following syntax:

```
https://www.facebook.com/tr?ev=BlueKaiAudience&id={FB Pixel ID}&cd[bkcampaignid]={campaignId}
```

For example:

```
https://www.facebook.com/tr?ev=BlueKaiAudience&id=10151985794810450&cd[bkcampaignid]=158662
```

The BlueKaiAudience event should be available within an hour after the campaign pixel is fired.

5. Click **Refine By**, and then click **URL/Parameter**,

Create a Custom Audience

Include people who meet ANY of the following criteria:

- Default Pixel

BlueKaiAudience in the past 30 days

Refine by

- URL/Parameter
- Aggregated Value
- Device

Include More Exclude

Name your audience 50 Show description

Cancel Back Create Audience

6. Click **bkcampaignid**, enter the campaign ID for the [campaign you created](#), and then change the operator to **equals**.

Create a Custom Audience

Include people who meet ANY of the following criteria:

- Default Pixel

BlueKaiAudience in the past 30 days

URL or Parameter:

bkcampaignid equals 158562

+ And also

Further refine by

Include More Exclude

Audience name Name your audience 50 Show description

Cancel Back Create Audience

7. In the **Audience Name** box, enter a descriptive name for your audience, and then click **Create Audience**.

Create a Custom Audience [X]

Include people who meet ANY of the following criteria:

Default Pixel [v]

BlueKaiAudience [v] in the past 30 days [i]

URL or Parameter:

bkcampaignid [v] equals [v] 158562 [x] or [x]

+ And also

Further refine by

Include More Exclude

Audience name: My Facebook Audience [30] Show description

Cancel Back **Create Audience**

8. Click **Done**.

Create a Custom Audience [X]

Your Custom Audience was created

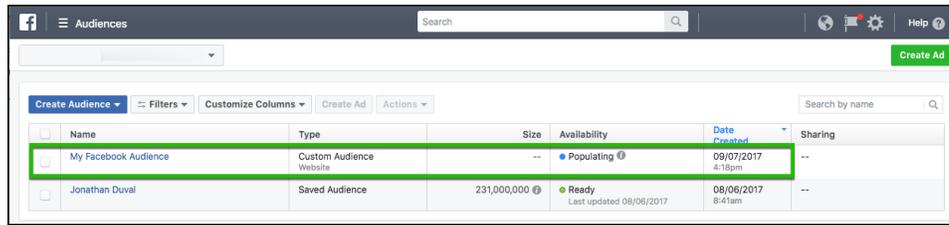
It may take a few minutes for us to finish matching your customers to people on Facebook. We'll notify you when this process is finished. You can also check the status in Audience Manager.

Next Steps

- Find new people similar to your existing users**
Best for high quality prospecting, use lookalike audiences to reach new people likely to be interested in your brand or product.
- Create an ad using the audience**
You can start creating an ad using Custom Audience you just created.

Cancel **Done**

9. Your new Facebook custom audience is added to the table.



Name	Type	Size	Availability	Date Created	Sharing
My Facebook Audience	Custom Audience Website	--	● Populating ⓘ	09/07/2017 4:18pm	--
Jonathan Duval	Saved Audience	231,000,000 ⓘ	● Ready Last updated 08/08/2017	08/08/2017 8:41am	--

If Facebook displays an "audience too small" warning, this is because the pixel-based solution requires some time to ramp up after the campaign is first activated.

Flashtalking

You can use your first- and third-party data that is linked to Oracle Data Cloud cookies in the Flashtalking platform to optimize your creative ad components based on users' attributes. Flashtalking is an integrated dynamic creative optimization (DCO) partner that provides advanced targeting capabilities to help you deliver fresh, engaging creatives. Its platform helps you schedule ad versions, test and refine offers, localize campaigns, and manage dynamic ad content.

To connect your Flashtalking account to your seat in the Oracle Data Cloud platform.

1. [Install the Flashtalking app.](#)
2. [Create an audience.](#)
3. [Create a campaign.](#)
4. [Generate and deploy a container tag.](#)
5. [Email Flashtalking.](#)

Installing the Flashtalking app

Use the [install an app](#) workflow to configure the Flashtalking app.

To install the Flashtalking app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.

3. Click **Dynamic Creative Optimization**.
4. Select **Flashtalking (JSON Return Tag)**.

< Install Apps

App Selection
Select the app you want to install. You can filter apps by the solution type or search for them by name. *Ret

Search by name

All Solutions 101 solutions

Media Targeting 83 solutions
Pass campaign data to a media vendor to acquire users on ad exchanges and networks, or to make direct purchases.

Dynamic Creative Optimization 5 solutions
Pass granular campaign data (for example, SKU numbers) to a DCO vendor to retarget users with customized ad components.

Site Optimization 4 solutions
Pass campaign data to a SSO vendor to target users on your site with customized content blocks.

Search 1 solutions
Target your site visitors and prospect high-value users by leveraging audience attributes to boost your paid search keywords.

Look-alikes 2 solutions
Add new high-value users to your private taxonomy that behave like your best customers to quickly and effectively increase reach.

<p>Ensemble</p>	<p>Use Ensemble's Dynamic Creative Optimization (DCO) technology with your BlueKai data to create high-performance campaigns. Ensemble streamlines the ad creation process with flexible ad ...</p>
<p>Flashtalking (JSON Return Tag)</p>	<p>Flashtalking provides dynamic creative optimization (DCO) and advanced targeting capabilities to help you deliver fresh, engaging creatives on every impression. Its platform helps you schedule ad versions, test and refine offers, localize campaigns, and manage dynamic ad content. Flashtalking dynamic ads offer a whole host of solutions so whether you want to schedule ad versions based around events, react to competitor activity, test and refine offers, localise multi-language campaigns, or save on production costs and traffic time -- Flashtalking can help you do it all without editing your Flash or HTML5 files.</p>

5. In the **App Name** box, enter a descriptive name that identifies this app configuration.
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. Click **Save**.

Learn more: [Installing an app](#)

Creating an audience

To create an audience to deliver to Flashtalking:

1. Log on to partner.bluekai.com and click **New Audience**. The *Audiences* page is displayed.

2. Enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters). If you are targeting a specific [ID source](#), include that in the name so that other users understand the purpose of the audience.
3. On the **Categories** tab, define your target audience by choosing a combination of first- and third-party categories from the taxonomy tree.
4. Click the **ID Sources** tab.
5. To narrow the targeting of your audience to users linked to Oracle Data Cloud cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.

ID Source	Reach
Desktop IDs	560,012,160
BlueKai 3rd Party Desktop Cookie ID	560,012,160
Mobile IDs	703,064,640
Mobile Web IDs	482,554,560
BlueKai Mobile Statistical ID	83,707,200
BlueKai Mobile Cookie ID	398,847,360
Mobile Advertising IDs	220,510,080
Google Advertising ID (AdID)	120,968,640
Apple IDFA	99,541,440

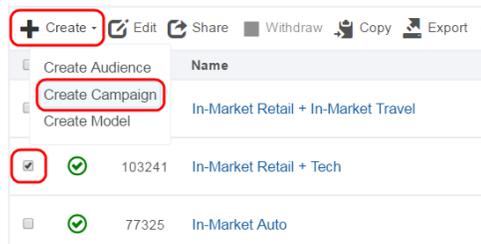
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign that sends your audience data to Flashtalking:

1. On the *Audiences* page, select the check box for the audience that you want to send to Demandbase and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the Flashtalking app that you installed, and then click **Add Apps**.
5. In the *JSON Return Tag* section, select **Yes**.
6. Click **Save**. Your campaign is active and you are returned to the *Campaigns* page.

Learn more: [Creating a campaign](#)

Creating a container

To deliver data to Flashtalking, [create a container](#), generate a site ID, and [send it to your Flashtalking account manager](#).

To create a container:

1. Log in to partner.bluekai.com and select **Manage > Containers**.
2. Click **Create New**. The *Create New Container* dialog is displayed.
3. In the **Name** box, enter a descriptive name such as "Flashtalking JSON Return Tag."
4. Keep the default settings and click **Save and Generate Code**.
5. Record the site ID for the new container listed in the *Settings* section.

Generate Code

Synchronous (recommended) Dynamic Synchronous Asynchronous Media - Clicks Media - Impressions JS Pixel IFrame

Synchronous (recommended)
Sends data to the DMP as quickly as possible because the container tag is loaded while the Web browser loads your Web page. This increases the probability of your container firing and your site collecting the user's attributes.

Settings

Site ID

Protocol

Pixel limit per pageview

Add Phints (optional)

Optionally add key-value pairs for the categories users are to be tagged with when they visit your Web site. The phints are passed to BlueKai and used to classify the users in the DMP.

```
<!-- Begin BlueKai Tag -->
<iframe name="__bkframe" height="0" width="0"
frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px
0px 0px) src="about:blank"></iframe>
<script type="text/javascript"
src="http://tags.bkrtx.com/js/bk-coretag.js"></script>
<script type="text/javascript">
bk_doJSTag(40868, 1);
</script>
<!-- End BlueKai Tag -->
```

Learn more: [Creating a container](#)

Emailing Flashtalking

To register your site ID and serve dynamic creatives based on the campaign IDs returned from the JSON return tag, send the following information to your Flashtalking account manager:

- Your campaign ID
- The site ID of your Flashtalking container tag
- Dynamic creative mapping logic which explains what creative should be delivered if campaign A or campaign B is delivered

Using Oracle Data Cloud Platform Data in FreeWheel

You can send audiences containing first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) to the FreeWheel platform. After your audiences have been mapped into your FreeWheel advertiser account, Oracle Data Cloud platform data flows into your audiences.

You can then use FreeWheel's end-to-end premium video technology to target categories and the platform within FreeWheel's monetization rights management (MRM) interface and deliver video ads across devices.

This app was updated in August, 2018. The new version includes the ability to specify the network ID (**nw**) and data provider ID (**dpid**) during app installation. IDs specified during app installation are included automatically in new campaigns that use the app.

If you installed the FreeWheel app before the update, you can continue to use the old version and specify the ID each time you create a campaign.

If you want to use the new version, delete the old one first. (Deleting the old app does not affect campaigns you have created previously.) Then install the new version using the instructions in this document. Campaigns you create using the new version automatically include the IDs you specify during installation.

To use Oracle Data Cloud platform data in a FreeWheel campaign:

1. [Get a Freewheel network ID](#).
2. [Install the FreeWheel app](#).
3. [Create your audience](#).
4. [Create your campaign](#).

Getting a Freewheel network ID

Contact your FreeWheel account manager to get your FreeWheel network ID (also known as an *nw*). You enter the network ID when you install the app so that it is included in all campaigns that use the

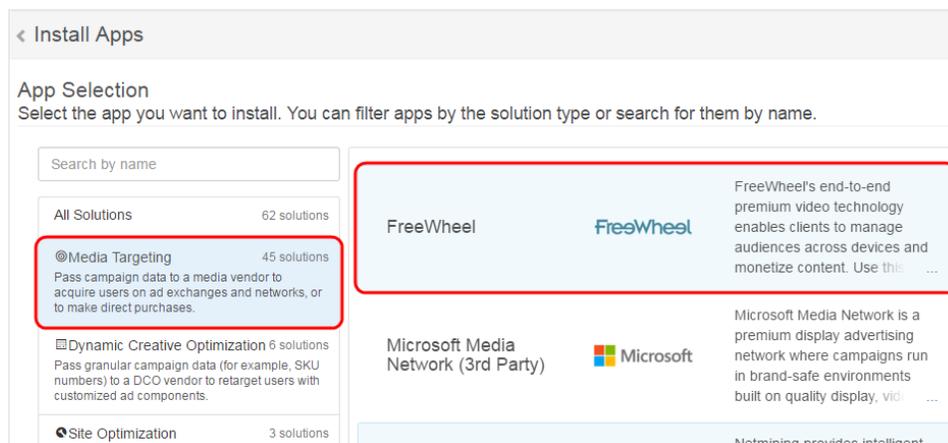
app. The network ID allows FreeWheel in to map your first-party Oracle Data Cloud platform data to their segment objects at the campaign level.

Installing the FreeWheel app

Use the [install an app](#) workflow to configure the FreeWheel app, which supports the delivery of cookies and MAIDs.

To create the FreeWheel app configuration:

1. Log in to partner.bluekai.com and select **Apps > Install Apps**. The *Install Apps* page is displayed.
2. Click **App Catalog**. The *App Selection* tool is displayed.
3. Click the **Media Targeting** campaign solution type and then select **FreeWheel**.



4. In the **App Name** box, enter a descriptive name.
5. In the **Notification Email** box, enter email addresses for anyone who should receive notification about FreeWheel app activity.
6. In the *Freewheel Account Information* section, enter the following:
 - **Nw**: The network ID you received from FreeWheel, such as 12345 in the following examples

- **Dpid:** The data provider ID, which depends on whether your audience contains first- or third-party data. Enter your Freewheel network ID except if you audience contains *only* third-part data. In that case, enter the platform's data provider ID.

App Specific Settings
Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email
Enter a comma-separated list of email addresses for individuals that should receive notifications.

Freewheel Account Information
Enter values for all the listed account parameters. Contact Freewheel if you do not know your account information. *Required

nw
12345

dpid
12345

Data Delivery Instructions
Complete the following steps in order to deliver data to your app partner. *Required

Google Chrome Cancel Save

7. Leave the **Increase Data Delivery Overlap** check box selected to enable the ID swap tag to be fired automatically on your site visitors once every 7 days via [tag management](#). This configuration ensures that maximum amount of your first-party cookie data can be delivered to Freewheel.
8. Click **Save**.

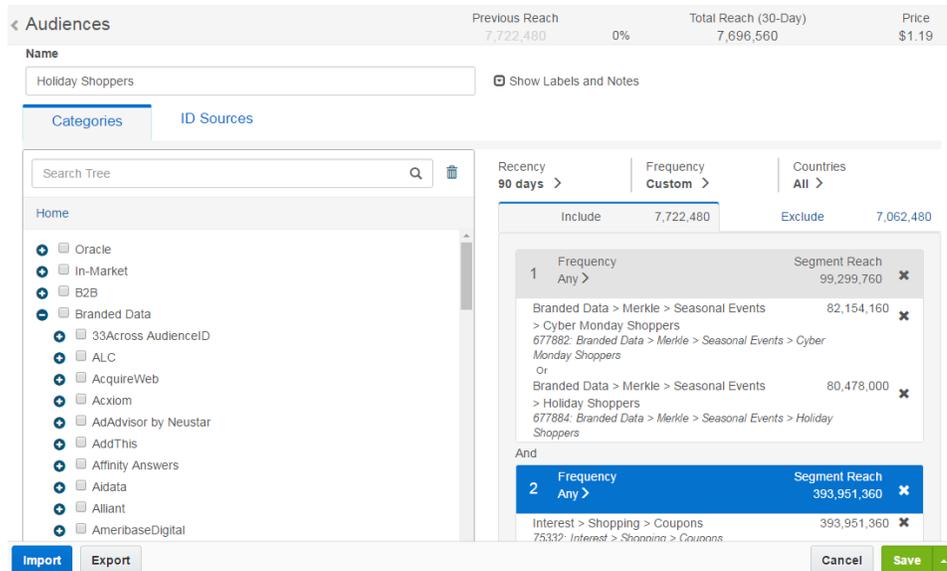
Learn more: [Installing an app](#)

Creating your audience

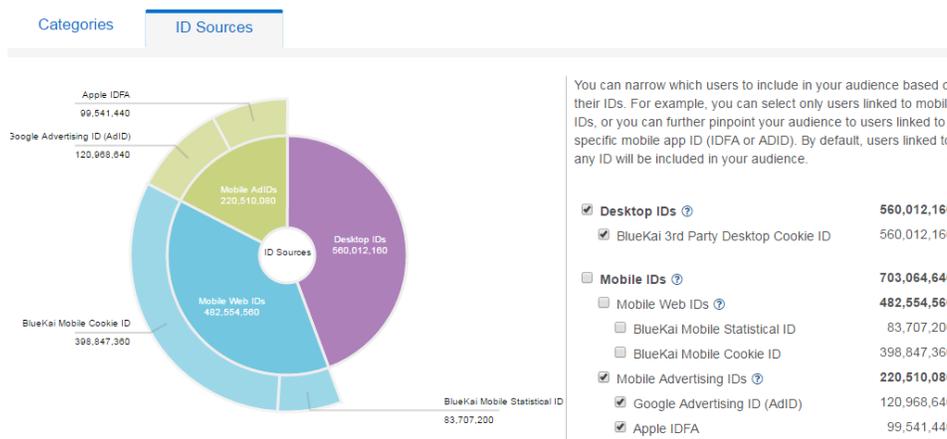
You can use BlueKai's [audience builder](#) to select the first- and third-party data you want to target on FreeWheel.

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.



2. In the **Name** box, enter a name that makes your audience easy to identify. The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience by selecting first- and third-party categories from the [taxonomy tree](#).
4. Click the [ID Sources](#) tab.



5. If you want to target both cookies and MAIDs, you do not need to make any changes; otherwise, clear the check boxes for any ID sources you do not want to target.
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To send your user data to FreeWheel, you need to [create a campaign](#). The data campaign specifies the audience to be targeted, where to send your audience, how long to run the campaign, and the campaign budget.

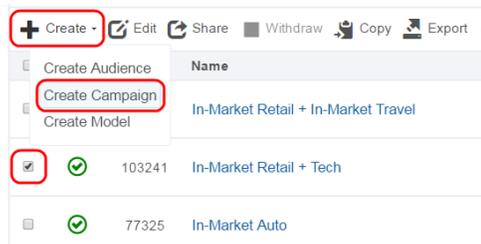
If you need to use different data sets (such as first- or third-party data, or targeting different ID sources), create a campaign for each data set. This makes it easier to track performance, troubleshoot, and maintain.

After you save the data campaign, the platform will send an email message to Freewheel providing them with the campaign's details.

Important: Before activating your data campaign, verify that FreeWheel has mapped your audience to their target segment object.

To create a campaign:

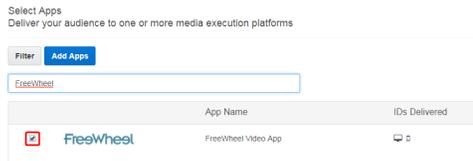
1. On the *Audiences* page, select the check box for the audience that you want to send to FreeWheel and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify.

- In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Idle** status.
- Click **Select Apps**, select the FreeWheel app that you installed, and then click **Add Apps**.



- (Optional) After the FreeWheel app appears in the list, expand it to view its details.

The **App Macros** field automatically includes `ingestCampaignId=1`, which indicates that the client's audience data is mapped in Freewheel at the campaign level.

Important! Do not change the value in the **nw** or **dpid** boxes.

- Click **Save**. Your campaign is created and you are returned to the *Campaigns* page. FreeWheel receives an email notification with your name and campaign ID. Mapping typically takes up to 48 hours.

Contact your Freewheel representative for assistance in activating the audiences in the Freewheel UI.

- After FreeWheel confirms that they have mapped your audience to their segment object at the campaign level, [go to the Campaigns page](#), select the check box for your FreeWheel campaign, and click **Enable**.

Learn more: [Creating a campaign](#)

Google Ad Manager

You can send your first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) to the Google Ad Manager platform.

Google Ad Manager (formerly known as DoubleClick for Publishers or DFP) provides access to a network of unique users and tools for managing, delivering, and measuring the performance of ads. Use your Oracle Data Cloud platform data with Google Ad Manager to create complex audiences for precise targeting at scale.

Important! Make sure to follow the [Google naming standards](#) for audiences that include third-party data.

To send Oracle Data Cloud platform data to Google Ad Manager:

- [Get your Google Ad Manager account whitelisted for 1st-party data targeting.](#)
- [Install the Google Ad Manager app.](#)
- [Create your target audience.](#)
- [Create a campaign.](#)
- [Create your media targeting campaign in Google Ad Manager.](#)

Get your Google Ad Manager account whitelisted for 1st-party data targeting

To deliver your 1st-party data to Google Ad Manager, your account must be whitelisted for targeting. The whitelisting is a one-time operation. If your account is not whitelisted, your data campaigns will fail. Click [here](#) for how to get your Google Ad Manager account whitelisted.

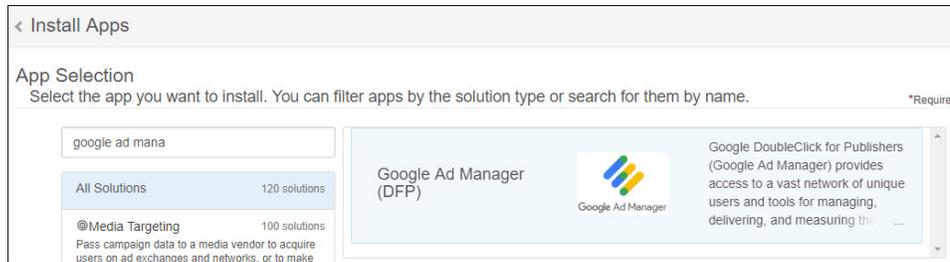
Install the Google Ad Manager app

Use the [install an app](#) workflow to configure the Google Ad Manager app in the Oracle Data Cloud platform. A single app can be used to send first- and third-party cookie and MAID data to Google Ad Manager.

To install the Google Ad Manager app in the Oracle Data Cloud platform:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.

3. Select the **Media Targeting** campaign solution type.
4. Select **Google Ad Manager (DFP)**.



5. In the **App Name** box, enter a unique name that identifies this app configuration.
6. From the **Pricing Model** list, select CPM.
7. In the *App Specific Settings* section, enter your Google Audience Link ID.
8. Select an account currency or accept the default value (US dollars). For details, see [setting up currency and time zone](#).
9. Leave the **Increase Data Delivery Overlap** check box selected. This enables the ID swap tag to be fired automatically on your site visitors once every 7 days to maximize the delivery of your first-party cookie data.
10. Click **Save**. The Google Ad Manager app is now enabled in your partner seat.

Learn more: [Installing an app](#)

Create your target audience

To create an audience to deliver to Google Ad Manager:

1. Click **New Audience**.
2. Enter a name for the audience that makes it easy to identify and track in the Google Ad Manager platform using the following syntax: *audienceName_campaignName*.
3. From the [taxonomy tree](#), select the first- and third-party categories you want to deliver to Google

Ad Manager. You can target both [cookies and MAIDs](#) in the same audience.

4. Click **Save**.

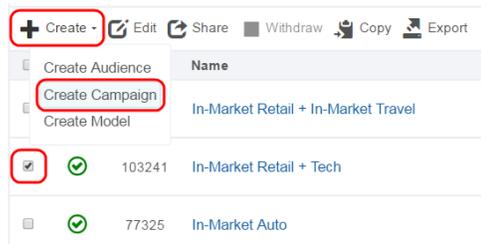
Learn more: [Creating an audience](#)

Creating a campaign

Use the [campaign](#) workflow to specify the audience you want to send to Google Ad Manager.

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Quantcast and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both Oracle Data Cloud and Google Ad Manager.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the Google Ad Manager app that you installed, and then click **Add Apps**.
5. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page.

The Oracle Data Cloud platform automatically calls Google Ad Manager's audience APIs to create a new segment in your Google Ad Manager seat. The name of the segment is *audienceName_*

campaignName. You can identify your Oracle Data Cloud audiences in Google Ad Manager by name or by segment ID.

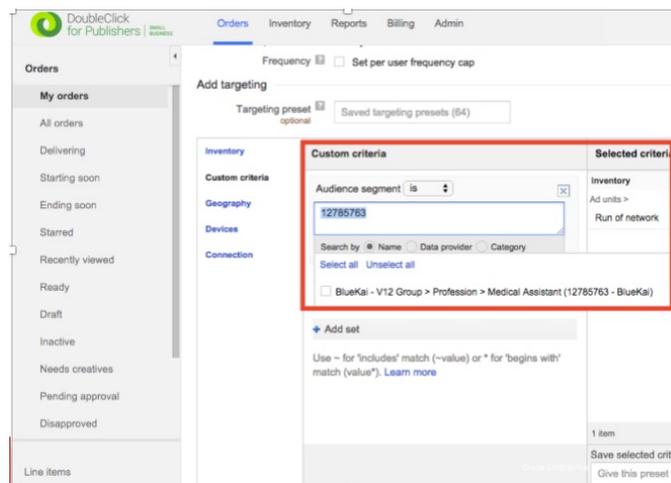
To locate the segment ID of your Google Ad Manager audience, go to the *Campaigns* page and click the campaign. In the *Composition* section, the corresponding segment ID (`seg_id`) is included in the query string of the pixel URL.

Learn more: [Creating a campaign](#)

Create your media targeting campaign in Google Ad Manager

To create your media targeting campaign in Google Ad Manager:

1. Log in to your Google Ad Manager account.
2. Navigate to the **My orders > Custom criteria**. Your audience is listed in the **Audience segment box**.



Google Ads RLSA

You send your first-party Oracle Data Cloud platform data to Google Ads Remarketing Lists for Search Ads (RLSA) to boost your paid search keywords when targeting site visitors. (Google Ads was formerly named Google Ad Words.) This capability enables you to effectively create and scale search campaigns.

Audience injection automates the creation and mapping of audience objects in the Google Ads platform. Once this automated mapping has occurred, you can add the users you receive via SDT to your audience objects.

Important! Audiences sent to Google Ads must not contain any third-party data because it does not support a prospecting use case with third-party data. For more details, see Google's [data use policies](#).

With Oracle Data Cloud platform data and Google RLSA, you can do the following:

- **Heighten visibility and response:** Use audience attributes to bid on high-value users and then optimize the messaging in your search ads for effective cross-sells and up-sells.
- **Increase reach by extending keywords to include relevant users:** Bid on single and long-tail keywords only when your site visitors have specific audience attributes.
- **Decrease media ad spend via differential pricing:** Bid your users up and down based on their attributes to target them more effectively and save on your media spend.

To use Oracle Data Cloud platform data with Google Ads RLSA:

1. [Install the Google Ads RLSA app](#).
2. [Create an audience](#).
3. [Create a campaign](#).
4. [Create your RLSA campaign in Google Ads](#).

Installing the Google Ads RLSA app

Use the [install an app](#) workflow to install the Google Ads RLSA app in the Oracle Data Cloud platform.

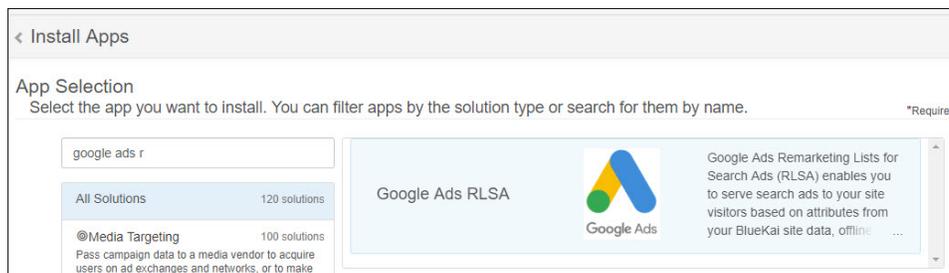
To use the Google Ads app, you need:

- A Google Ads account
- OAuth credentials for the Google Ads account where you want the data delivered. This might *not* be the same Google manager account that you use to log in to Google Ads and other Google resources. Signing in to the target account is a one-time activity needed during the app install.

If you are not sure which credentials to use, contact your Google account manager.

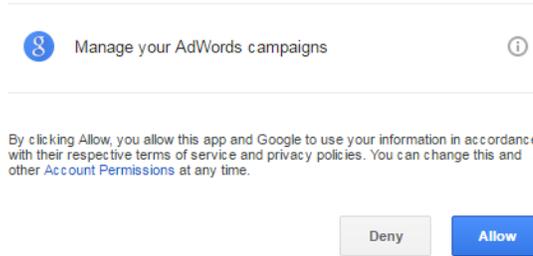
To create a search campaign using Oracle Data Cloud platform data and Google Ads RLSA:

1. In your web browser, go to myaccount.google.com and verify that you are logged in to the Google Ads account where you want the data delivered. If not, sign out and then use the correct Google Ads account credentials to sign in.
2. Log in to partner.bluekai.com and select **Apps > Install Apps**.
3. Click **App Catalog**.
4. Select the **Search** campaign solution type and then click **Google Ads RLSA**.



5. In the **App Name** box, enter Google Ads RLSA or another name that identifies this app configuration.
6. In the *App Specific Settings* section, click **Connect to OAuth**. If you are not currently logged in to Google, you will be prompted to log in.
The *BlueKai Ads RLSA* page is displayed.

▾ BlueKai AdWords RLSA would like to:



If you receive the **User does not have a Google Ads Customer ID** error, contact your Google account manager to determine the correct credentials that are associated with the Google Ads account where you want the data delivered.

7. Click **Allow** to let this app and Google to use your information in accordance with their respective terms of service and privacy policies. You are returned to the *Install Apps* page and your Google Customer ID is now associated with your app configuration.
8. Click **Save**. Google Ads is now enabled as an audience injection app in your partner seat.

Creating an audience

Once your Oracle Data Cloud and Google Ads accounts are linked by installing the Google Ads RLSA app, you can [create an audience](#) and then [create a campaign](#) to deliver the audience into the Google Ads platform via audience injection. Your campaign's pixel URL, which specifies where your user data is delivered, will automatically be set to the image pixel in your Google Ads remarketing tag.

1. In the platform UI, click **New Audience**.
2. In the audience builder, select your private first-party data categories. You can include and exclude specific audience segments to control on which user attributes the RLSA tag is fired.

Important: Google Ads considers country targeting to be third-party data, so do not specify countries in the audience builder's [Country](#) box. You can instead include any of your first-party country categories or add country targeting in the Google Ads UI.

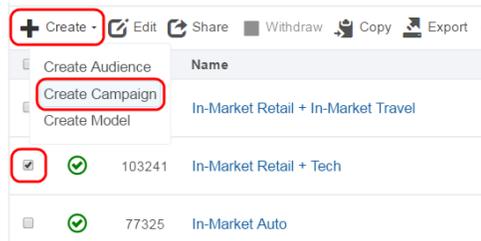
3. Enter a name for the audience that makes it easy to identify and track.
4. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Google Ads and then select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both Oracle Data Cloud and Google Ads.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps** and select the Google Ads RLSA app that you installed and then click **Add Apps**.
5. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page.

Oracle Data Cloud platform creates an RLSA in your Google Ads account that is named `<audienceName>_<campaignName>_<timestamp>`. Google returns an audience ID that the Oracle Data Cloud platform subsequently includes in pixel fires to Google as users qualify for your audience. This enables Google to add your users to your Oracle-based RLSAs. Your campaign will be ready to start delivering data within approximately 60 to 90 minutes.

As users qualify for your target audience, the platform fires a Google image pixel that adds the users to the RLSA.

Sample image pixel

```

```

Learn more: [Creating a campaign](#)

Creating your RLSA campaign in Google Ads

Audiences you create and deliver via the Google RLSA app in the Oracle Data Cloud platform are added automatically to your Google Ads account. You can add them to campaigns you create in Google Ads.

To create your RLSA campaign in Google Ads:

1. Go to ads.google.com and log in to your Google Ads account.
2. Create a new campaign and configure it normally. See the Google Ads Help for detailed instructions.
3. Expand the **Audiences** area.

4. Search for the name of the audience you created earlier, then select it.

Audiences

Select audiences to add to your campaign ⓘ

1 selected CLEAR ALL

Cortado

What they are actively researching or planning (2)

In-market audiences > Home & Garden > Home Appliances > Small Appliances
Coffee & Espresso Makers

In-market audiences > Home & Garden > Home Appliances > Small Appliances
Juicers & Blenders

How they have interacted with your business (1)

Website visitors
Cortado
Drinkers_KA_RLSA_camp_2018/Aug/30
16:59:45

Audiences targeting setting for this campaign ⓘ

Targeting *formerly "Target and bid"*
Narrow the reach of your campaign to the selected audiences, with the option to adjust the bids

Observation (recommended) *formerly "Bid only"*
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected audiences

5. Click **Save and Continue**.
6. Continue configuring the Google Ads campaign.

Google Ads

You can send your Oracle Data Cloud platform data to Google Ads to target users on the Google Display Network (GDN) who have shown interest in your brand or product. (Google Ads was formerly named Google Ad Words.) GDN is the only targetable inventory that lives within Google Ads. GDN offers a collection of websites that show ads, including Google-specific sites. Using first-party, offline, and look-alike model data in the Oracle Data Cloud platform, you can determine on which users to serve search ads on GDN sites.

As of May 2018, Google is no longer accepting 3rd-party data on GDN. You can use [Google Display & Video 360](#) for 3rd-party targeting.

Using Oracle Data Cloud platform data with Google Ads on the GDN enables you to do the following:

- **Increase performance on direct response campaigns:** Build a custom audience of users who have demonstrated intent signals for your product and reach consumers who are ready to purchase.
- **Increase reach by targeting audience profiles:** Leverage the Oracle Data Marketplace to build audiences and find those users at scale on GDN sites.
- **Tailor creatives and content to your target audience:** Use Oracle Data Cloud platform data to show consumers the right message at the right time in their purchase cycle.

To create a Google Ads campaign on the GDN using Oracle Data Cloud platform data:

- [Get your Ads account whitelisted for 1st-party and 3rd-party data targeting.](#)
- [Install the GDN app.](#)
- [Create your target audience.](#)
- [Create a campaign.](#)
- [Create your GDN Campaign in Google Ads.](#)
- [Validate your GDN campaign.](#)

Get your Ads account whitelisted for 1st-party data targeting

To deliver your 1st-party data to Google for the GDN integration, you must get your Ads account whitelisted for targeting. The 1st-party data whitelisting is a one-time operation. If your account is not whitelisted, your GDN data campaigns will fail. Click [here](#) for how to get your Ads account whitelisted.

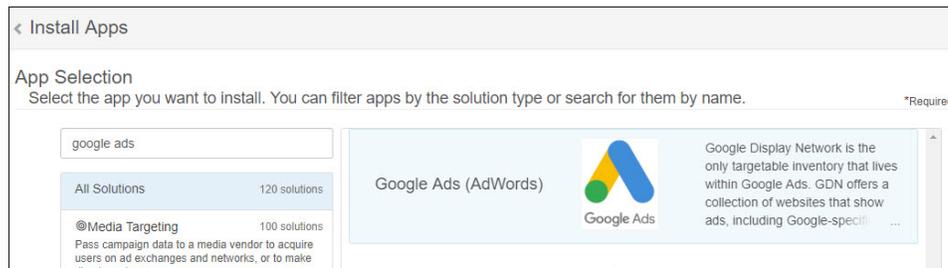
Install the GDN app

Use the [install an app](#) workflow to install the Google GDN app in the Oracle Data Cloud platform.

To create the GDN app configuration in the Oracle Data Cloud platform:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.

4. Select **Google Ads (AdWords)** .



5. In the **App Name** box, enter Google Ads or another name that identifies this app configuration.
6. From the **Pricing Model** list, select CPM.
7. In the *App Specific Settings* section, enter your Google customer ID. Your Google customer ID is typically located at the top of any Google Ads page next to your email address.

Important: Just include the string of integers in your customer ID. Do not include any spaces, dashes, or special characters.

8. Select an account currency or accept the default value (US dollars).
9. Click **Save**. The Google Ads app is now enabled in your partner seat.

Create an audience

To create an audience to deliver to your Google Ads account:

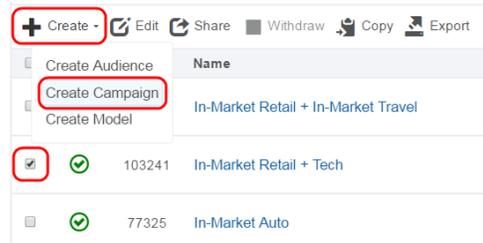
1. Click **New Audience**.
2. Enter a name for the audience that makes it easy to identify and track.
3. In the audience builder, select first-party categories to define your target audience. You can target both cookies and MAIDs in the same audience.
4. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Google Ads and then select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both Oracle Data Cloud and Google Ads.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the Google Ads app that you installed, and then click **Add Apps**.
5. Click **Save**. Your campaign is created and you are returned to the **Manage > Campaigns** page. Your campaign will be ready to start delivering data within approximately 60 to 90 minutes.

If you receive an error such as "Please check the customer ID value," you may have entered an invalid customer ID when you installed your Google Ads app. Edit your app and make sure that your customer ID only includes the string of integers, not spaces, dashes, or special characters.

Create your GDN campaign in Google Ads

To create your GDN campaign in Google Ads:

1. Go to adwords.google.com and log in to your account.
2. Create and configure your ad.
3. Click **Shared Library** and then click **Audiences**. The audience you created will be listed under the **Audiences** column. The name is a concatenation of the audience and campaign names.

Google AdWords Home Campaigns Opportunities Tools

Your account isn't active - To activate your account and start running your ads, enter your billing information. [Fix it](#) | [Learn more](#)

audi

Shared library > Audiences

All online campaigns

Shared library

- Audiences
 - Bid strategies
 - Budgets
 - Business data
 - Campaign negative keywords
 - Campaign placement exclusions
 - URL options

Use remarketing to show ads to people who visited your website, used your app, or clicked your ads. Or, reach specific audiences using custom combinations. [Learn about remarketing](#)

+ REMARKETING LIST Remove Add to ad groups Filter Labels Search by list name Search

<input type="checkbox"/>	Audiences	Type	Membership status	Membership duration	List size (Google search)
<input type="checkbox"/>	Acura2015_DevinCampaign_2015/Feb/28 13:08:54 used in BK campaign: DevinCampaign	Tag-based	Open	90 days	--
<input type="checkbox"/>	Audi 03-04_Audis-Devin_2015/Mar/04 03:56:12 used in BK campaign: Audis-Devin	Tag-based	Open	90 days	--
<input type="checkbox"/>	Audience for GoogleAudieceInjection_GoogleAudieceInjection_2015/Feb/23 15:19:50 used in BK campaign: GoogleAudieceInjection	Tag-based	Open	90 days	--
<input type="checkbox"/>	Audience for GoogleAudieceInjection_GoogleAudieceInjection_2015/Feb/23 15:39:05 used in BK campaign: GoogleAudieceInjection	Tag-based	Open	90 days	--
<input type="checkbox"/>	Carl-Neha-Audience_Carl-Neha-Campaign_2015/Feb/26 20:14:07 used in BK campaign: Carl-Neha-Campaign	Tag-based	Open	90 days	--
<input type="checkbox"/>	Demystified_GoogleAudieceInjection_2015/Feb/25 16:48:35 used in BK campaign: GoogleAudieceInjection	Tag-based	Open	90 days	--

Bulk operations

Reports

Labels

4. Select the audience, and then click **Save**.

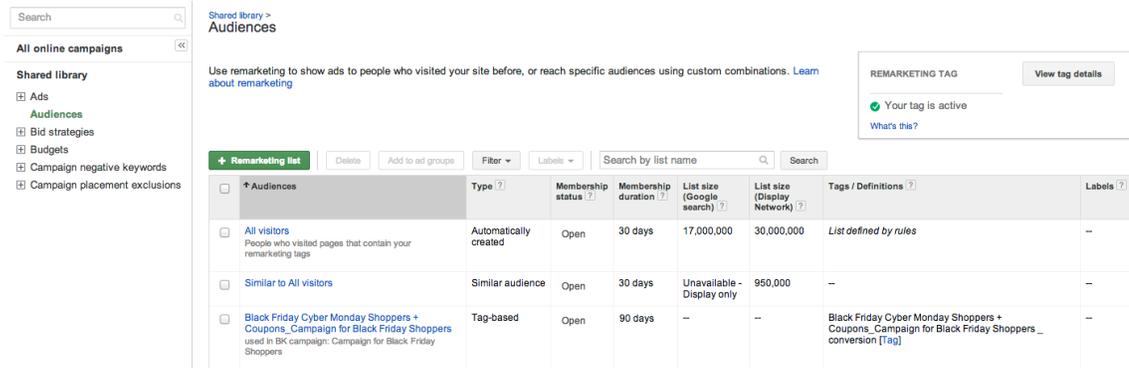
Validate your GDN campaign

To validate that your GDN campaign is active:

1. In Google Ads, open the **Shared Library > Audiences** page.

The inventory in **List Size (Google Search and DisplayNetwork)** columns should start

ramping up once your campaign reaches 1,000 users.



The screenshot shows the Google Ads Audiences interface. On the left, there is a sidebar with navigation options: 'All online campaigns', 'Shared library', 'Ads', 'Audiences', 'Bid strategies', 'Budgets', 'Campaign negative keywords', and 'Campaign placement exclusions'. The main area displays a table of remarketing lists. Above the table, there are buttons for '+ Remarketing list', 'Delete', 'Add to ad groups', 'Filter', and 'Labels'. A search bar is also present. A notification box on the right indicates 'REMARKETING TAG' and 'Your tag is active'. The table has columns for 'Audiences', 'Type', 'Membership status', 'Membership duration', 'List size (Google search)', 'List size (Display Network)', 'Tags / Definitions', and 'Labels'.

Audiences	Type	Membership status	Membership duration	List size (Google search)	List size (Display Network)	Tags / Definitions	Labels
All visitors People who visited pages that contain your remarketing tags	Automatically created	Open	30 days	17,000,000	30,000,000	List defined by rules	--
Similar to All visitors	Similar audience	Open	30 days	Unavailable - Display only	950,000	--	--
Black Friday Cyber Monday Shoppers + Coupons_Campaign for Black Friday Shoppers used in BK campaign: Campaign for Black Friday Shoppers	Tag-based	Open	90 days	--	--	Black Friday Cyber Monday Shoppers + Coupons_Campaign for Black Friday Shoppers_conversion [tag]	--

Google Display & Video 360

You can send your first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) to the Google Display & Video 360 platform (formerly known as Double Click Manager or DBM).

Google Display & Video 360 is Google's demand-side platform (DSP), which is integrated with Google's ad exchange (AdX) and other RTB sources. You can use Google Display & Video 360 to activate your Oracle Data Cloud platform data in real time with Google's proprietary technology for bidding, targeting, and optimization. This enables you to display ad inventory across ad exchanges, while using data to target the right audiences and placements and optimizing bids in real-time to maximize the performance of your media campaigns.

You can create audiences in Oracle Data Cloud platform containing cookie or MAID data and have those audiences automatically added to your advertiser account in Google Display & Video 360.

Important! Make sure to follow the [Google naming standards](#) for audiences that include third-party data.

To send Oracle Data Cloud platform data to Google Display & Video 360:

- [Get your Google Display & Video 360 account whitelisted for 1st-party data targeting.](#)
- [Install the Google Display & Video 360 app.](#)

- [Create your target audience.](#)
- [Create a campaign.](#)
- [Create your media targeting campaign in Google Display & Video 360.](#)

Get your Google Display & Video 360 account whitelisted for first-party data targeting

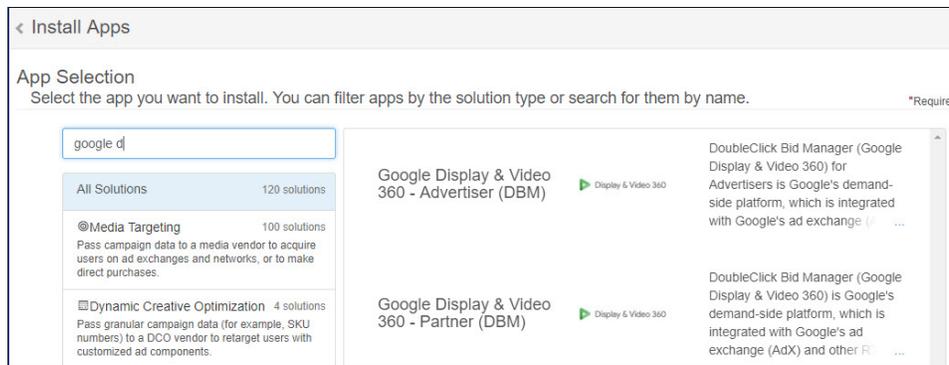
To deliver your first-party data to Google for the Google Display & Video 360 integration, your account must be whitelisted for targeting. Whitelisting is a one-time operation. If your account is not whitelisted, your Google Display & Video 360 data campaigns will fail. Click [here](#) to learn how to have your Google Display & Video 360 account whitelisted.

Install the Google Display & Video 360 app

Use the [install an app](#) workflow to configure the Google Display & Video 360 - Advertiser app in the Oracle Data Cloud platform. A single app can be used to send first- and third-party cookie and MAID data to Google Display & Video 360.

To install the Google Display & Video 360 app in the Oracle Data Cloud platform:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.
4. Select **Google Display & Video 360 - Advertiser (DBM)** or **Google Display & Video 360 - Partner (DBM)**.



5. In the **App Name** box, enter a unique name that identifies this app configuration.
6. From the **Pricing Model** list, select **CPM**.
7. In the *App Specific Settings* section, enter your Google customer ID.
8. Select an account currency or accept the default value (US dollars). For details, see [setting up currency and time zone](#).
9. Leave the **Increase Data Delivery Overlap** check box selected. This enables the ID swap tag to be fired automatically on your site visitors once every 7 days via [tag management](#). This ensures that maximum amount of your first-party cookie data can be delivered to Google.
10. Click **Save**. The Google Display & Video 360 app is now enabled in your partner seat.

Learn more: [Installing an app](#)

Create your target audience

To [create an audience](#):

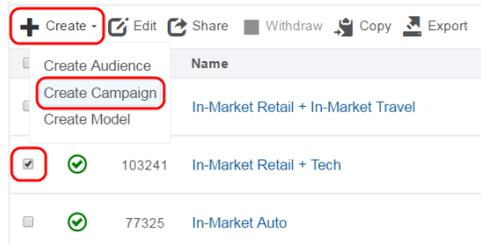
1. Click **New Audience**.
2. Enter a name for the audience that makes it easy to identify and track in the Google Display & Video 360 platform. Oracle Data Cloud platform data is identified in the Google Display & Video 360 platform with the following syntax: *audienceName_campaignName*.
3. From the [taxonomy tree](#), select the first- and third-party categories you want to deliver to Google Display & Video 360. You can target both cookies and MAIDs in the same audience.
4. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign to deliver your audience to Google Display & Video 360:

1. On the *Audiences* page, select the check box for the audience that you want to send to Google AdWords and then select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both Oracle Data Cloud and Google Display & Video 360.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps** and select the Google Display & Video 360 app that you installed and then click **Add Apps**.
5. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page.

The Oracle Data Cloud platform automatically calls Google Display & Video 360's audience APIs to create a new segment in your advertiser seat. The name of the segment follows this syntax: *audienceName_campaignName*. You can identify your Oracle Data Cloud audiences in Google Display & Video 360 by name or by segment ID.

To locate the segment ID of your Google Display & Video 360 audience, go to the *Campaigns* page and click the campaign. In the *Composition* section, the corresponding segment ID (**seg_id**) is included in the query string of the pixel URL.

Learn more: [Creating a campaign](#)

Create your media targeting campaign in Google Display & Video 360

To create your media targeting campaign in Google Display & Video 360:

1. Log in to your Google Display & Video 360 account.
2. Navigate to the **My orders > Custom criteria**. Your audience is listed in the **Audience segment** box.

Infectious Media

You can create audiences containing first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) and then create data campaigns to send your audiences to the Infectious Media platform. Once your audiences have been mapped into your Infectious Media advertiser account, your Oracle Data Cloud platform data will flow into your audiences. You can then use Infectious Media's demand-side platform (DSP) to deliver customized international media campaigns.

To send your audiences to the Infectious Media platform:

1. [Install an Infectious Media app](#).
2. [Create an audience](#).
3. [Create a campaign](#).

Installing an Infectious Media app

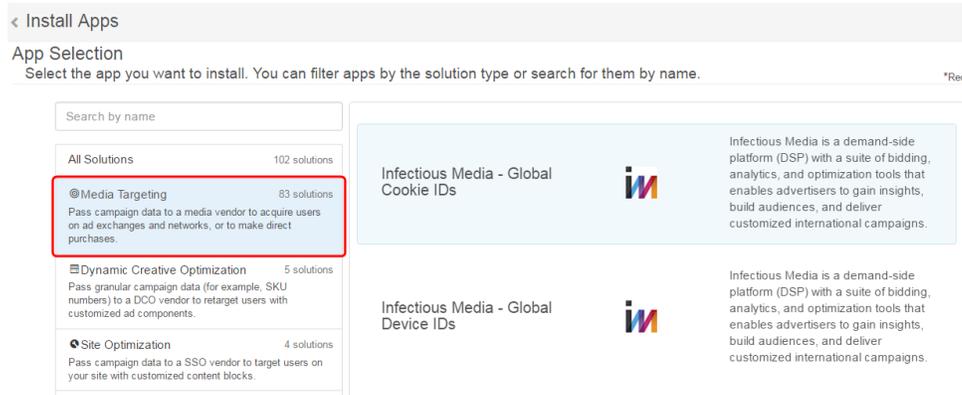
Use the [install an app](#) workflow to configure the following Infectious Media apps:

- **Infectious Media - Global Cookie IDs:** Automated mapping of first- and third-party data linked to Oracle Data Cloud desktop cookies and mobile cookies
- **Infectious Media - Global Device IDs:** Deliver your first-party MAID data to Infectious Media.

If you want to target *both* cookies and MAIDs, install both Infectious Media apps, create a single audience targeting first- and third-party data linked to cookies and MAIDs, and then select both apps when you create a campaign.

To install an Infectious Media app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.



4. Depending on the intended audience [ID source](#) you want to target, select one of the following apps:
 - Infectious Media - Global Cookie IDs
 - Infectious Media - Global Device IDs
5. In the **App Name** box, enter a name that identifies the app and its ID source.
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. Click **Save**.

The selected Infectious Media app is enabled in your partner seat and you can create data campaigns to deliver your audiences to the Infectious Media platform.

Learn more: [Installing an app](#)

Creating an audience

Select the first- and third-party data you want to deliver to Infectious Media using the [audience builder](#).

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.

< Audiences Previous Reach 7,722,480 0% Total Reach (30-Day) 7,696,560 Price \$1.19

Name Holiday Shoppers Show Labels and Notes

Categories ID Sources

Search Tree

Home

- Oracle
- In-Market
- B2B
- Branded Data
 - 33Across AudienceID
 - ALC
 - AcquireWeb
 - Acxiom
 - AdAdvisor by Neustar
 - AddThis
 - Affinity Answers
 - Aldata
 - Alliant
 - AmeribaseDigital

Recency 90 days > Frequency Custom > Countries All >

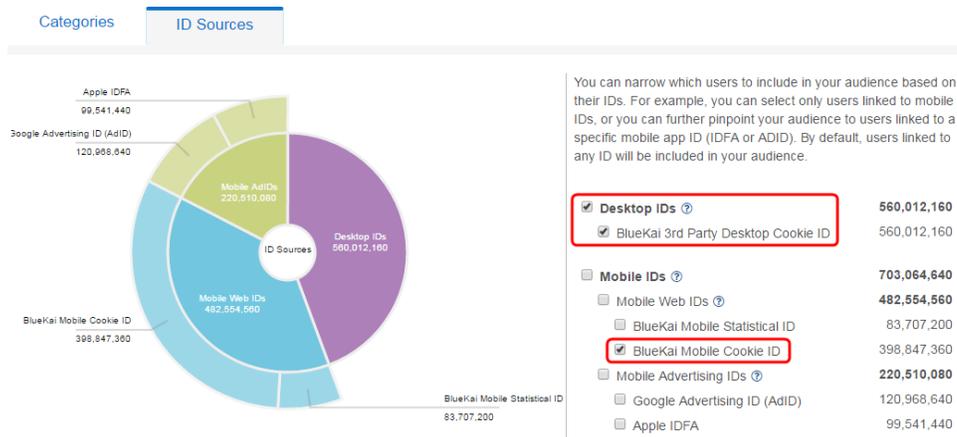
Include 7,722,480 Exclude 7,062,480

Frequency	Segment Reach
1 Any >	99,299,760
Branded Data > Merkle > Seasonal Events > Cyber Monday Shoppers 677882: Branded Data > Merkle > Seasonal Events > Cyber Monday Shoppers	82,154,160
or	
Branded Data > Merkle > Seasonal Events > Holiday Shoppers 677884: Branded Data > Merkle > Seasonal Events > Holiday Shoppers	80,478,000
And	
2 Frequency Any >	393,951,360
Interest > Shopping > Coupons 75337: Interest > Shopping > Coupons	393,951,360

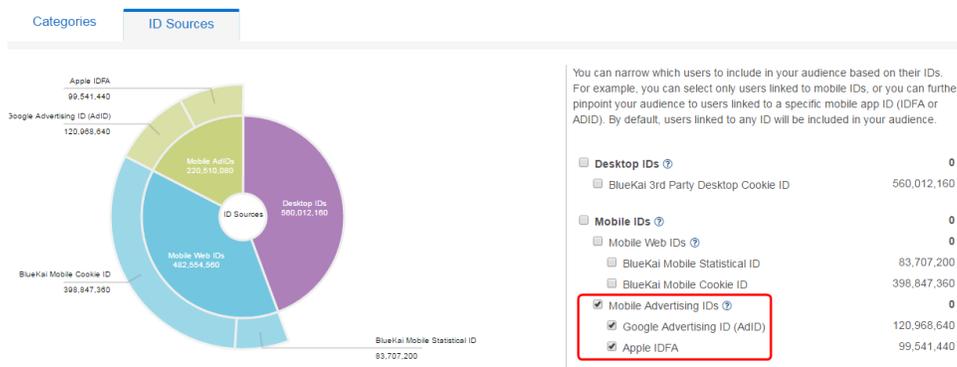
Import Export Cancel Save

2. In the **Name** box, enter a name that makes it easy to identify your audience and include the ID source (cookies, MAIDS, or both). The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience by selecting a combination of first- and third-party categories from the [taxonomy tree](#).
4. Click the **ID Sources** tab. If you want to target all ID sources, you do not need to make any changes on the **ID Sources** tab.
5. If you will use your audience with the **Infectious Media - Global Cookie IDs** app, narrow the targeting of your audience to users linked to cookies by clearing the **Mobile IDs** check box and

then selecting the **Mobile Cookie ID** check box.



- If you will use your audience with the **Infectious Media - Global Device IDs** app, narrow the targeting of your audience to users linked to MAIDs by clearing the **Desktop IDs** and **Mobile IDs** check boxes, and then selecting the **Mobile Advertising IDs** check box.



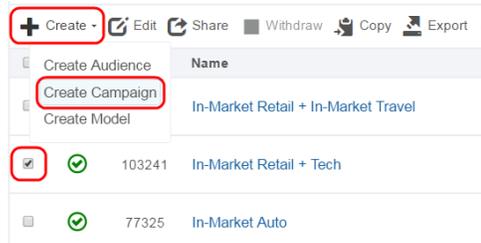
- Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

- On the *Audiences* page, select the check box for the audience that you want to send to Infectious Media and then select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify and includes the ID sources.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Idle** status.
4. Click **Select Apps**, select the Infectious Media app that corresponds to the ID source selected for your audience (cookies, MAIDs, or select both apps), and then click **Add Apps**.
5. Click **Save**. Infectious Media will receive an email notification with your name, campaign ID, and the category IDs being delivered by your data campaign. Within 48 hours, Infectious Media will use this information to map your Oracle Data Cloud platform data at the campaign level to a segment object in their platform.
6. Once Infectious Media confirms that they have mapped your audience to their segment object, [go to the Campaigns page](#), select the check box for your Infectious Media campaign, and click **Enable**. Your Oracle Data Cloud platform data will be delivered into the Infectious Media segment object and ready for use within 24 hours.

Learn more: [Creating a campaign](#)

Innovid

You can use Oracle Data Cloud platform data in the Innovid video marketing platform to optimize your creative ad components based on users' attributes.

This app was updated in August, 2018. The new version includes the ability to specify your Innovid account name during app installation. Account names specified during app installation are included automatically in new campaigns that use the app.

If you installed the app before the update, you can continue to use the old version and specify the account name each time you create a campaign.

If you want to use the new version, delete the old one first. (Deleting the old app does not affect campaigns you have created previously.) Then install the new version using the instructions in this document. Campaigns you create using the new version automatically include the account name you specify during installation.

To connect your Innovid account to your seat in the Oracle Data Cloud platform:

1. [Install the Innovid app.](#)
2. [Create an audience.](#)
3. [Create a campaign.](#)
4. [Email Innovid.](#)

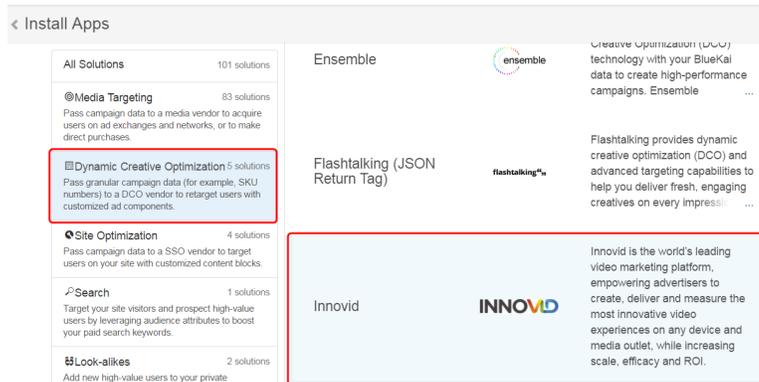
Installing the Innovid app

Use the [install an app](#) workflow to configure the Innovid app. When you install the app, you enter your Innovid account name. If you do not have an Innovid account, [contact Innovid](#).

To install the Innovid app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.

3. Click **Dynamic Creative Optimization**.



4. Select **Innovid**.

5. In the **App Name** box, enter a descriptive name that identifies this app and configuration.

6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.

7. In the **Innovid_Account_Name** box, enter your account name. The account name will be included automatically in new campaigns that use this app.

The screenshot shows the 'App Specific Settings' form for the Innovid app. The form has a title 'App Specific Settings' and a subtitle 'Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container.' There are two main sections: 'Notification Email' and 'Innovid Account Information'. The 'Notification Email' section has a text input field with the placeholder 'Enter a comma-separated list of email addresses for individuals that should receive notifications.' The 'Innovid Account Information' section has a text input field with the placeholder 'Innovid_Account_Name'. Below these sections is a checkbox labeled 'Increase Data Delivery Overlap' which is checked. Below the checkbox is a note: 'Boost delivery overlap with this App partner by automatically enabling their 1x1 ID Swap image pixel for delivery in your Container. Note: this App partner's third party 1x1 ID Swap image pixel tag will be configured to fire inside your Container once per user every seven days.' At the bottom right of the form are 'Cancel' and 'Save' buttons.

8. Leave the **Increase Data Delivery Overlap** check box selected to enable the ID swap tag to be fired automatically on your site visitors once every 7 days via [tag management](#). This configuration ensures that maximum amount of your first-party cookie data can be delivered to Innovid.

9. Click **Save**.

Learn more: [Installing an app](#)

Creating an audience

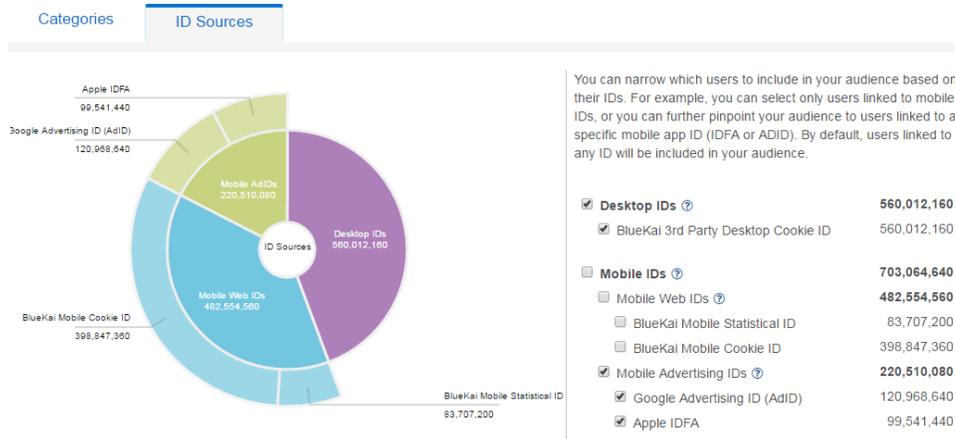
You can send first-party data linked to Oracle Data Cloud cookies to Innovid.

To [create an audience](#) to deliver to Innovid:

1. Log on to partner.bluekai.com and click **New Audience**. The audience builder page is displayed.

The screenshot displays the Oracle Audience Builder interface. At the top, it shows summary statistics: Previous Reach (7,722,480), Total Reach (30-Day) (7,696,560), and Price (\$1.19). The audience name is set to "Holiday Shoppers". The interface is divided into two main sections: "Categories" and "ID Sources". The "Categories" section is active, showing a search tree with a list of categories including Oracle, In-Market, B2B, Branded Data, and various third-party providers like Acxiom and Alliant. The "ID Sources" section is visible on the right, showing a list of sources with their segment reach, such as "Branded Data > Merkle > Seasonal Events > Cyber Monday Shoppers" with a reach of 82,154,160. The interface also includes buttons for "Import", "Export", "Cancel", and "Save".

2. Enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters). If you are targeting a specific [ID source](#), include that in the name so that other users understand the purpose of the audience.
3. On the **Categories** tab, define your target audience by choosing a combination of first-party categories from the taxonomy tree.
4. Click the [ID Sources](#) tab.



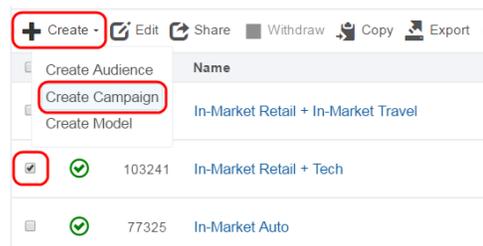
- If you want to target both cookies and MAIDs, you do not need to make any changes; otherwise, clear the check boxes for any ID sources you do not want to target.
- Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To [create a campaign](#):

- On the *Audiences* page, select the check box for the audience that you want to send to Innovid and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

- In the **Campaign Name** box, enter a name that makes your campaign easy to identify.

3. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the Innovid app that you installed, and then click **Add Apps**.
5. (Optional) When the Demandbase app appears in the list, expand it to display its details.

Important! Do not change the value in the **Innovid_Account_Name** box.

6. Click **Save**. Your campaign is active and you are returned to the *Campaigns* page.
7. Record the campaign ID of the new campaign.

Learn more: [Creating a campaign](#)

Emailing Innovid

Email the following details to your Innovid account manager:

- Your Innovid account name
- Your campaign ID
- The creative that you want to link to the campaign

Innovid will configure all the relevant video events that are sent to Oracle Data Cloud platform for further routing. Once the integration is complete, your Innovid account manager will contact you to run a test case with a video to verify the integration.

Maxymiser

You can use 1st- and 3rd-party audiences in Maxymiser to enrich your visitor profiles for campaign targeting, reporting, and segment discovery:

- **Campaign Targeting:** Determine which visitors are eligible for a campaign. For example, you can use Oracle Data Cloud platform data to show an A/B test to only visitors in the 21-39 age range.
- **Content Targeting:** Segment a group of your campaign's traffic, and serve them specific experiences. This enables you to filter campaign reports by this segment.
- **Campaign Performance Report Filters:** Filter your campaign reports by the individual custom attributes used in this integration.

Deploy the JSON Return and Maxymiser Tags

To provide your site with Oracle Data Cloud platform data and subsequently pass the data into Maxymiser, you need to deploy the JSON Return and Maxymiser tags on each page you want to execute site optimization experiments. To do this, follow these steps:

1. In the Oracle Data Cloud platform, select **Manage > Containers**. This page lists all the containers you have created. You can open a container to view its client-side tag code and to copy the container tag code to your Web site.
2. Click **Create New**.
3. Enter the following settings for your Container.

Setting	Value
---------	-------

Name Enter “Maxymiser JSON Return Tag” (or something comparable that makes it easy to identify your Container’s functionality).

Data Select this check box.

Transfer

Enabled

Default Accept the default number of slots to be allocated on your site for firing

Auction Limit third-party pixels, which is **4**.

Campaign Accept the default **Only Me**.

Access

Data Clear this check box.

Transfer

Boost

Create New Container

NAME ⓘ Maxymiser JSON Return Tag

COUNTRY BLOCKING ⓘ × Netherlands

DEFAULT AUCTION LIMIT ⓘ 4

DATA TRANSFER ENABLED ⓘ

PERFORMANCE PIXEL ⓘ

CAMPAIGN ACCESS ⓘ Only Me

DATA TRANSFER BOOST ⓘ

DATA TRANSFER INTERVAL ⓘ 5

LABELS ⓘ Add or select labels

Cancel Save Save And Generate Code

4. Click **Save and Generate Code**.
5. In the **Generate Code** dialog, click the **JS** tab for the JSON Return tag type. Each time a user in your audience visits a Web page hosting the JSON Return tag, the platform will return JSON-formatted javascript object (named **bk_results**) to the page. The **bk_results** object includes the campaign ID and the categories for which the user qualified. Maxymiser will use this data to identify the Oracle Data Cloud campaigns and categories users are in. See [JSON Return](#) for more information.

JSON Return Tag Syntax

The JSON Return Tag has the following syntax: **<script type="text/javascript" src="http://tags.bluekai.com/site/<SITE_ID>?ret=js&limit=<PIXEL_LIMIT>"></script>**

- The **Site Id** parameter is the unique identifier used to manage your site in the Oracle Data Cloud platform. When the platform receives a request from your container tag, it knows that the incoming data belongs to your site.
- The **Protocol** parameter specifies whether you are making calls to the platform via HTTP or HTTPS. If you are optimizing a secure Web page, select **HTTPS**.
- The **Pixel Limit Per Page View** value specifies the maximum number of pixels that can be fired during a single page view; however, you can omit this parameter when adding the JSON Return tag code to your page.

6. Click **Copy** in the code box on the right, and then paste the JSON tag before the closing `</head>` element of each Web page you plan to optimize as demonstrated in the following example:

Web Page Code: JSON Return Tag

```
                                <head>  
<!--Begin BlueKai JSON Return Tag -->  
<script type="text/javascript"  
src="http://tags.bluekai.com/site/50042?ret=js&limit=4"></script>  
<!--End BlueKai JSON Return Tag --></head>
```

7. In the Oracle-Maxymiser platform, get your Maxymiser tag following these steps:

- a. Click the Oracle Maxymise menu on the top-left corner, and then click **Site Settings**.



Profile card for Jonathan Duval, campaign-designer.com. Includes a user icon, a mobile device icon, and a dropdown arrow.

-  Publish Center
-  Customer Profiles
-  Insights

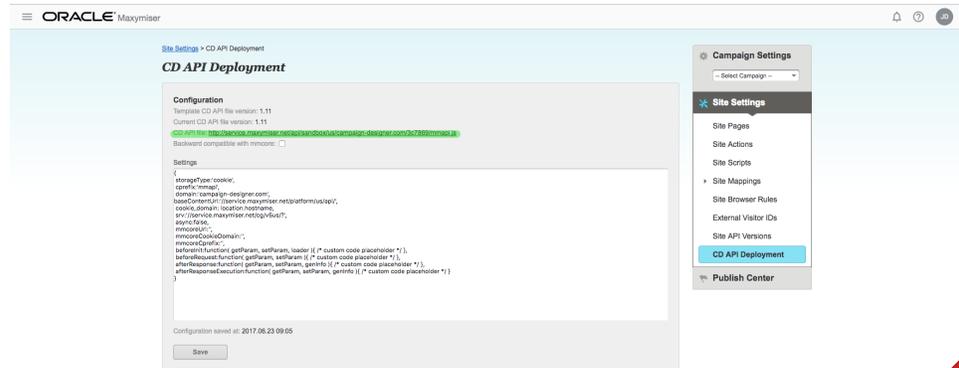
INTEGRATIONS

-  Customer Data Import
-  Product Inventory

Site Settings (highlighted with a green border)

-  Admin
-  Help
-  Support

- b. Click **CD API Deployment**. The **CD API File** field displays your Maxymiser tag.



8. Copy your Maxymiser tag, and then paste it into a script directly below the JSON Return tag as demonstrated in the following example:

Web Page Code: JSON Return Tag and Maxymiser Tag

```
<head>
<!--Begin BlueKai JSON Return Tag -->
<script type="text/javascript"
src="https://tags.bluekai.com/site/50042?ret=js&limit=4"></script>
<!--End BlueKai JSON Return Tag -->

<!--Begin Maxymiser Tag -->
<script type="text/javascript"
src="https://service.maxymiser.net/api/sandbox/us/campaign-
designer.com/3c7869/mmapi.js"></script>
<!--End Maxymiser Tag -->
```

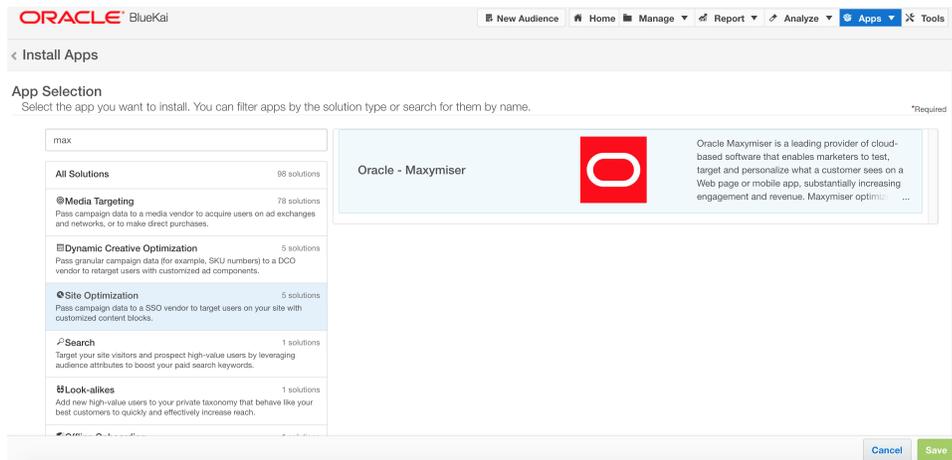
</head>

Install the Maxymiser App

To deliver data to the DMP, you must install the Maxymiser app.

To install the Maxymiser app:

1. In the Oracle Data Cloud platform, select **Apps > Install Apps**, click **App Catalog**, and then select the **Maxymiser** app. You can do this by doing one of the following:
 - Under **App Selection**, click the **Site Optimization** solution type from the left side to filter the apps, scroll through the apps, and then click the Maxymiser app to be installed from the right.
 - Enter "**Maxymiser**" in the search box to filter the apps, scroll through the filtered apps, and then click the app to be installed from the right.
 - Scroll through the apps on the right side, and then click "**Oracle -Maxymiser**" app.



2. In the **App Name** box, enter **Maxymiser** or another name that identifies this app configuration.

3. Under **App Specific Settings**, enter your email address in the **Notification Email** box.

4. Click **Save**.

Create your Audience

You use the [audience builder tool](#) in the Oracle Data Cloud platform to create a target audience containing the 1st-party and 3rd-party data you want to use for your site optimization experiments in Maxymiser.

1. Click **New Audience**. Alternatively, you can select **Manage > Audiences** and then click **Create New**.

2. In the **Name** box in the **Categories** tab, enter a descriptive name for the audience.

- From your taxonomy, you can choose a combination of 1st- and/or 3rd-party categories.

The screenshot shows the Oracle BlueKai interface for managing an audience. The audience name is 'Mint Mojito Drinkers'. The 'Categories' tab is active, showing a search tree with various categories like Oracle, In-Market, B2B, etc. The 'ID Sources' tab is also visible. On the right, there are filters for Recency (90 days), Frequency (Custom), and Countries (All). A table shows the selected segment: 'Mint Mojito' with a segment reach of 528,992. The total reach (30-day) is 528,992 and the price is \$0.00.

- Narrow the targeting of your audience to users linked to desktop and mobile web cookies. To do this, click the **ID Sources** tab, and then clear the **Mobile Advertising IDs** check boxes.

The screenshot shows the Oracle BlueKai interface for managing an audience. The audience name is 'Mint Mojito Drinkers'. The 'ID Sources' tab is active, displaying a donut chart and a list of ID sources. The donut chart shows the distribution of users across different ID sources: BlueKai Mobile Cookie ID (491,973,000), Mobile Web IDs (491,973,000), and Desktop IDs (545,111,100). The list of ID sources includes Desktop IDs, BlueKai 3rd Party Desktop Cookie ID, Mobile IDs, Mobile Web IDs, BlueKai Mobile Statistical ID, BlueKai Mobile Cookie ID, Mobile Advertising IDs, Google Advertising ID (AdID), and Apple IDFA. The total reach (30-day) is 1,037,084,100 and the price is \$1.00.

5. Click the button to the right of **Save**, and then click **Save and Create Campaign**.
Alternatively, from the **Manage > Audiences** page, you can click **Create**, and then click **Create Campaign**, or from the **Manage > Campaigns** page, click **Create**

Create a Data Campaign

To create a data campaign to deliver the users in your audience to Maxymiser, following these steps:

1. Under **Basic Information**, do the following:
 - a. Enter a name for your campaign that makes it easy to identify in the Oracle Data Cloud platform.
 - b. Enter the start and end dates for your campaign.
 - c. Set the campaign status to **Active**.

Create Campaign

Jump to : [Basic Information](#) | [Audience Details](#) | [Delivery Method](#) | [Advanced Settings](#)

Basic Information

Campaign Name*

Maxymiser - Mint Mojito Drinker Experiment

Label

Add labels for filtering campaigns

Start Date*

07/30/2017

End Date*

07/30/2018

Status*

Active

2. Under **Audience Details**, select the audience to be delivered to Maxymiser if it is not already selected.

3. Under **Delivery Method**, do the following:

a. click **Select Apps**, click the Maxymiser app, and then click **Add Apps**.

Select Apps ×

Deliver your audience to one or more media execution platforms

Filter Add Apps

	App Name	IDs Delivered
<input type="checkbox"/>	 Optimizely	 
<input type="checkbox"/>	 Outbrain App	 
<input type="checkbox"/>	 Google AdWords	 
<input type="checkbox"/>	 Facebook	 
<input type="checkbox"/>	 Rubicon	 
<input checked="" type="checkbox"/>	 Maxymiser	 

b. Expand the Maxymiser app.

MANAGE CAMPAIGNS / CREATE CAMPAIGN

Delivery Method

App: Deliver your audience to one or more channel partners by selecting their app. You can expand an app to configure the ID sources delivered to the partner, read the delivery instructions.

Select Apps

App Name	Delivery Types
▼ Maxymiser	🗨️ 📄

App ID and Name: 57600, Maxymiser

IDs Delivered:

<input checked="" type="checkbox"/>	Desktop	⋮
<input checked="" type="checkbox"/>	Mobile	⋮

Delivery Instructions: Enter the desired Maxymiser Custom Attribute Name and Value for each DMP Campaign. Be sure to set Win Frequency to "Win Every Time"

App Macros:

Add a Macros

Priority=1

Custom Parameters:

AttributeName
Enter the value

AttributeValue
Enter the value

c. In the **Custom Parameters** section, enter a key-value pair in the **AttributeName** and **AttributeValue** boxes. This data will be included in your JSON Return tag, and Maxymiser will use it to determine which site optimization experiment to execute on your audience.

- The **AttributeName** (thekey) identifies the type of data being sent (for example age, gender, coffeeDrink, and so on).

contain either (a) the category selected in the audience or (b) any of the child categories underneath that category. This option is ideal if your audience contains a category with many child categories below it.

Advanced Settings

Category Granularity
Deliver Parent and Child Categories

Win Frequency
Win Every Time

Categories Per Delivery
All Categories

Win on Sites
Win on All My Containers (Site IDs)

5. Click **Save**.

Create Maxymiser Customer Profile

In the Oracle-Maxymiser platform, you need to create a customer profile that matches the **AttributeName** and **AttributeValue** key-value pair you entered in your Maxymiser data campaign. This enables Maxymiser to link the attribute key-value pair being passed into the JSON Return tag with your site optimization experiments. To do this, follow these steps:

1. Click the Oracle-Maxymiser menu on the top-left corner, and then click **Customer Profiles**





jonathan duval
campaign-designer.com

CAMPAIGNS

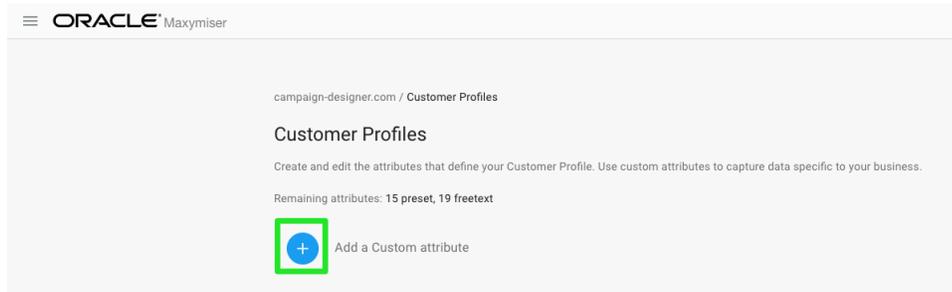
-  Dashboard
-  Test Duration Calculator
-  Publish Center
-  **Customer Profiles**
-  Insights

INTEGRATIONS

-  Customer Data Import
-  Product Inventory

-  Site Settings
-  Admin

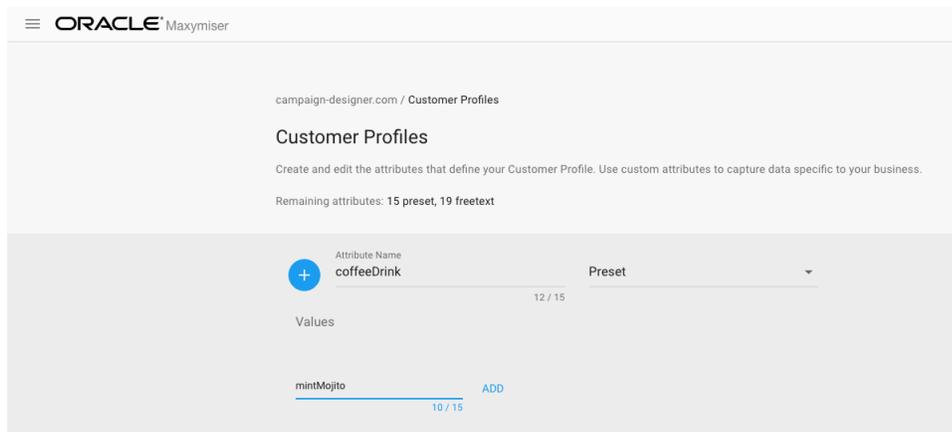
2. Click **Add a Custom Attribute**.



3. In the **Attribute Name** field, enter the attribute key you specified in your Maxymiser data campaign. This identifies the type of data being sent (for example coffeeDrink).

4. Under **Attribute Type**, select **Preset**.

5. Under **Values**, enter the attribute value you specified in your Maxymiser data campaign, and then click **Add**. This identifies the value of the specified type (for example, mintMojito).

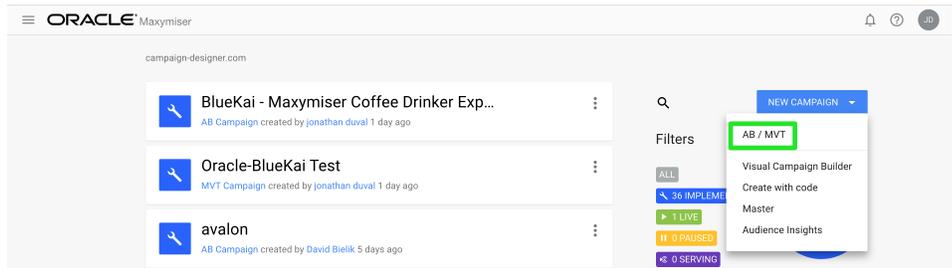


6. Click **Save**.

Create Maxymiser Site Optimization Test Experiments

In the Oracle-Maxymiser platform, you can use your audiences to design testing campaigns that optimize the content on your site. To do this, follow these steps:

1. From the **Campaign Dashboard**, select **New Campaign > AB/MVT** to create an A/B/multi-variate test campaign.



2. Enter a name for your site optimization test campaign that makes it easy to identify and manage in the Oracle-Maxymiser platform, and then click **Create**.

Create a new campaign

Campaign Name

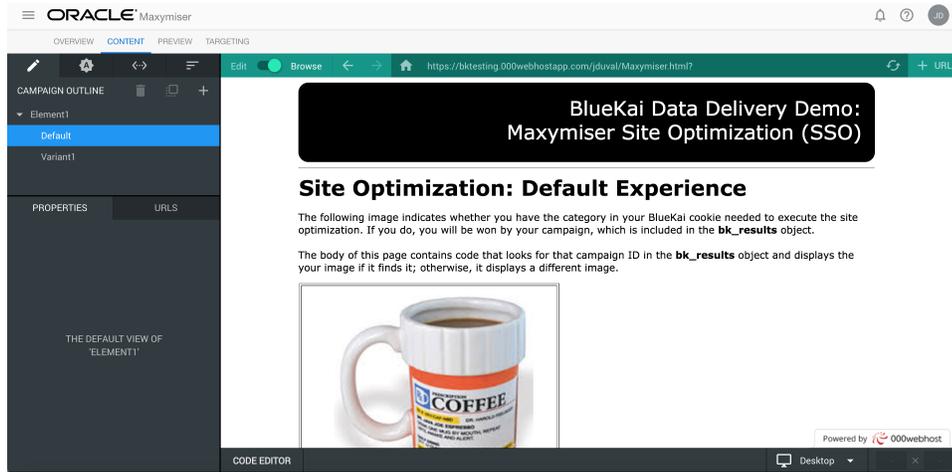
Coffee Drink A/B Test

21 / 100

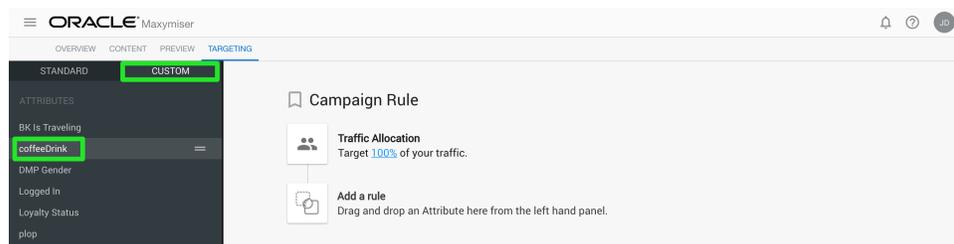
Description (optional)

CANCEL CREATE

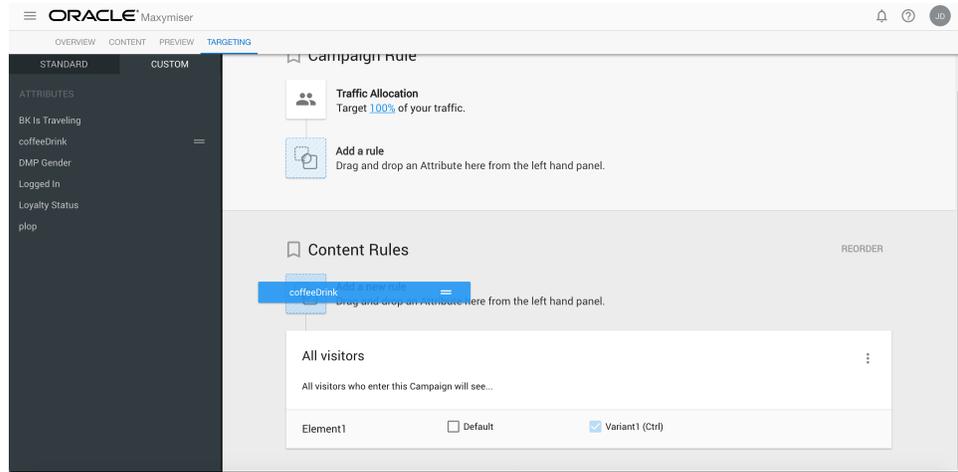
3. Click the **Content** tab, to enter the URL of the page to be optimized, and then add content to your default and optimized (variant) webpage experiences.



4. Click the **Targeting** tab to create a rule based on the customer profile you created previously. To create the rule, follow these steps:
 - a. From the pane on the left, click **Custom**, and then click the customer profile to be used for the site optimization experiment.



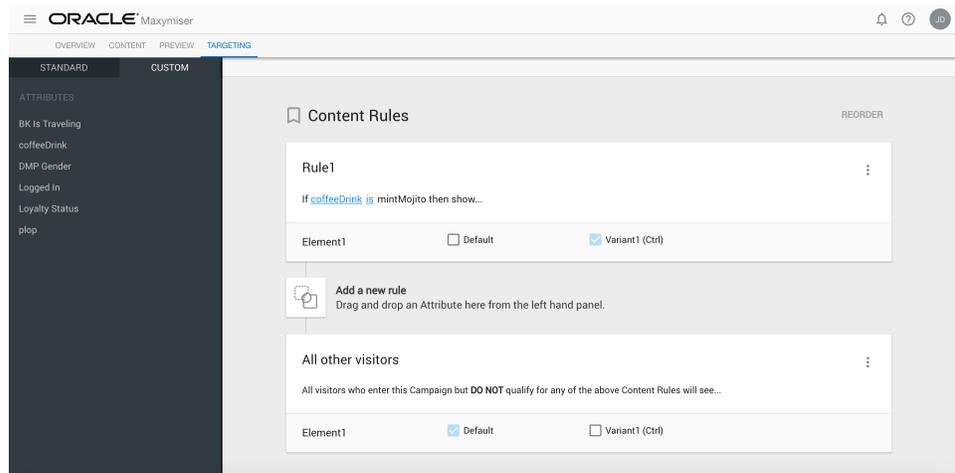
- b. Drag the selected customer profile (attribute name) onto the **Add a Rule** box in the Campaign Rule pane on the right.



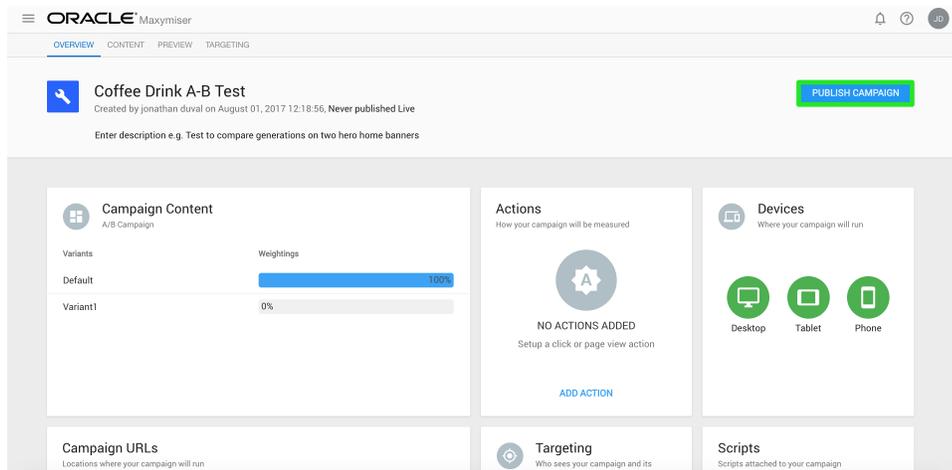
- c. Select the attribute value to be used for the site optimization test campaign, and then click **Done**.

The screenshot shows a mobile application interface for 'coffeeDrink'. At the top, the title 'coffeeDrink' is displayed in black, and a blue 'DONE' button is in the top right corner. Below the title is a search bar with a magnifying glass icon and the text 'Search'. A horizontal line separates the search bar from a list of coffee drink attributes. The list contains three items: 'All' with an unchecked checkbox, 'darkRoast' with an unchecked checkbox, and 'mintMojito' with a checked checkbox. At the bottom of the screen, there is a white button with the text 'Remove Condition'.

- d. In the Rule 1 box, clear the **Default** check box so that users in your audience see the optimized site content every time time they visit your site.



5. Click the **Overview** tab, and then click **Publish Campaign** to start running your site optimization test campaign.



Related

[Installing an app](#)

MediaMath Audience Injection

You can power media targeting campaigns in the MediaMath platform with your first- and third-party data linked to Oracle Data Cloud cookies. Your audiences will automatically be added to your MediaMath advertiser account and data will flow into your audiences. You can then use the MediaMath's TerminalOne (T1) Marketing Operating System to activate your data, automate execution, and optimize interactions to deliver individualized experiences for consumers.

To use Oracle Data Cloud cookie-based data with MediaMath:

1. [Install the MediaMath app.](#)
2. [Create an audience.](#)
3. [Create a campaign.](#)
4. [Use your audience in MediaMath.](#)

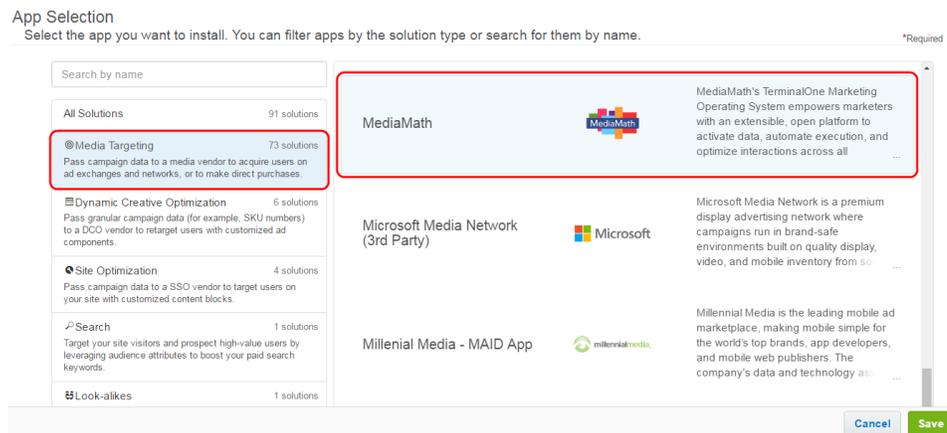
Installing the MediaMath app

Use the [install an app](#) workflow to configure the MediaMath audience injection app in the Oracle Data Cloud platform.

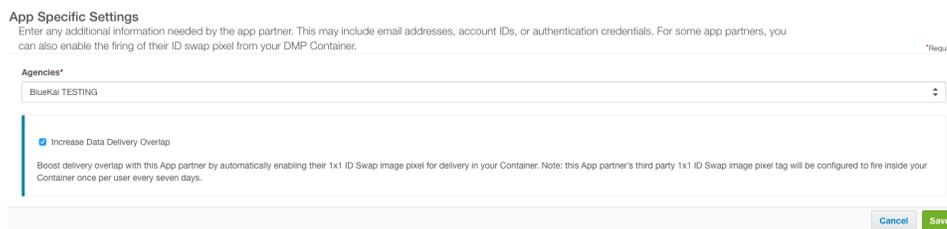
To install the MediaMath App:

1. Log in to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.

3. Select the **Media Targeting** campaign solution type and then click **MediaMath**.



4. In the **App Name** box, enter a unique name that identifies this app configuration, such as **MediaMath Audience Injection**.
5. From the **Pricing Model** list, select **CPM**.
6. In the **App Specific Settings** section, click **Connect to OAuth**.
7. Enter your login credentials into the MediaMath | T1 platform and give Oracle Data Cloud platform access to create audiences in your MediaMath advertiser seat. Once you finish authenticating into MediaMath, you are returned to the Oracle Data Cloud platform.
8. From the **Agencies** list, select in which MediaMath agency account your audiences are to be created.



9. Leave the **Increase Data Delivery Overlap** check box selected. This enables the ID swap tag to be fired automatically on your site visitors once every 7 days via [tag management](#). This ensures that maximum amount of your first-party cookie data can be delivered to MediaMath.
10. Click **Save**.

MediaMath is now enabled as an audience injection app in your partner seat. Your Oracle Data Cloud platform and MediaMath accounts are linked and your audience data can be delivered directly into the MediaMath platform.

Learn more: [Installing an app](#)

Creating an audience

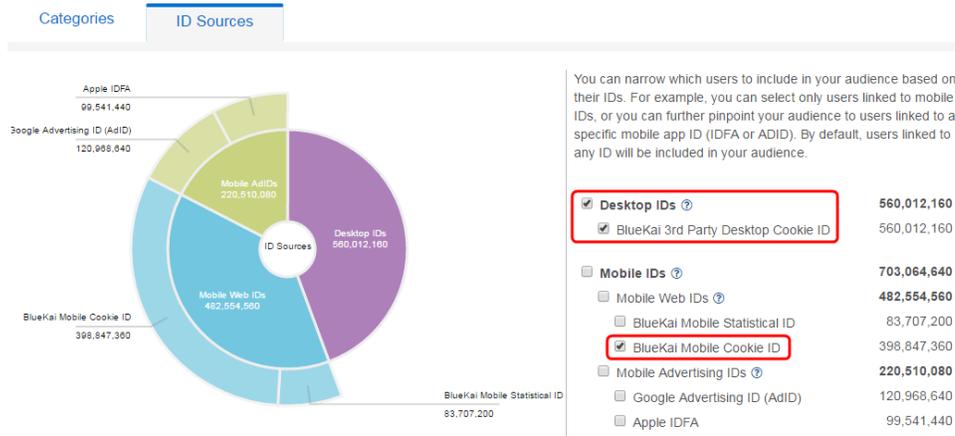
Once your Oracle Data Cloud and MediaMath accounts are linked by installing the MediaMath app, you can [create an audience](#) and a [campaign](#) to deliver the audience into the MediaMath platform via audience injection.

1. In the platform UI, click **New Audience**. The audience builder page is displayed.

The screenshot shows the MediaMath audience builder interface. At the top, there are statistics: Previous Reach (7,722,480), Total Reach (30-Day) (7,696,560), and Price (\$1.19). The 'Name' field is set to 'Holiday Shoppers'. Below this, there are tabs for 'Categories' and 'ID Sources'. The 'Categories' tab is active, showing a search tree with 'Branded Data' selected. The 'ID Sources' tab is also visible. The right panel shows a list of segments with 'Frequency Any' selected, and a total reach of 7,722,480. The 'Recency' is set to '90 days' and 'Frequency' is 'Custom'. The 'Countries' are set to 'All'. The 'Include' count is 7,722,480 and the 'Exclude' count is 7,062,480. The 'Segment Reach' for the selected segment is 99,299,760. The 'Price' is \$1.19. The 'Import' and 'Export' buttons are at the bottom left, and 'Cancel' and 'Save' buttons are at the bottom right.

2. In the **Name** box, enter a name that makes it easy to identify your audience in the MediaMath platform. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters).
3. From the [taxonomy tree](#), select a combination of first- and third-party data.
4. Click the [ID Sources](#) tab.

- To narrow the targeting of your audience to users linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



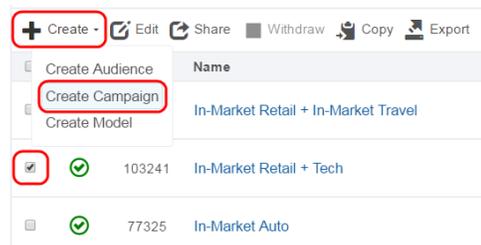
- Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

- On the *Audiences* page, select the check box for the audience that you want to send to MediaMath and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

- In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both the Oracle Data Cloud and MediaMath platforms.

3. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the MediaMath app that you installed, and then click **Add Apps**.
5. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page.

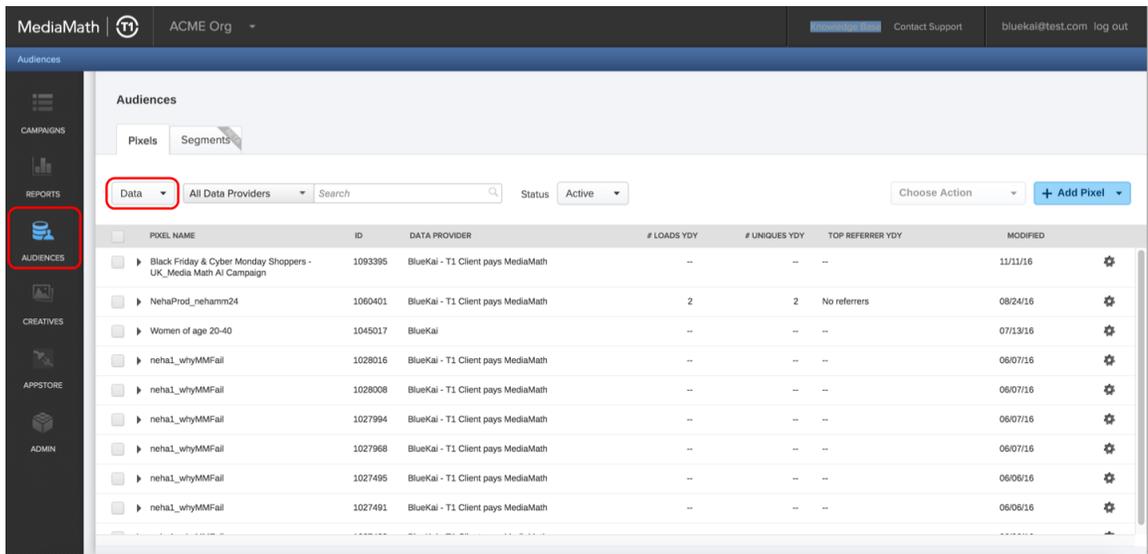
The Oracle Data Cloud platform automatically calls MediaMath' audience APIs to create a new segment in your MediaMath advertiser seat. The name of the segment in MediaMath will be *audienceName_campaignName*. Your user data will begin being delivered into the audience within 60 to 90 minutes.

Learn more: [Creating a campaign](#)

Using your Oracle Data Cloud platform audience in MediaMath

To link your Oracle Data Cloud platform audience with your media targeting campaign in MediaMath:

1. Log into the MediaMath platform and then click **Audiences**.
2. On the **Pixels** tab, change **Events** to **Data**.



Your Oracle Data Cloud audiences are displayed in the *Pixel Name* column.

Moat

As an Oracle Data Cloud client, you can combine the power of your first- and third-party data in the [Oracle Data Marketplace](#) with Moat's engagement data to forecast ad inventory and layer on audience insights.

The Moat integration with the Oracle Data Cloud platform enables you to:

- **Optimize ad space sales:** Forecast ad inventory based on user attributes so you can effectively create high-value packages for advertisers.
- **Understand inventory overlap:** Leverage third party data available in the Oracle Data Marketplace to gain further insight into user attributes for those engaging with display media on your site.
- **Monetize inventory:** Determine where your site visitors engage with display media the most, and create competitive pricing to be included in RFPs thus increasing your overall win rate.
- **[Activate engagement data](#):** Retarget, analyze, and optimize site visitors who engage with display media on your site.

For more information about Moat and its capabilities, see the [Moat Onboarding Guide](#) and the [Moat Pro Tools User Guide](#).

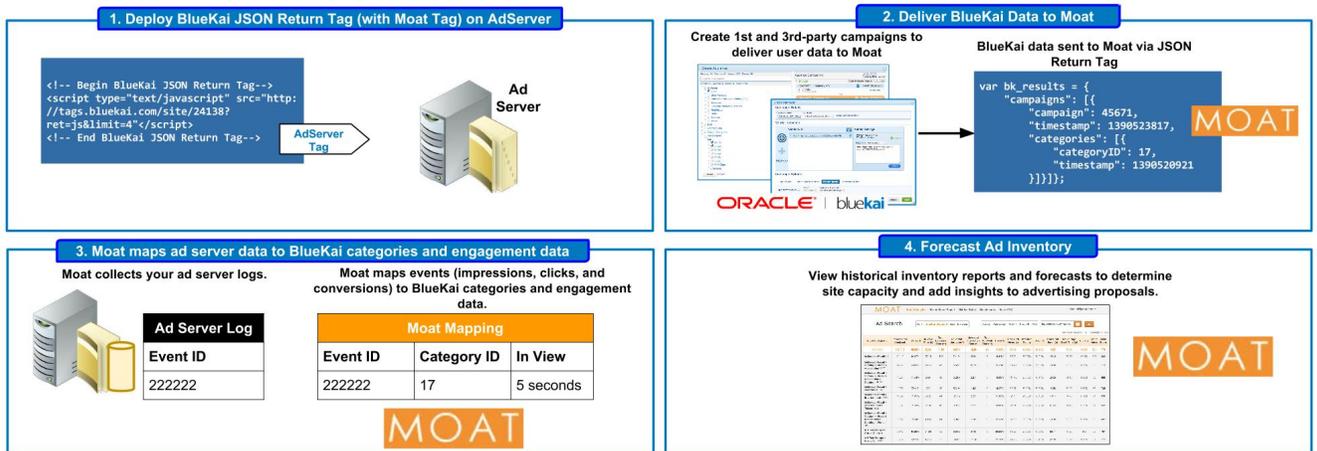
Using Moat engagement data

Send your audiences to Moat and link them to your ad server events (impressions, clicks, and conversions) and Moat media engagement data. This enables you to use the Moat analytics suite to compare ad engagement statistics for different categories, and the platform.

To use Moat engagement data to analyze audiences:

1. Contact My Oracle Support ([MOS](#)) to request the Moat integration.
2. [Deploy the JSON return tag on your ad server.](#)
3. [Install the Moat app.](#)
4. [Deliver Oracle Data Cloud platform data to Moat.](#)

5. [Map categories and the platform to ad server events.](#)
6. [Use Moat analytics.](#)



Deploying the JSON return tag on your ad server

To connect your Oracle Data Cloud platform data with your ad server events and Moat engagement data, deploy a [JSON return tag](#) on your ad server that contains a Moat tag.

To deploy a JSON return tag:

1. Log in to partner.bluekai.com and select **Manage > Containers**.
2. Click **Create New** and use the following settings to [create a container](#) that will provide a unique site ID that associates your site with your Oracle Data Cloud platform:

Setting	Value
Name	Enter a name that makes it easy to identify the container's purpose, such as "Moat JSON return tag."
Default Auction Limit	Enter the number of slots to be allocated on your site for firing third-party pixels. The default limit is 4.
Campaign Access	Only Me (the default)

Create New Container

NAME: Moat JSON Return Tag

COUNTRY BLOCKING: x Netherlands

DEFAULT AUCTION LIMIT: 4

DATA TRANSFER ENABLED:

PERFORMANCE PIXEL:

CAMPAIGN ACCESS: Only Me

DATA TRANSFER BOOST:

DATA TRANSFER INTERVAL: 5

LABELS: Add or select labels

Buttons: Cancel, Save, Save And Generate Code

3. Click **Save and Generate Code**.
4. Record the site ID listed in the *Settings* section.

Generate Code

Synchronous (recommended) Dynamic Synchronous Asynchronous Media - Clicks Media - Impressions **JS** Pixel IFrame

JS

Returns campaign data as JavaScript (JSON) objects. This tag type is primarily used for data transfer (data is not sent to the DMP). This tag does not support the Advanced Configuration options nor does it support data-collection.

Settings

Site ID: Moat JSON Return Tag : 24138

Protocol: HTTP

Pixel limit per pageview: 1

Add Phints (optional)

Optionally add key-value pairs for the categories users are to be tagged with when they visit your Web site. The phints are passed to BlueKai and used to classify the users in the DMP.

Buttons: Add a hint, Copy, Done

```
<script type="text/javascript"
src="http://tags.bluekai.com/site/24138?ret=jse&limit=1">
</script>
```

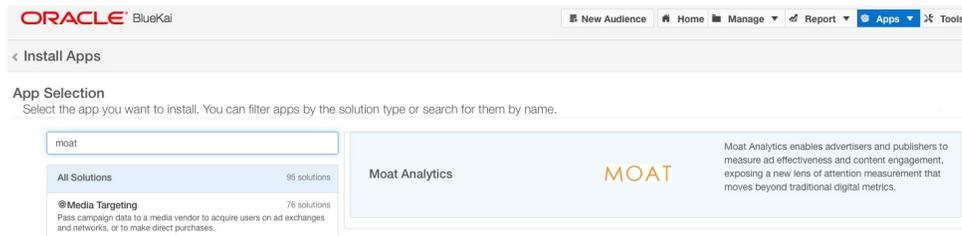
5. Send the site ID that you generated to your Moat account manager. Your Moat account manager will enable the collection of Oracle Data Cloud platform data through your existing Moat tag.

Learn more: [JSON return tag](#)

Install the Moat app

To install the Moat app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Analytics** campaign solution type.
4. Select **Moat**.



5. In the **App Name** box, enter Moat or another name that identifies this app configuration.
6. In the **Notification Email** box, enter your email address.

App Specific Settings
Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email

Increase Data Delivery Overlap

Boost delivery overlap with this App partner by automatically enabling their 1x1 ID Swap image pixel for delivery in your Container. Note: this App partner's third party 1x1 ID Swap image pixel tag will be configured to fire inside your Container once per user every seven days.

7. Click **Save**.

Learn more: [Installing an app](#)

Delivering Oracle Data Cloud platform data to Moat

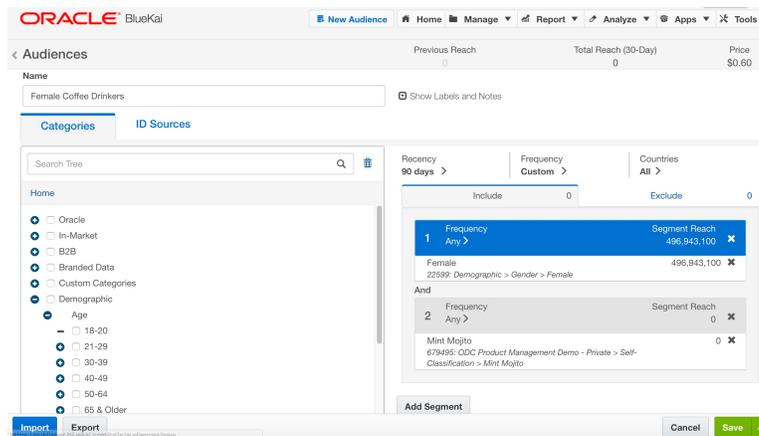
To deliver your Oracle Data Cloud platform data to Moat, [create an audience](#) with the users you want to analyze, [create a data campaign](#), and then use [taxonomy permissions](#) to whitelist the first-party categories included in your audience so that Moat can access them and display their names in the Moat platform.

Tips:

- Limit the number of categories in any given audience being delivered to Moat to approximately **50**. This helps ensure that the performance of the JSON Return tag is not affected by higher payloads resulting from data campaigns delivering too many categories
- If you already have an audience that you have delivered to your media execution platform, you can skip to the [Create a Data Campaign](#) section, and then create a separate data campaign to deliver that audience to Moat (select **Manage > Campaigns**, click **Create**, and then select the audience to be delivered). Do not add the Moat app to the existing data campaign with the media execution platform; this will cause data to not be delivered to Moat every time the user engages with your media.

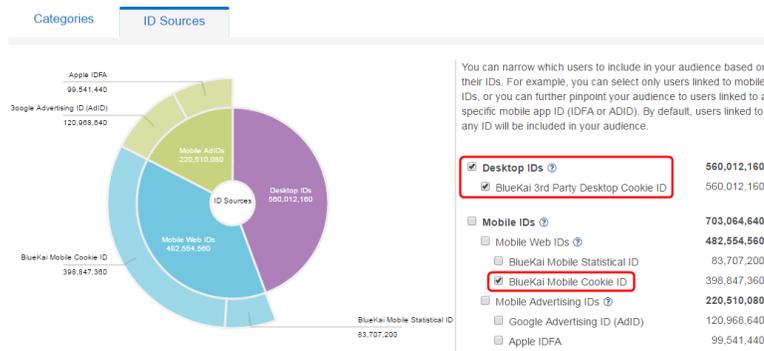
Create an Audience

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.
2. In the **Name** box, enter a name that makes it easy to identify your audience.
3. Define your target audience by selecting a combination of first- and third-party data you want to send to Moat from the [taxonomy tree](#).



4. To narrow the targeting of your audience to users linked to cookies, click the **ID Sources** tab, expand **Mobile IDs**, and then clear the **Mobile Advertising IDs** check box. Desktop and mobile

web IDs remain selected.



5. Click **Save and Create Campaign**.

Create a Data Campaign

1. In the *Basic Information* section, enter the following details:

- **Campaign Name:** Enter a unique descriptive name for the campaign that makes it easy to identify and then append the [site ID for the container you created](#), such as `Moat Data Campaign_24138`. This will provide Moat with your site ID, enable them to create your JSON return tag, and add it to your Moat tags.
- **Label:** (Optional) Enter descriptive tags to help classify and filter your campaigns in the *Campaigns* page. Labels must have two or more characters.
- **Start Date:** The date when your campaign is to begin (the default is today's date)
- **End Date:** (Optional) The date when your campaign is to stop. By default, your campaign will end in one year.
- **Status:** Select the **Active** campaign status.

2. In the *Delivery Method* section, click **Select Apps**, select the Moat app that you installed, and then click **Add Apps**.

3. Click **Save**. Moat will receive an email notification that you are delivering your data to them; the email includes the category IDs you are sending to them and your site ID. Moat will use this information to get human readable names for your first-party categories and create the Oracle

Data Cloud platform [JSON return tag](#) to be added to your Moat tag.

ORACLE BlueKai

App Used By Moat

You are receiving this email because Moat has activated a data campaign to deliver their Oracle BlueKai into your platform. The details of this data campaign are as follows:

Requested Date: 06/13/2017
Campaign ID: 157800
Campaign Name: Moat Campaign_24138
ID Sources: BlueKai 3rd Party Desktop Cookie ID, BlueKai Mobile Statistical
Delivered: ID, BlueKai Mobile Cookie ID
Countries: ALL

Audience Composition

Segment 1

Category ID	Category Path / Name	Category Reach	CPM
38838	A/B Test Groups > Group 01	1,265,560,500	\$0.0

Whitelisting your 1st-Party Categories to Moat

1. Select **Manage > Taxonomy Permissions**.
2. Click **Create New**.
3. Enter **2915 Moat** as the **Selected Recipients**.
4. From the **Permissioning Types** list, select **Analytics Only**.

- From the *Your Taxonomy* section, select the first-party categories included in the audience you sent to Moat. The categories to be whitelisted to Moat should be marked green.

Create New Taxonomy Permissions

SELECTED RECIPIENTS
x 2915 Moat

PERMISSIONING TYPE
Analytics Only

Your Taxonomy
Expand All | Collapse All

- ODC Product Management Demo - Private
 - Self-Classification
 - Mint Mojito - PJ
 - Beer I Like
 - Chris - NFL (NotreDame is Lame)
 - cupertino
 - Jace Test
 - Mike Schwarz Funhouse
 - Mint Mojito**
 - Mint Mojito - DH
 - Mint Mojito - JVD
 - Online Ingest Demo - kbyers_test

NOTES

- Click **Save**.

Learn more: [Taxonomy permissions](#)

Mapping categories to ad server events

To associate Oracle Data Cloud platform data with your ad server events:

- The platform sends a JSON object to Moat named `bk_results` via Moat's data collection code each time a user visits your site. The `bk_results` object includes the campaign ID and the categories for which the user qualified. The following example demonstrates the data that is delivered to Moat:

```
var bk_results = {  
  "campaigns": [{  
    "campaign": 45671,  
  }],  
}
```

```

    "timestamp": 1390523817,
    "categories": [{
      "categoryID": 17,
      "timestamp": 1390520921
    }]
  }
};

```

2. Moat parses the data received in the `bk_results` object to associate the media with the qualifying categories in the user's Oracle Data Cloud cookie.
3. Moat maps the categories and the platform to the impression, click, and conversion events included in your ad server logs and with the engagement data they collected.

Using Moat analytics

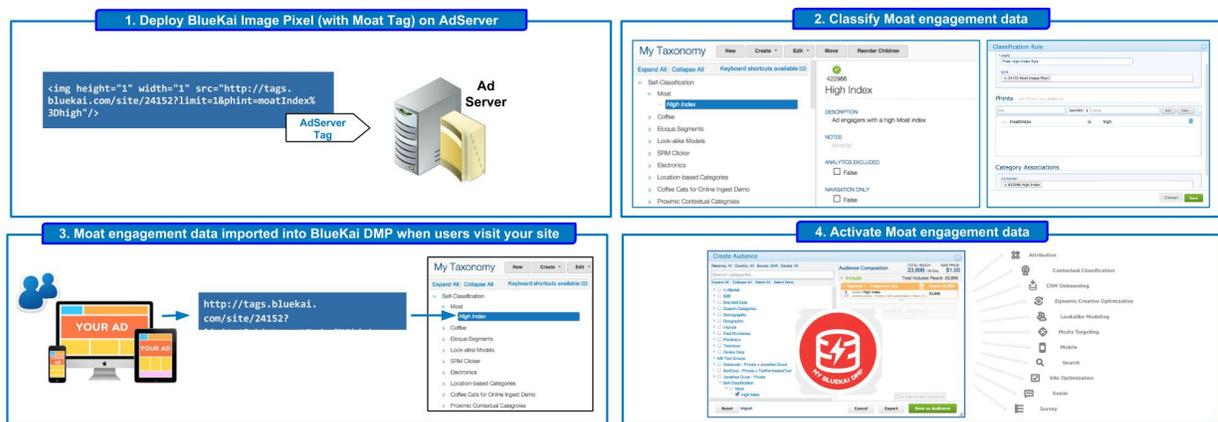
Moat will send you a notification when your Oracle Data Cloud platform data is available for analysis and reporting in the Moat Analytics suite. The following sample Moat Brand Analytics report shows Moat ad engagement statistics for different categories and the platform.

BlueKai Segment	Impressions Analyzed	In-View %	In-View Time (s)	Total Exposure Time (hr)	Universal Interaction %	Universal Interaction Time (s)	Total Ad Dwell Time (hr)	Hover %	Time Until Hover (s)	Attention Quality	Scroll %	Time Until Scroll (s)	Active Page Dwell Time (s)	Click %	Moat Index	Moat Score
MOAT	120,147	68.52%	52.03	1,189	5.97%	12.26	22	17.55%	87.33	33.99%	73.28%	40.87	75.58	1.64%	100	776
In-Market > Retail 19	12,412	64.87%	57.15	128	7.41%	22.9	6	19.51%	87.62	37.97%	71.29%	45.46	75.57	3.04%	107	808
In-Market > Retail > Clothing > Shoes & Accessories 3177	4,611	69.81%	52.76	47	5.52%	25.79	2	19.31%	104.72	28.57%	75.80%	30.88	82.02	1.26%	99	773
In-Market > Retail > Clothing > Shoes & Accessories > Clothing 108930	4,263	71.43%	50.94	43	5.26%	5.21	0	18.80%	114.72	28.00%	76.71%	29.35	81.16	1.36%	82	689
In-Market > Retail > Electronics 151	4,205	72.41%	47.21	40	5.34%	1.63	0	15.27%	69.57	35.00%	80.56%	48.58	74.95	0.69%	85	705
In-Market > Retail > Entertainment 11336	4,002	71.01%	52.27	41	3.17%	2.23	0	15.08%	91.1	21.05%	75.18%	46.14	74.78	0.72%	71	638
In-Market > Retail > Entertainment > Tickets 6058	3,857	71.43%	51.96	40	3.31%	2.23	0	14.88%	94.84	22.22%	75.76%	47.45	74.49	0.75%	72	643
In-Market > Retail > Clothing > Shoes & Accessories > Clothing > Women 145	3,857	75.94%	49.86	41	5.04%	1.18	0	19.33%	117.69	26.09%	79.55%	30.99	82.08	0.75%	80	681
A/B Test Groups > Group 07 38845	3,712	64.84%	74.86	50	6.03%	47.3	3	23.28%	77.23	25.93%	70.87%	50.11	75.28	0%	98	767
A/B Test Groups > Group 10 38842	3,712	60.16%	46.16	29	3.42%	77.24	2	15.38%	74.56	22.22%	66.41%	22.38	59.71	1.56%	87	713

If **no_audience** appears under **BlueKai segment**, it means that either users were new and did not have any Oracle Data Cloud data in their profiles, or the JSON Return tag returned a category that has not yet been whitelisted to Moat. Verify that you have [whitelisted all your 1st-party categories](#) included in your Moat data campaigns.

Activating Moat engagement data

You can activate Moat engagement data in your Oracle Data Cloud platform to retarget, analyze, and optimize site visitors who have engaged with the display media on your site. The following diagram illustrates how to import Moat engagement data into the Oracle Data Cloud platform:



To activate Moat engagement data:

1. [Request tracking on Moat events.](#)
2. [Deploy the image pixel on your ad server.](#)
3. [Classify your Moat engagement data.](#)
4. [Import Moat data into the Oracle Data Cloud platform.](#)
5. [Activate Moat data in the Oracle Data Cloud platform.](#)

Request tracking of Moat events

To configure the tracking of Moat events with an image pixel:

1. Contact your Moat representative and request the tracking of Moat events with an image pixel.
2. Your Moat representative will help you select which events to classify into your DMP. For example, you can select audibility and viewability on completion (AVOC) events. This means the image pixel will fire when an impression achieves the specific AVOC metric.

Deploying the image pixel on your ad server

To deploy an image pixel on your ad server that contains a Moat tag:

1. [Create a container](#), which will manage the collection and classification of your selected Moat events. Use the following settings for your container:

Setting	Value
Name	Enter a name that makes it easy to identify the container's purpose, such as "Moat Image Pixel."
List Type	Whitelist (enable) or blacklist (disable) data collection and delivery for users with IP addresses mapped to the countries selected in the Country List . Use whitelisting to enable data collection/delivery for a small set of countries (all unselected countries are disabled). Use blacklisting to disable a small set of countries. By default, the Netherlands is blacklisted.
Country List	Select one or more countries or regions to be whitelisted or blacklisted based on the selected List Type . You can select all the countries in the EU by selecting the EU region.
Default Auction Limit	Enter 0 for the number of slots to be allocated on your site for firing third-party pixels.
Data Transfer Enabled	Clear this check box. This prevents your Moat engagement data from being made available to the Oracle Data Marketplace.
Campaign Access	Only Me (the default).

Create New Container

NAME

COUNTRY

DEFAULT AUCTION LIMIT

DATA TRANSFER ENABLED

PERFORMANCE PIXEL

CAMPAIGN ACCESS

DATA TRANSFER BOOST

DATA TRANSFER INTERVAL

LABELS

2. Click **Save and Generate Code**.
3. Generate the image pixel code in the **Generate Code** dialog using the following settings:
 - **Tag Type:** Select the **Pixel** tag type.
 - **Site ID:** Use the default site ID that was generated when you created the container.
 - **Protocol:** Select HTTP or HTTPS depending on the protocol of the page on which the tag is to be deployed. If HTTPS, you must use a secure ID swap tag.

Generate Code

Synchronous (recommended) Dynamic Synchronous Asynchronous Media - Clicks Media - Impressions JS **Pixel** IFrame

Pixel

Returns a single image pixel. This tag type is primarily used for data collection, with minimal support for data transfer (since only it can only redirect to one other pixel). This tag does not support the Advanced Configuration options.

Settings

Site ID

Protocol

Add Phints (optional)

Optionally add key-value pairs for the categories users are to be tagged with when they visit your Web site. The phints are passed to BlueKai and used to classify the users in the DMP.

```

```

4. In the *Add Phints* section, click **Add a phint**. The **Key** and **Value** boxes are displayed.
5. Add key-value pairs for the categories that users are tagged with when your selected Moat events occur. These should be the unique identifier for the data item and the value of the data

item. Add as many as phints as you need to classify your selected Moat events. The phints are passed to the platform and used to classify the user.

6. In the right-hand pane of the *Generate Code* dialog, click **Copy** and then paste the image pixel code in a text file, and save it. The following code snippets provide the syntax and an example of the image pixel.

Syntax

```

```

Example

```

```

7. Send your image pixel to your Moat account manager, who will schedule the firing of the image pixel upon impressions reaching your selected Moat metrics.

Classifying your Moat engagement data

You can create categories and classification rules that map the Moat data into your taxonomy. A category represents a collection of users that have the same attributes (for example, coffee drinkers, video gamers, smartphone purchasers, and so on). Classification rules map the user attributes extracted from your display media to your categories.

Consider a highly indexed ad engager. The image pixel could have a "moatIndex=high" attribute for this user when an impressions achieves a specific Moat metric. When this attribute is imported into the Oracle Data Cloud platform, it can be mapped to a "Moat > High Index" category in your taxonomy using a classification rule that states "if moatIndex is High, then add the user to the High Index category."

The Oracle Data Cloud platform UI includes an easy-to-use [Taxonomy Manager](#) for creating your categories and rules, or you can use the [category](#) and [rule](#) APIs to programmatically create them.

Importing Moat data into the Oracle Data Cloud platform

To import your Moat engagement data:

1. When a user visits your site and engages with the display media on it, the image pixel is fired and sends the phints to the platform.
2. The phints are mapped to categories in your taxonomy based on the classification rules.
3. To check the current inventory of users in your Moat categories and verify that inventory is increasing, you can do the following:
 1. Use the [inventory trend report](#) to verify that the amount of inventory per category is increasing daily.
 2. Use the [Audience Builder](#) to view the estimated number of unique users in your categories based on current configurations.

Activating Moat data

As your Moat engagement data is imported into the Oracle Data Cloud platform, you can add the categories representing them to your target audiences, and create a campaign to deliver engagers across multiple media execution platforms. For more information on creating target audiences and campaigns, see [activating data](#).

Optimizely

You can use your first-party data and third-party Oracle data in the Optimizely platform to target your site visitors with relevant, personalized content that is tailored to their attributes. Optimizely is an integrated site-side optimization (SSO) partner that provides a web application for running A/B, multivariate, and multi-page funnel tests ("experiments") on your audiences. Audience injection automates the creation and mapping of audience objects in the Optimizely platform.

Important: This app integration topic applies to both Optimizely Classic and Optimizely X.

To use Oracle Data Cloud platform data in the Optimizely platform:

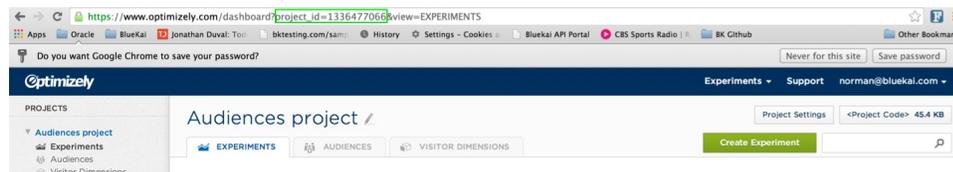
1. [Connecting your Oracle Data Cloud platform and Optimizely Accounts.](#)
2. [Install and configure the Optimizely app.](#)
3. [Generate a tag.](#)
4. [Create an audience.](#)
5. [Create a campaign.](#)
6. [Create a site optimization experiment.](#)
7. [Test your site optimization.](#)

Connecting your Oracle Data Cloud platform and Optimizely accounts

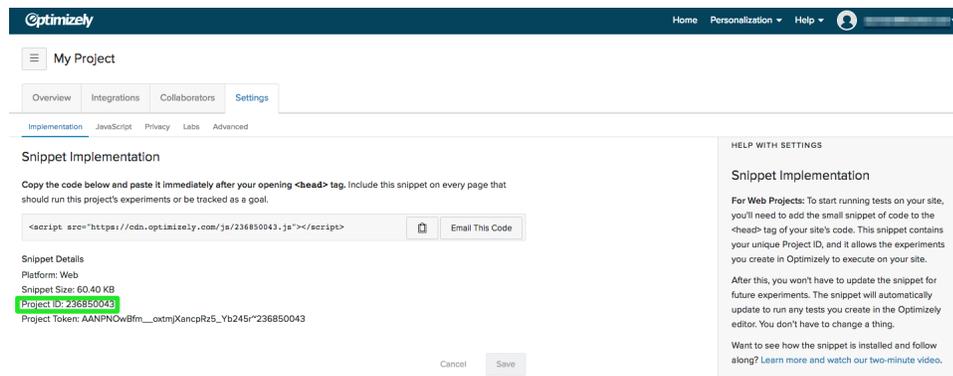
To get your project ID and ID in the Optimizely Classic platform so you can install the Optimizely app in your Oracle Data Cloud platform:

1. Go to <https://www.optimizely.com>.
2. Sign up for an account. Optimizely provides a 30-day free trial.
3. Get your project ID and token:

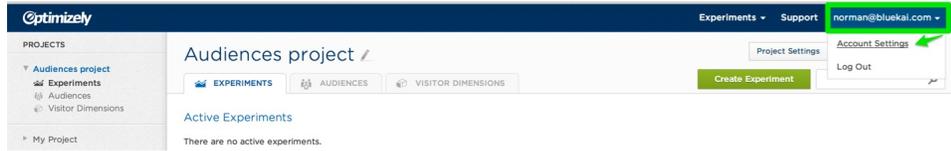
- **Project ID:** Your project ID is located in the query string of the Optimizely URL.



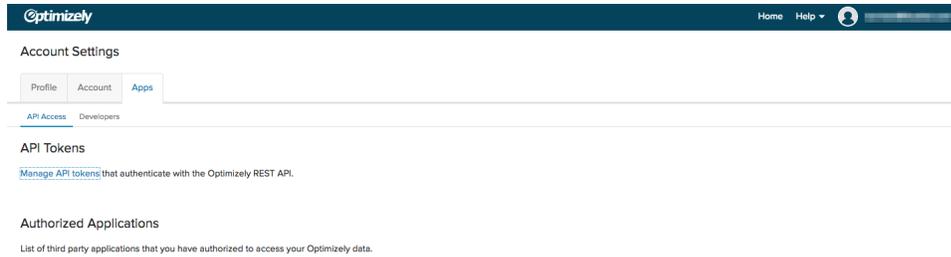
You can also get your project ID by clicking the **Settings** tab.



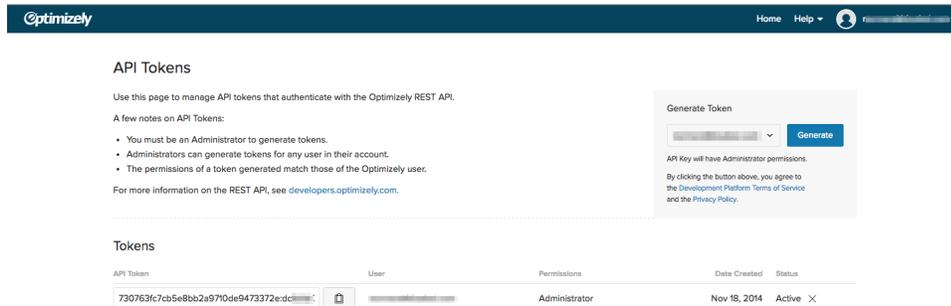
- **Project token:** To get your project token, select your user name in the upper right-hand corner and then click **Account Settings**.



- Click the **Apps** tab and then click **Manage API Tokens**.



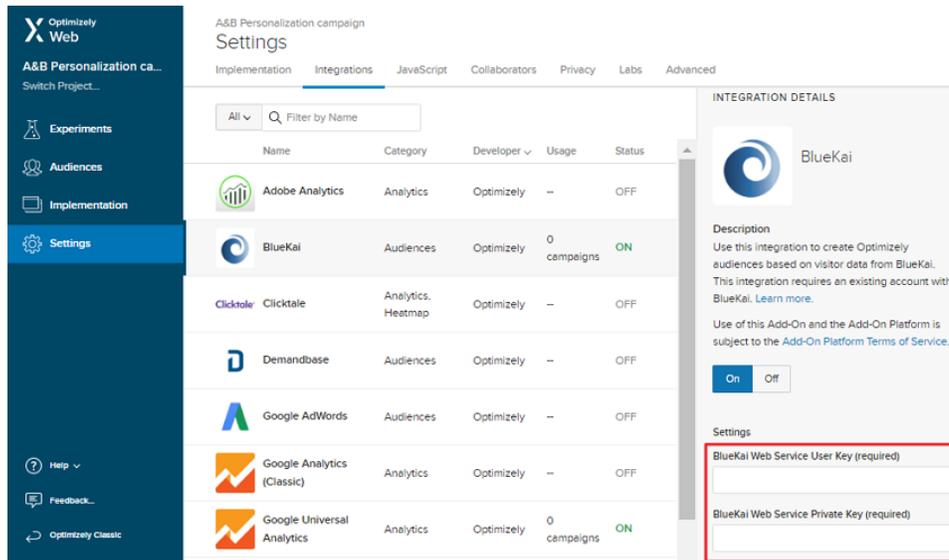
Your project token is listed under **Tokens**.



4. If you have administrator privileges, you can generate a project token by clicking **Generate**.

To enable the integration in Optimizely X:

1. In the Optimizely platform, navigate to **Settings > Integrations**, click the **BlueKai** integration, and then click **On**.
2. Enter your Oracle Data Cloud Web Service Keys (to get your keys from the Oracle Data Cloud platform, click **Tools > Web Service Key Tool**).

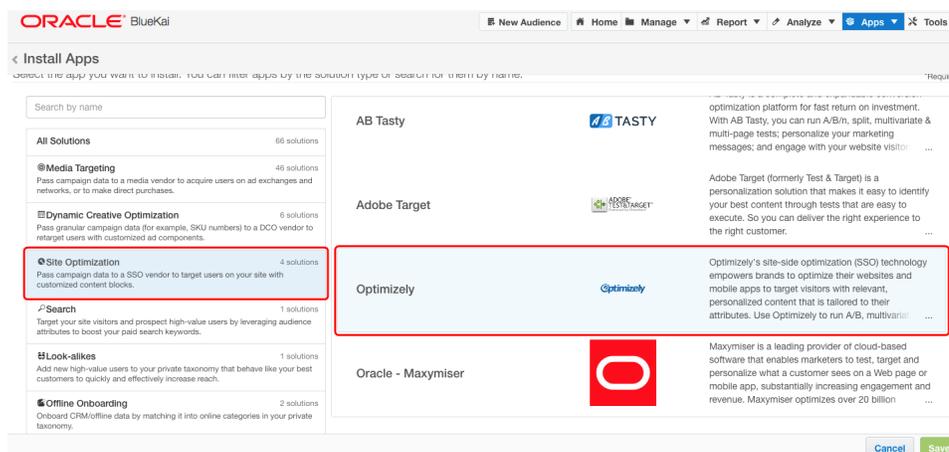


Installing the Optimizely app

Use the [install an app](#) workflow to configure the **Optimizely Classic** or **Optimizely X** app in the Oracle Data Cloud platform.

To install the Optimizely app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Click **Site Optimization**.



4. Select **Optimizely**.
5. In the **App Name** box, enter **Optimizely** or a comparable name that identifies this as an Optimizely configuration.
6. Enter your Optimizely **Project ID** and **Project Token**. Contact Optimizely if you do not have these credentials.
7. Click **Save**.

Optimizely Classic is now enabled as an audience injection vendor in your partner seat. Your Oracle Data Cloud and Optimizely accounts are linked and your audiences can be delivered directly into the Optimizely platform.

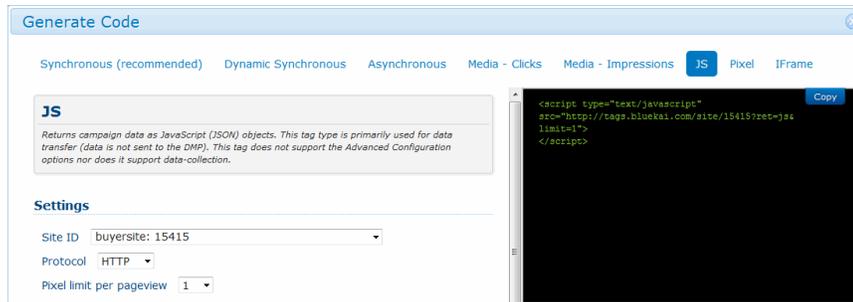
Generating a tag

To deliver data to Optimizely, [create a container](#) and then generate the tag code.

To generate the tag code:

1. Select **Manage > Containers**.
2. Click **Create New**, enter a name that identifies the container as an Optimizely data delivery container, accept the defaults for the other settings, and then click **Save and Generate Code**.
3. In the **Generate Code** dialog, click the **JS** tab for the JSON return tag type. Each time a user in your audience visits a web page hosting the [JSON return tag](#), the platform will return JSON-formatted data to the page that includes the segment ID and the categories for which the user qualified. Optimizely uses this data to associate the user with the audience. The JSON return tag has the following syntax:

```
<script type="text/javascript"
src="http://tags.bluekai.com/site/siteID?ret=js&limit=pixelLimit"
</script>
```

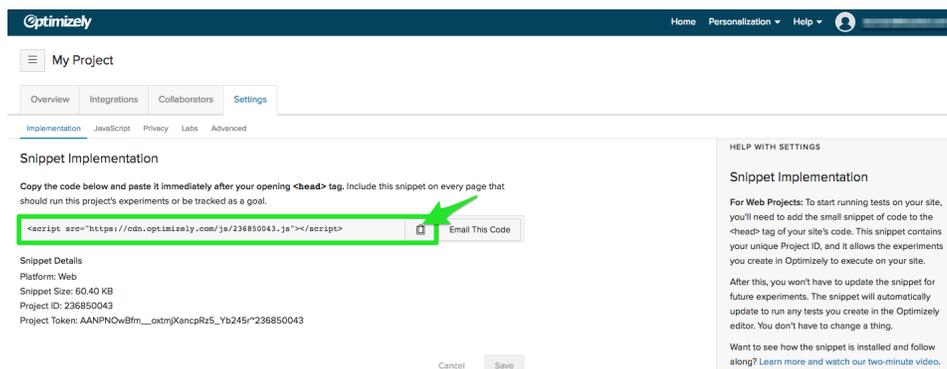


4. Click **Copy** in the code box on the right and then paste the JS in the **<head>** element of each web page you plan to optimize as demonstrated in the following example:

```
<head>
//Optimizely Implementation tag (see step e to get this)
<script src="//cdn.optimizely.com/js/236000000.js"></script>
//existing_head_code ...
</head>
```

If you are already using Optimizely, place this tag above the Optimizely implementation tag. If Optimizely is managing your site optimization conditions, paste the JS return tag into a text file and email it to them so they can deploy the JS Return tag on each page being optimized.

5. Add the Optimizely implementation tag to your web page. To do this, go to your dashboard in the Optimizely platform, click the **Settings** tab, click the **Copy** icon under *Snippet Implementation*, and then paste the tag directly below the JSON return tag in each web page you plan to optimize.



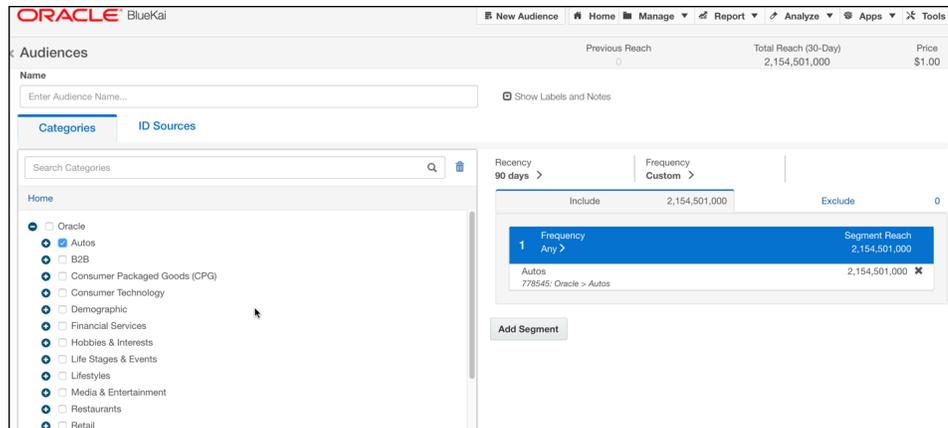
Learn more: [Creating a tag](#)

Creating an audience

To deliver your Oracle Data Cloud platform data to the Optimizely platform, you need to [create an audience](#) and give it a name that will be easy to identify within the Optimizely platform.

To create an audience:

1. In the platform UI, click **New Audience**. The audience builder is displayed.



2. Enter a name that makes it easy to identify your audience in both the Oracle Data Cloud and Optimizely platforms (for example, **Optimizely Audience_InMarket Autos**). The audience name should only contain alphanumeric characters, spaces, and underscores (if you use any special characters, you may not be able to successfully deploy your data campaign on the media vendor's platform).
3. From the [taxonomy tree](#), select a combination of first-party categories in your private taxonomy and third-party **Oracle** categories, which includes unbranded Oracle Data Cloud platform data, DLX data, and AddThis data.
4. Click **Save**.

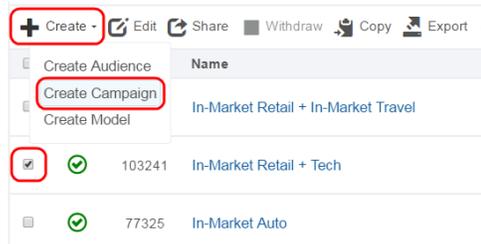
Learn more: [Creating an audience](#)

Creating a campaign

Use the [create a campaign](#) workflow to specify the audience you want to send to the Optimizely platform.

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Optimizely and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both the Oracle Data Cloud and Optimizely platforms.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select App**, select the **Optimizely Classic** or **Optimizely X** app that you installed, and then click **Add Apps**.
5. Click **Save**.

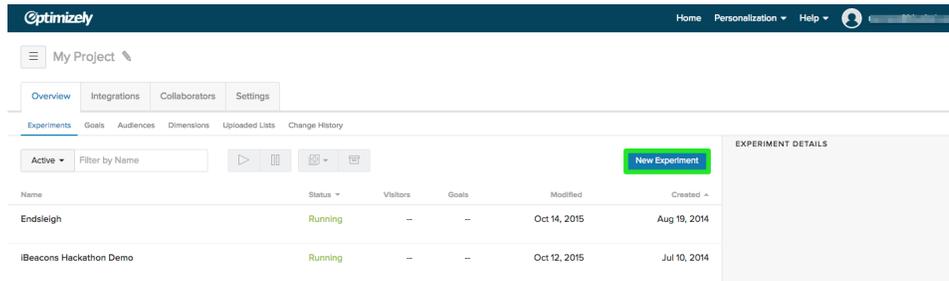
Learn more: [Creating a campaign](#)

Creating site optimization experiments

The Optimizely UI features an editor for configuring content on your web pages to target your audiences and includes goal tracking and reporting for your experiments.

To create site optimization experiments in Optimizely based on your audiences:

1. Log in to [Optimizely.com](https://www.optimizely.com).
2. Click the **Overview** tab and then click **New Experiment**.

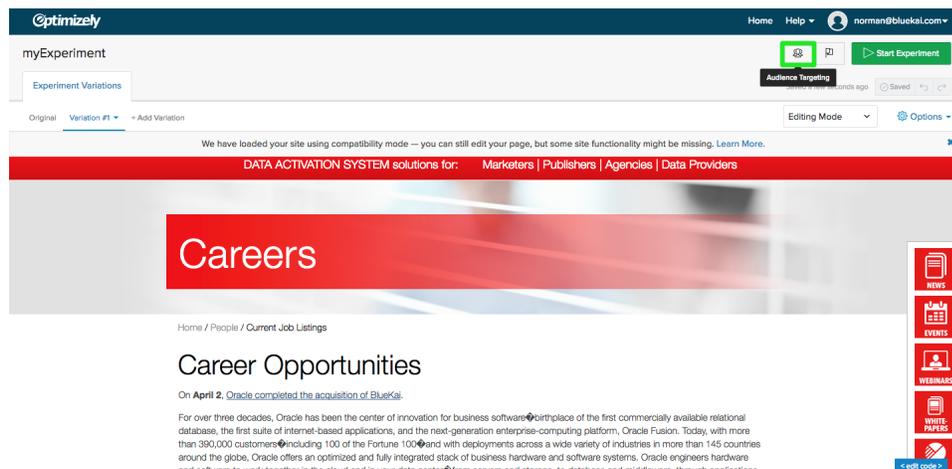


3. Enter a name and the URL for your web page to be optimized, and then click **Create Experiment**.

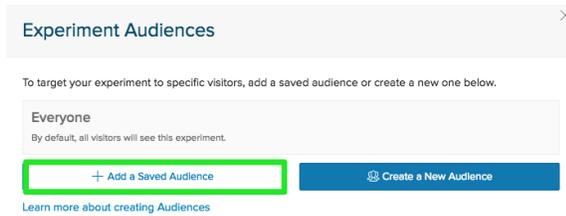
The 'Create Experiment' form has two main input fields. The first is 'Experiment Name (Optional)' with the value 'myExperiment'. The second is 'Experiment URL' with the value 'http://bktesting.com/jduval/careers.html'. At the bottom, there are 'Cancel' and 'Create Experiment' buttons.

4. Select the target audience on which to optimize your site. The process depends on whether you are using Optimizely Classic or Optimizely X. If you are using Optimizely Classic, continue with step 4; if you are using Optimizely X, skip to step 5.

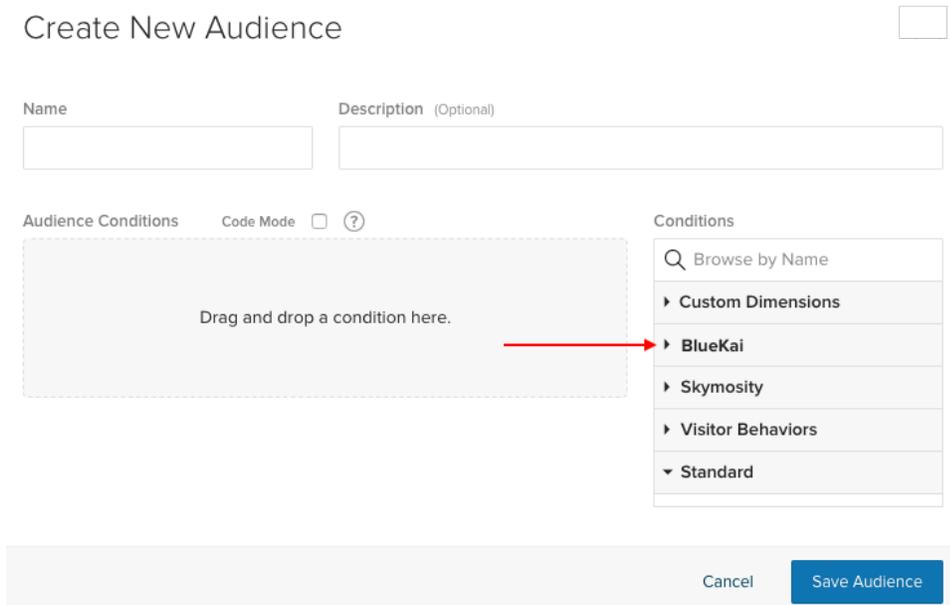
- a. Click **Audience Targeting**.



- b. Click **Add a Saved Audience**.



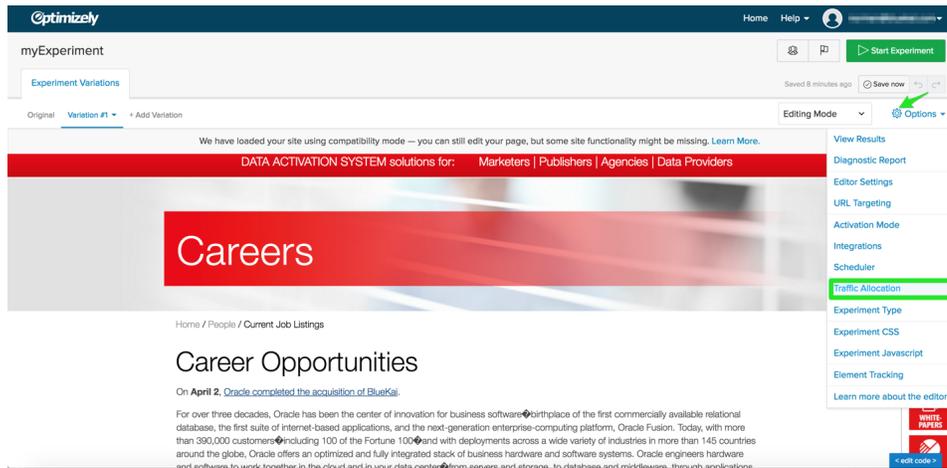
5. If you are using Optimizely X, create an audience based on your Optimizely X campaigns, or add conditions to an existing audience:
- Navigate to the **Audiences dashboard > Create New Audience**. Enter a name for the new audience in the **Name** field. Click **BlueKai** to see a full list of targeting conditions.
 - Drag a campaign into the **Audience Conditions** section. Enter the campaign ID/value from the pre-populated drop-down.



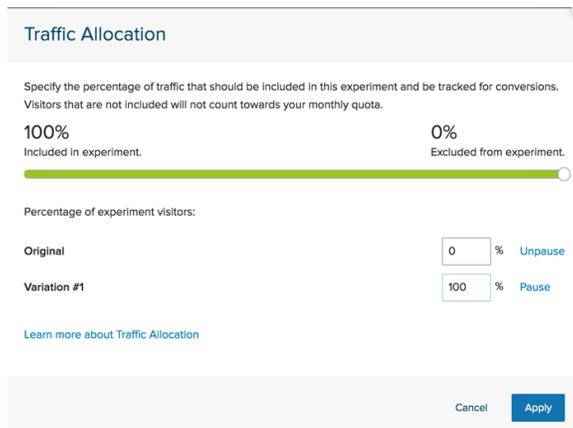
- Click **Save Audience**.
- For more information, see https://help.optimizely.com/Integrate_Other_Platforms/Integrate_Optimizely_X_with_BlueKai.

6. Configure a variation (optimization) of your site based on the target audience segment.

- To enable the variation to always be displayed when a user in the target audience/segment visits your site, select **Options > Traffic Allocation**.



- Change the percentage of visitors in the original audience to 0%, and change the users who are in your target audience/segment to 100%.
- Click **Pause** on the original version of your site. This changes the percentage of visitors who are in your target audience/segment that will see your optimized site to 100%.



- Click **Apply**.
- Click **Start Experiment**.

For more details, see [integrating Optimizely with Oracle Data Cloud](#).

Testing your site optimization

To test your site optimization, visit the web page you optimized, tag yourself with a category in the audience associated with the optimization, and then re-visit the optimized web page and verify that your optimization is displayed.

To tag yourself with a category:

1. Contact My Oracle Support ([MOS](#)) and request access to self-tagging. They will work with you to create an HTML file that contains the phints you need to test your site optimizations.
2. Clear your web browser's cookies.
3. Go to the platform registry at www.bluekai.com/registry.
4. Open the provided HTML file in your web browser.
5. Return to the registry and verify that you have been tagged with the categories specified in the tag included in the provided HTML file.

Outbrain

Outbrain is a premium discovery platform that helps connect marketers to their target audience through personalized recommendations on the world's leading publishers. You can create audiences containing first-party data linked to Oracle Data Cloud cookies and then create campaigns to send your audiences to Outbrain. After Outbrain maps your audiences into their platform, Oracle Data Cloud platform data flows into them.

This app was updated in August, 2018. The new version includes the ability to specify your marketer ID during app installation. marketer IDs specified during app installation are included automatically in new campaigns that use the app.

If you installed the app before the update, you can continue to use the old version and specify the marketer ID each time you create a campaign.

If you want to use the new version, delete the old one first. (Deleting the old app does not affect campaigns you have created previously.) Then install the new version using the instructions in

this document. Campaigns you create using the new version automatically include the marketer ID you specify during installation.

To send your audiences to the Outbrain:

1. [Install the Outbrain app.](#)
2. [Create an audience.](#)
3. [Create a campaign.](#)

Installing the Outbrain app

Use the [install an app](#) workflow to configure the Outbrain app. When you install the app, you enter your Outbrain Platform Marketer ID. To get a Marketer ID, contact your Outbrain representative or visit <http://my.outbrain.com>.

To install the Outbrain app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. In the **Media Targeting** group, scroll to the two **Outbrain** apps. Alternatively, search for *Outbrain*.



4. Select **Outbrain**.

The page scrolls to an information area for the app.

5. In the **App Name** box, enter a name that identifies the app.

6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. In the **OutbrainPlatformMarketerID** box, enter your Outbrain Platform Marketer ID.

App Specific Settings
Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email
jduva@bluekai.com

Outbrain Account Information
Enter values for all the listed account parameters. Contact Outbrain if you do not know your account information. *Required

OutbrainPlatformMarketerID
12345

Data Delivery Instructions
Complete the following steps in order to deliver data to your app partner. *Required

1. Create your target audience. 2. Create a data campaign to deliver your target audience to Outbrain. 3. In the Campaign Creation tool, enter your Outbrain Platform Marketer ID. To get your Marketer ID, contact your Outbrain's representative or visit <http://my.outbrain.com>. 4. After you save your campaign, Outbrain will receive an email notification with your name, campaign ID, and the category IDs being delivered by your data campaign. Outbrain will use this information to map your Oracle DMP data to a segment object in their platform. 5. Before activating your data campaign, verify that Outbrain has mapped the audience at the BlueKai category level to their target segment object.

Cancel Save

8. Leave the **Increase Data Delivery Overlap** check box selected to enable ID swaps to match unique user IDs between Oracle Data Cloud and Outbrain. This enables ID swaps to be executed automatically on your site once every seven days via the platform's [tag management system](#).
9. Click **Save**.

The selected Outbrain app is enabled in your partner seat and you can create data campaigns to deliver your audiences to the Outbrain.

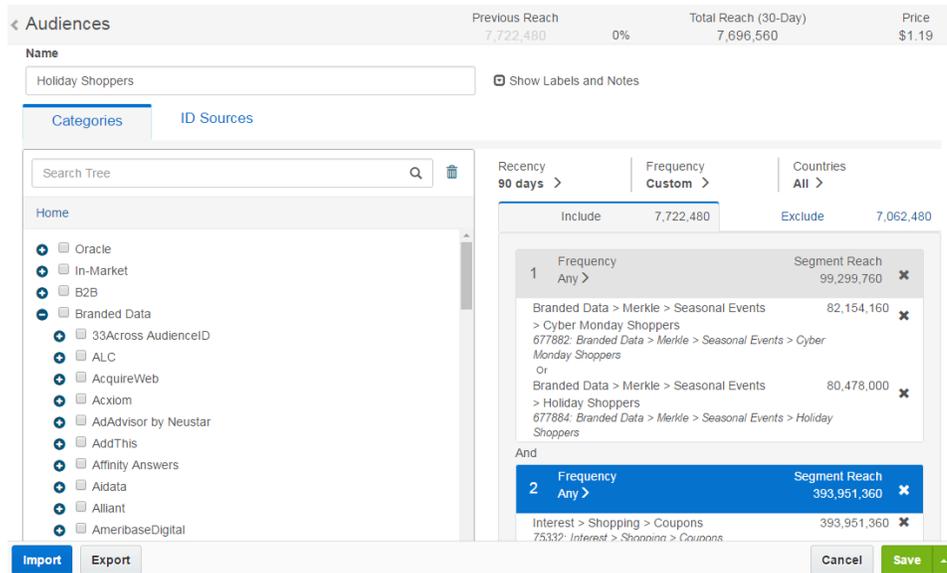
Learn more: [Installing an app](#)

Creating an audience

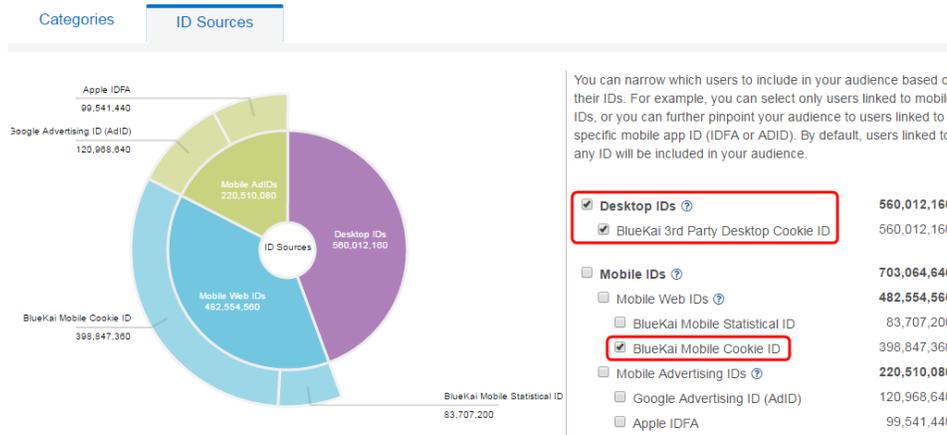
Select the users you want to deliver to Outbrain using the [audience builder](#).

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.



2. In the **Name** box, enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience by selecting first-party categories from the [taxonomy tree](#).
4. To narrow the targeting of your audience to users linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



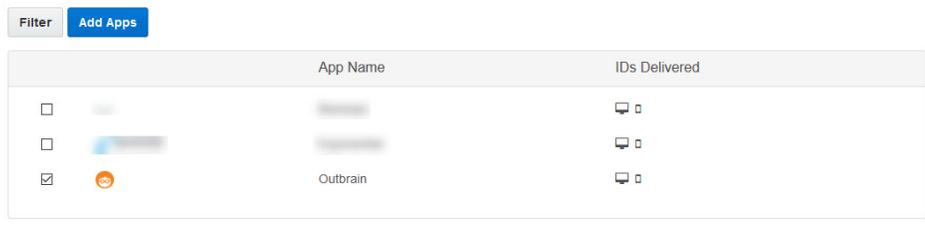
5. Click the button to the right of **Save**, and then click **Save and Create Campaign**. Alternatively, click **Save** and create the data campaign later.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. If you did not save your audience with the **Save and Create Campaign** option, you can create a campaign from the **Manage > Audiences** page by clicking **Create**, and then clicking **Create Campaign**.
2. From the **Manage > Campaigns** page, click **Create**.
The audience is associated with the campaign and the *Create Campaign* window is displayed.
3. In the **Campaign Name** box, enter a name that makes your campaign easy to identify and includes the ID sources.
4. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
5. Click **Select Apps**, select the Outbrain app, and then click **Add Apps**.



	App Name	IDs Delivered
<input type="checkbox"/>	[blurred]	[blurred]
<input type="checkbox"/>	[blurred]	[blurred]
<input checked="" type="checkbox"/>	Outbrain	[blurred]

6. (Optional) When the Outbrain app appears in the list, expand it to display its details.

Important! Do not change the value in the **OutbrainPlatformMarketerID** box.

7. Click **Save**.

After you save your campaign, Outbrain receives an email notification with your name, campaign ID, and the category IDs being delivered by your data campaign. Outbrain uses this information to map your Oracle Data Cloud platform data to a segment object in their platform.

8. Before activating your data campaign, verify that Outbrain has mapped the audience at the category level to their target segment object.

Learn more: [Creating a campaign](#)

Quantcast

You can send audiences containing first-party data linked to Oracle Data Cloud cookies to the Quantcast platform. After your audiences have been mapped into your Quantcast account, Oracle Data Cloud platform data flows into your audiences.

If you are a publisher, you can then use Quantcast's data-intelligence platform to better understand audiences and how content resonates with the consumers you want to attract and retain. If you are a marketer, you can leverage Quantcast's understanding of online behavior and predictive advertising capabilities to reach the customers who are most likely to engage with your messages.

This app was updated in August, 2018. The new version includes the ability to specify the Quantcast p-code during app installation. P-codes specified during app installation are included automatically in new campaigns that use the app.

If you installed the Quantcast app before the update, you can continue to use the old version and specify the p-code each time you create a campaign.

If you want to use the new version, delete the old one first. (Deleting the old app does not affect campaigns you have created previously.) Then install the new version using the instructions in this document. Campaigns you create using the new version automatically include the p-code you specify during installation.

To use Oracle Data Cloud platform data in a Quantcast campaign:

1. [Get a Quantcast p-code.](#)
2. [Install the Quantcast app.](#)
3. [Create an audience.](#)
4. [Create a campaign.](#)

Getting a Quantcast p-code

The Quantcast p-code is a unique, client-specific identifier that enables Quantcast to attribute reporting for your properties and allows them to map your audiences to their segment objects at the campaign level.

You enter the p-code when installing the app. It is then automatically included in all campaigns based on the app.

To obtain your p-code:

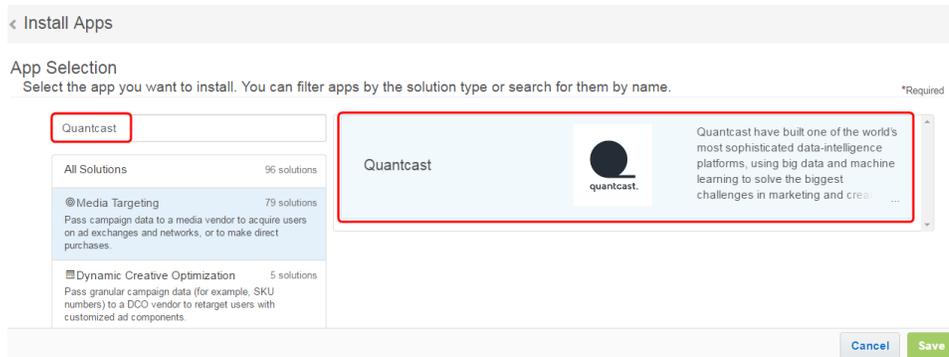
1. Sign in to your Quantcast account.
2. On your account home page under *Your P-Code*, record your p-code for use when creating a campaign.

Installing the Quantcast app

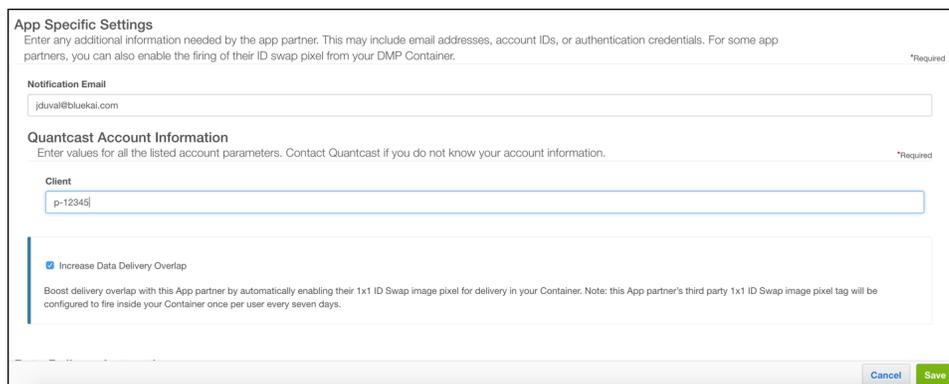
Use the [install an app](#) workflow to configure the Quantcast app, which supports the delivery of both cookies and MAIDs.

To create the Quantcast app configuration:

1. Log in to partner.bluekai.com and select **Apps > Install Apps**. The *Install Apps* page is displayed.
2. Click **App Catalog**. The *App Selection* tool is displayed.
3. Click the **Media Targeting** campaign solution type and then select **Quantcast**.



4. In the **App Name** box, enter a name that identifies this app configuration.
5. In the **Notification Email** box, enter email addresses for anyone who should receive notification about Quantcast app activity.
6. Enter the p-code value in the **Client** box (including p-). This value will be included automatically in new campaigns that use this app.



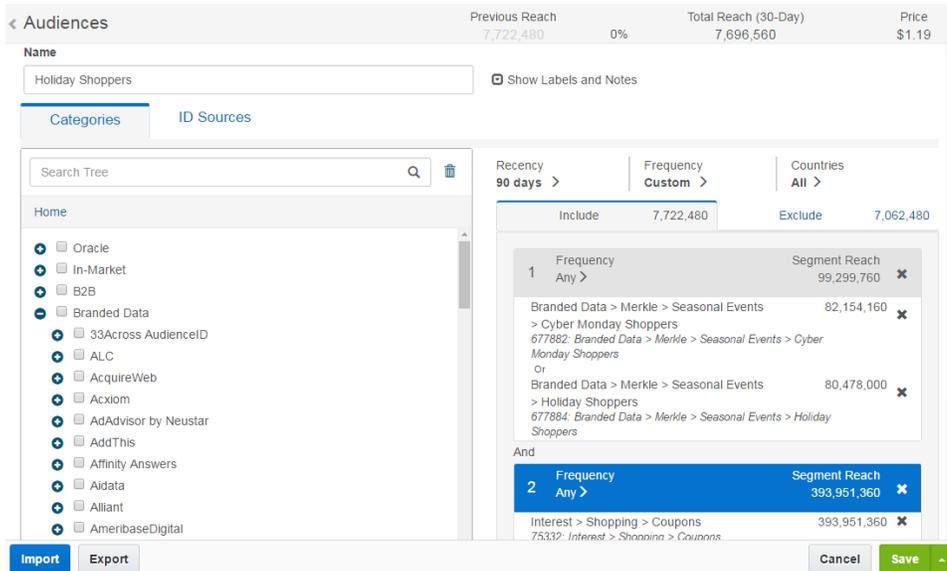
7. Leave the **Increase Data Delivery Overlap** check box selected (the default setting) to maximize the amount of your first-party data that can be delivered to Quantcast. This enables ID swaps to automatically match unique user IDs on your site once every seven days via the platform's [tag management system](#).
8. Click **Save**. Your Quantcast app configuration is added to the *Install Apps* page.

Creating your audience

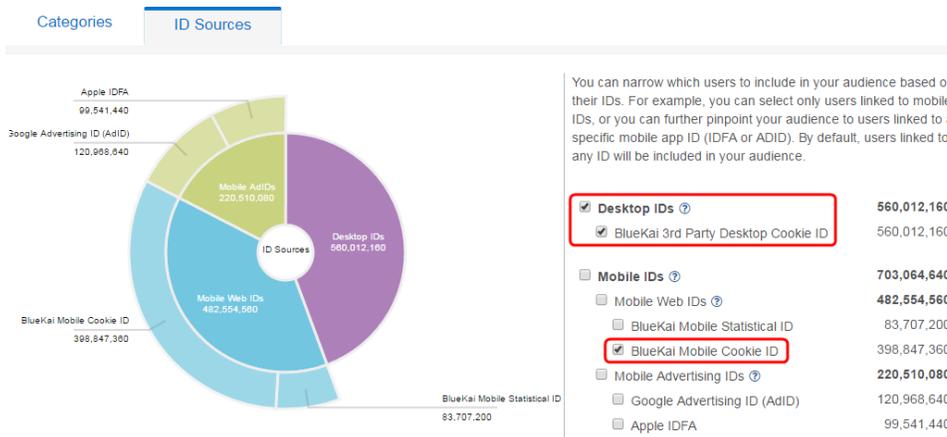
You can use BlueKai's [audience builder](#) to select the first-party data you want to send to Quantcast.

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.



2. Define your target audience by selecting first-party categories from the [taxonomy tree](#).
3. Click the [ID Sources](#) tab.
4. To narrow the targeting of your audience to users linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



5. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

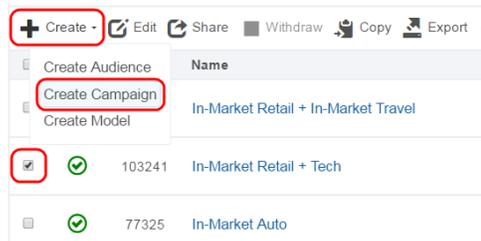
To send your user data to Quantcast, you need to [create a campaign](#). The campaign specifies the audience to be targeted, where to send your audience, how long to run the campaign, and the campaign budget.

After you save the campaign, the platform sends an email message to Quantcast that provides them with the campaign's details.

Important: Before activating your data campaign, verify that Quantcast has mapped your audience to their target segment object.

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Quantcast and select **Create > Create Campaign**.



The *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the Quantcast app that you installed, and then click **Add Apps**.
5. (Optional) When the Quantcast app appears in the list, expand it to reveal detailed information.

Important! Do not change the value in the **client** box.

6. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page. Quantcast uses the p-code to map your Oracle Data Cloud platform data to a segment object in the Quantcast platform.

Your Quantcast representative will work with you to create digital media campaigns that leverage your first-party Oracle Data Cloud platform data.

Learn more: [Creating a campaign](#)

Resonate Analytics

Resonate's two-way integration with the Oracle Data Cloud platform provides insights into your own customers to improve your overall marketing, messaging, and advertising.

The Oracle Data Cloud platform includes a predefined [install an app](#) configuration for Resonate Analytics. You can then [share your audience](#) with Resonate, use the analytics tools on Resonate's platform, and create custom audiences for use in the Oracle Data Cloud platform.

Prerequisites

- A Resonate account
- Contact My Oracle Support ([MOS](#)) and request that Resonate Analytics be added to your account as a data recipient.

To integrate with Resonate:

1. In the platform UI, select **Apps > Install Apps**. The *Install Apps* page is displayed.
2. Click **App Catalog**. The *App Selection* tool is displayed.

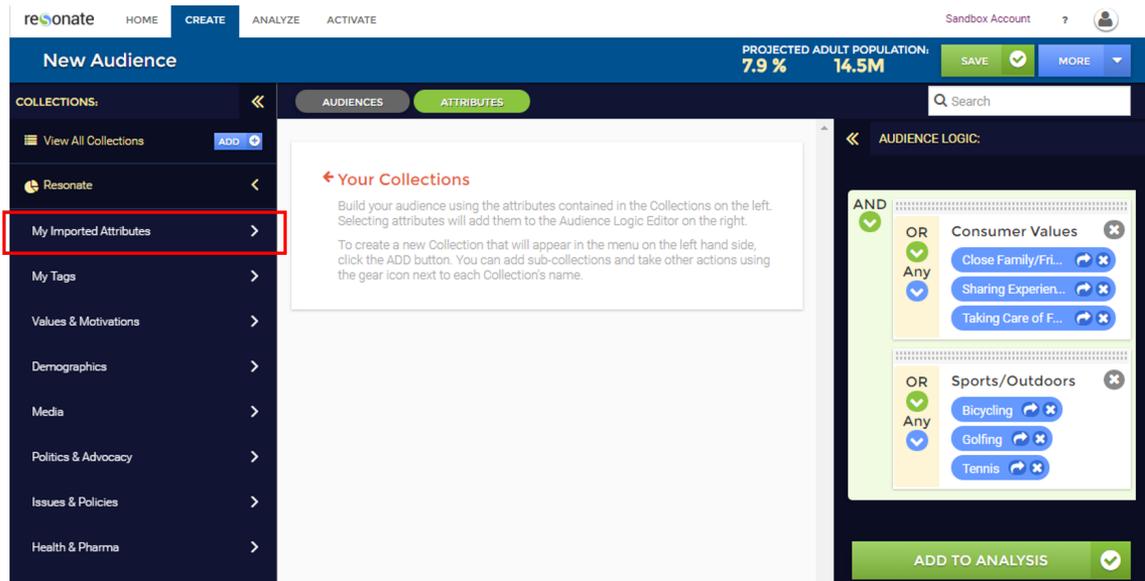
3. Click the **Analytics** campaign solution type and then select **Resonate Analytics**.

The screenshot shows the Oracle BlueKai 'Install Apps' page. The top navigation bar includes 'New Audience', 'Home', 'Manage', 'Report', 'Analyze', 'Apps', and 'Tools'. The main content area is titled 'Install Apps' and features a list of solution categories on the left and a detailed view of the selected 'Resonate Analytics' app on the right. The 'Analytics' category is highlighted with a red box. The 'Resonate Analytics' app details include its logo and a description: 'Unlock the value of your data stored in Oracle's Data Management Platform. Resonate's two-way integration with Oracle's DMP will provide you insights into your own customers to improve your overall marketing, messaging and advertising.'

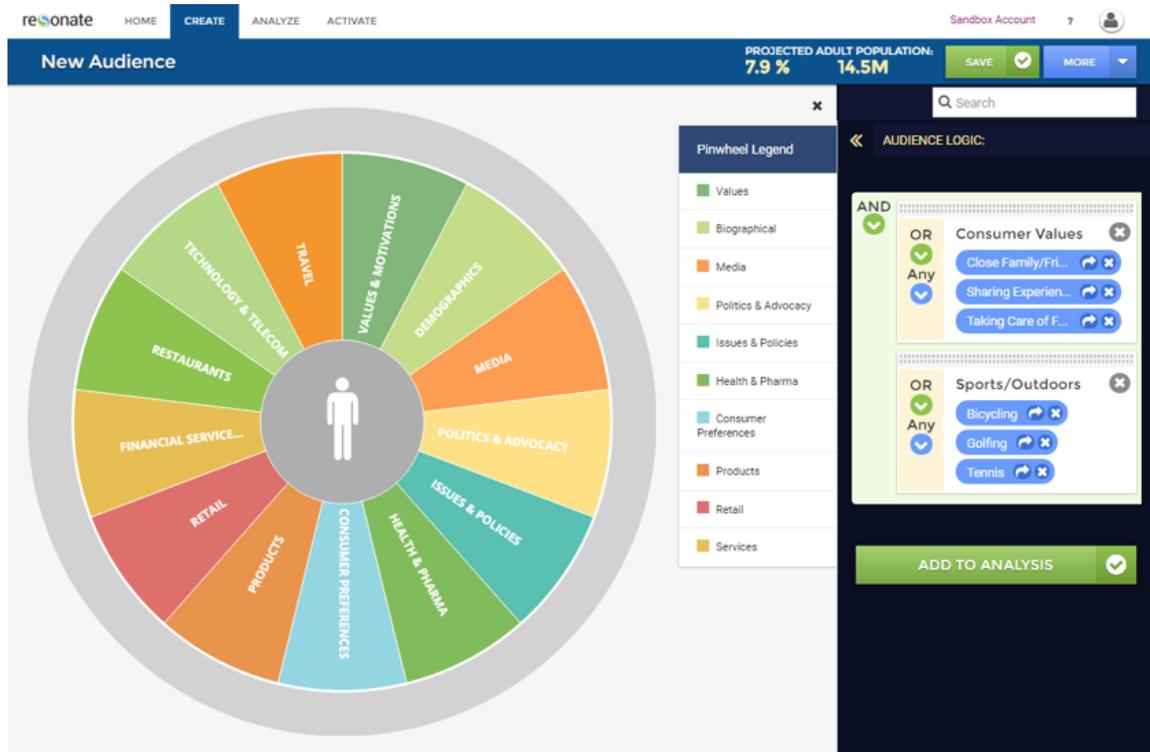
Category	Solutions
Site Optimization	3 solutions
Search	1 solutions
Look-alikes	1 solutions
Offline Onboarding	2 solutions
Social	1 solutions
Email	1 solutions
Analytics	3 solutions

4. In the *App Specific Settings* section, enter "Resonate Analytics Configuration" or another description in the **Name** box.
5. In the **Notification Email** box, enter email addresses for anyone who should be notified about app activity.
6. Click **Save**. Your Resonate Analytics app configuration is added to the *Install Apps* page.
7. [Create an audience](#) and [share it](#) with Resonate.
8. Resonate maps your audience in Resonate Analytics.

- Log in to Resonate Analytics. Your data will appear in the **My Imported Attributes** section on the **Create** tab.



- Analyze your audience in Resonate and create new segments with a combination of your first-party and Resonate data. You can also perform look-alike modeling in Resonate.



11. Save the new audience you want delivered to the Oracle Data Cloud platform and coordinate with your Resonate client partner to activate the audience. The audience will appear in the Resonate-Private taxonomy in your Oracle Data Cloud platform account.



Select Destination(s):	Estimated Size:
<input type="checkbox"/> Oracle DMP	55.1M
<input type="checkbox"/> Google DoubleClick Ad Exchange	48.0M
<input type="checkbox"/> Google DoubleClick Bid Manager	48.0M
<input type="checkbox"/> Google DoubleClick for Publishers	48.0M
<input type="checkbox"/> MediaMath	74.3M
<input type="checkbox"/> TapAd	31.8M
<input type="checkbox"/> The Trade Desk	42.5M
<input type="checkbox"/> TubeMogul	47.1M
<input type="checkbox"/> Turn	44.5M
<input type="checkbox"/> Videology	45.4M

Additional Information:

Note: Submitting this request will not automatically activate the campaign.

Once your new Resonate-Private categories have been added to your taxonomy, you can add them to your target audiences and deliver them across multiple media execution platforms for targeting, analysis, modeling, and optimization.

Rocket Fuel

You can create Oracle Data Cloud audiences with first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) and then use them in the Rocket Fuel platform.

To send your audiences to the Rocket Fuel platform:

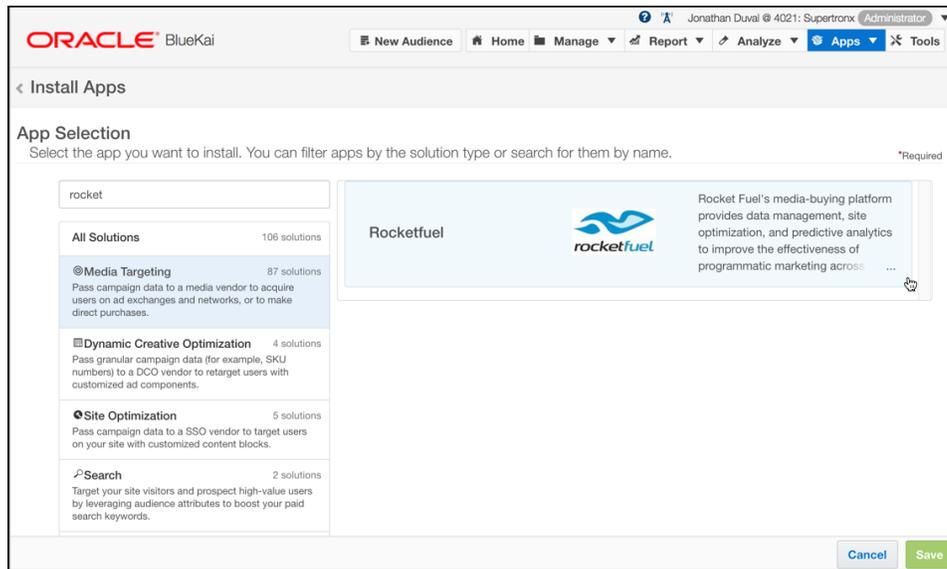
1. [Install the Rocket Fuel app.](#)
2. [Create an audience.](#)
3. [Create a Rocket Fuel data campaign.](#)

Installing the Rocket Fuel App

To install the Rocket Fuel app in the Oracle Data Cloud platform, follow these steps:

1. Log on to partner.bluekai.com.
2. Select **Apps > Install Apps**, click **App Catalog**, and then select the **Rocket Fuel** app. You can do this by doing one of the following:

- Under **App Selection**, click the **Search** solution type from the left side to filter the apps, scroll through the apps, and then click the Rocket Fuel app to be installed from the right.
 - Enter "**Rocket Fuel**" in the search box to filter the apps, scroll through the filtered apps, and then click the app to be installed from the right.
 - Scroll through the apps on the right side, and then click "**Rocket Fuel**" app.
3. In the **App Name** box, enter **Rocket Fuel** or another name that identifies this app configuration.



4. Under **App Specific Settings**, enter your email address.
5. Leave the **Increase Data Delivery Overlap** check box selected to automatically fire the Rocket ID swap tag on your sites once every 7 days via the tag management system. The ID swap tag is fired from the **bk_exchange** tag on your page. This is required to deliver your 1st-party Oracle Data Cloud platform data to Rocket Fuel (only ID swapped users are delivered to Rocket Fuel).

Checking Volume of ID Swap Tag Fires

You can use the [Schedule Hits report](#) to check how many times the Rocket ID swap tag has been fired. This you gives an estimate of the number of users that have been ID swapped and can therefore be delivered to Rocket Fuel. To use the report, select

Report > Schedule Hits.

6. Click **Save**.

Creating an audience

To deliver your first- and third-party audience data to the Rocket Fuel platform, [create an audience](#).

Important: Rocket Fuel will recreate your audience's Boolean logic in it in their platform, so your audience must include a single segment that includes all your categories (OR logic).

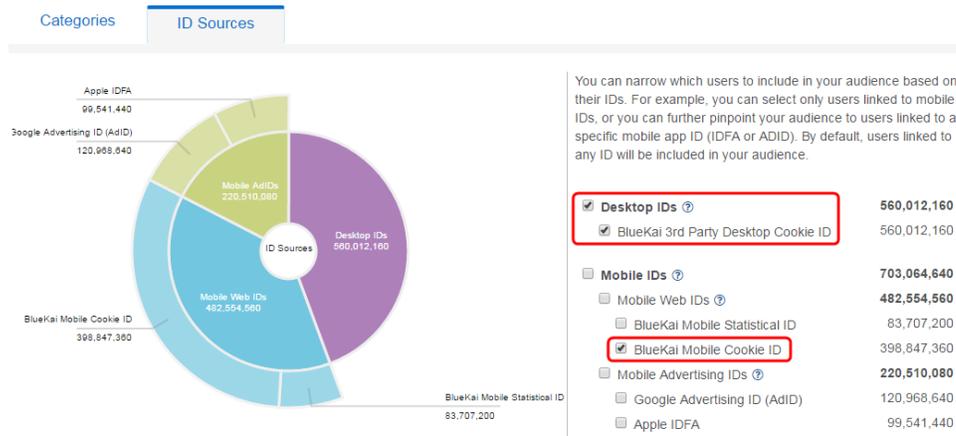
To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.
2. In the **Name** box, enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience using a single segment that includes all your categories (OR logic).

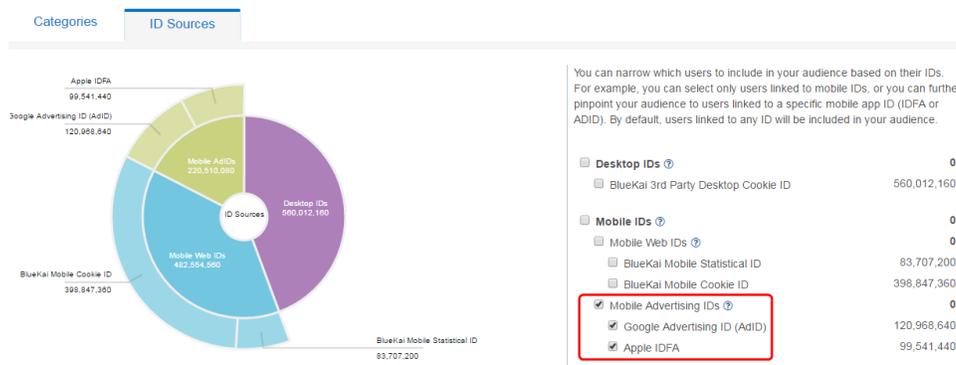
The screenshot shows the Oracle Data Cloud Audience Builder interface. At the top, there are statistics: Previous Reach (630,165,900), 0%, Total Reach (30-Day) (630,165,900), and Price (\$0.00). The 'Name' field contains 'Smartphone Shoppers'. Below the name, there are two tabs: 'Categories' and 'ID Sources'. The 'Categories' tab is active, showing a search tree with various categories like Oracle, In-Market, B2B, etc. The 'ID Sources' tab is also visible. The 'Recency' is set to '90 days', 'Frequency' is 'Custom', and 'Countries' is 'All'. The 'Include' section shows a segment for 'Smartphone Shoppers' with a reach of 630,165,900. The 'Exclude' section is empty. The 'Add Segment' button is visible. At the bottom, there are 'Import', 'Export', 'Cancel', and 'Save' buttons.

4. Click the **ID Sources** tab. If you want to send both cookie and MAID data to Rocket Fuel, you do not need to make any changes on this tab.

- To only send data linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



- To only send data linked to MAIDs, clear the **Desktop IDs** and **Mobile IDs** check boxes and then select the **Mobile Advertising IDs** check box.



- Click the button to the right of **Save**, and then click **Save and Create Campaign**. Alternatively, from the **Manage > Audiences** page, you can click **Create**, and then click **Create Campaign**, or from the **Manage > Campaigns** page, click **Create**.

Learn more: [Creating an audience](#)

Creating a campaign

To deliver your first-party and third-party data to Rocket Fuel, create a data campaign that includes the audience you want to deliver and the Rocket Fuel app that you installed.

To deliver your user data to Rocket Fuel:

1. Under **Basic Information**, do the following:
 - a. Enter a descriptive name for your Rocket Fuel data campaign that makes it easy to identify in the Oracle Data Cloud platform.
 - b. Enter the start and end dates for your campaign.
 - c. Set the campaign status to **Active**.

The screenshot shows the 'Create Campaign' interface. At the top, there are navigation links: 'Jump to: Basic Information | Audience Details | Delivery Method | Advanced Settings'. The 'Basic Information' section contains the following fields:

- Campaign Name***: Smartphone Shoppers - Rocketfuel
- Label**: Add labels for filtering campaigns
- Start Date***: 02/16/2018
- End Date***: 02/16/2019
- Status***: Idle

The 'Audience Details' section shows 'Select an Audience*' with 'Smartphone Shoppers' selected.

2. Under **Audience Details**, select the audience to be delivered to Rocket Fuel if it is not already selected.
3. Under **Delivery Method**, click **Select Apps**, click the Rocket Fuel app, and then click **Add Apps**.

The 'Select Apps' dialog box is shown. It has a title bar with a close button. Below the title, it says 'Deliver your audience to one or more media execution platforms'. There are 'Filter' and 'Add Apps' buttons. A search input field contains 'rocket'. Below this is a table with the following data:

App Name	IDs Delivered
<input checked="" type="checkbox"/> Rocketfuel	

4. Click **Save**.
5. Rocket Fuel will receive a real-time email notification with the names and full paths of the categories in your audience. Rocket Fuel will use this information to display the names of your categories in their platform.

6. Data delivery to Rocket Fuel via Server Data Transfer (SDT) will typically begin 60 to 90 minutes after the campaign has been activated. Within 24 hours, the platform will deliver all the users in your target audience that have been ID swapped between Rocket Fuel and Oracle Data Cloud. the platform will then incrementally deliver ID swapped users as soon as they qualify for the audience.

Rubicon Project

You can use your first-party data linked to Oracle Data Cloud cookies in Rubicon Project's automated advertising platform. Rubicon Project enables publishers, brands, content creators, and application developers to safely transact advertising requests and improve the experiences of consumers.

This app was updated in August, 2018. The new version includes the ability to specify the PK ID during app installation. PK IDs specified during app installation are included automatically in new campaigns that use the app.

If you installed the Rubicon app before the update, you can continue to use the old version and specify the PK ID each time you create a campaign.

If you want to use the new version, delete the old one first. (Deleting the old app does not affect campaigns you have created previously.) Then install the new version using the instructions in this document. Campaigns you create using the new version automatically include the PK ID you specify during installation.

To send your audiences to the Rubicon Project platform:

1. [Request a PK ID.](#)
2. [Install the Rubicon Project app.](#)
3. [Create an audience.](#)
4. [Create a campaign.](#)

Requesting a PK ID from the Rubicon Project

The PK ID is a unique client-specific identifier that enables Rubicon Project to map your audiences to their segment objects at the campaign level. To get your PK ID, send a request to your Rubicon Project account manager.

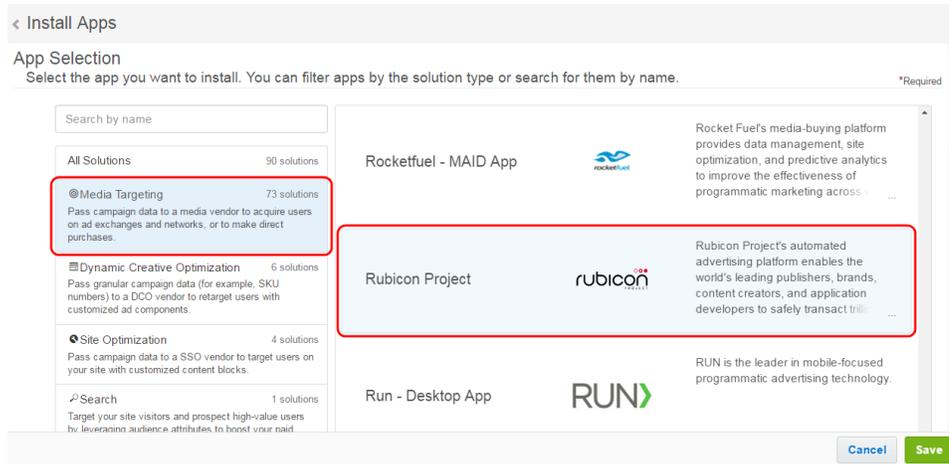
You enter the PK ID when you install the app. It is then included automatically included in all campaigns that use the app

Installing the Rubicon Project app

Use the [install an app](#) workflow to configure the Rubicon Project app in the Oracle Data Cloud platform.

To install the Rubicon Project app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.



4. Select **Rubicon Project**.
5. In the **App Name** box, enter a descriptive name that identifies this app configuration and [ID source](#).

6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. In the **pk** field, enter your PK ID. This ID will be included automatically in new campaigns that use this app.

App Specific Settings
Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email
jduval@bluekai.com

Rubicon 1st Party Data - Managed Mapping App Account Information
Enter values for all the listed account parameters. Contact Rubicon 1st Party Data - Managed Mapping App if you do not know your account information. *Required

Pk
12345

Data Delivery Instructions
Complete the following steps in order to deliver data to your app partner. *Required

To pass data to Rubicon, you must enter the PK ID. To get your PK ID, send a request to your Rubicon Project account manager. The PK ID is a unique client-specific identifier that enables Rubicon Project to map your Oracle/BlueKai audiences to their segment objects at the campaign level. Once you have saved the active data campaign with the PK ID, Oracle will send an e-mail message to Rubicon providing them with the details of your data campaign. Before activating your data campaign, verify that Rubicon has mapped the audience at the Oracle campaign level to their target segment object.

Cancel Save

8. Leave the **Increase Data Delivery Overlap** check box selected to enable ID swaps to match unique user IDs between Oracle Data Cloud and Rubicon Project. This enables ID swaps to be executed automatically on your site once every seven days via the platform's [tag management system](#). This configuration ensures that the maximum amount of your first-party cookie data is delivered to Rubicon.
9. Click **Save**.

Rubicon Project is now enabled in your partner seat.

Learn more: [Creating an audience](#)

Creating an audience

To deliver your Oracle Data Cloud platform data to the Rubicon Project platform, [create an audience](#) and then [create a campaign](#) associated with the audience.

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.

< Audiences Previous Reach 7,722,480 0% Total Reach (30-Day) 7,696,560 Price \$1.19

Name Show Labels and Notes

Categories ID Sources

Search Tree

Home

- Oracle
- In-Market
- B2B
- Branded Data
 - 33Across AudienceID
 - ALC
 - AcquireWeb
 - Acxiom
 - AdAdvisor by Neustar
 - AddThis
 - Affinity Answers
 - Aidata
 - Alliant
 - AmeribaseDigital

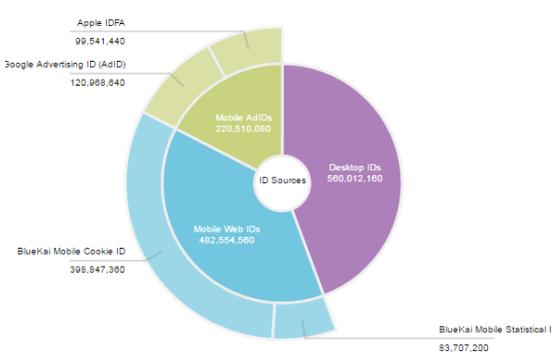
Recency **90 days** > Frequency **Custom** > Countries **All** >

Include 7,722,480 Exclude 7,062,480

#	Frequency	Segment Reach
1	Any >	99,299,760
	Branded Data > Merkle > Seasonal Events > Cyber Monday Shoppers	82,154,160
	677882: Branded Data > Merkle > Seasonal Events > Cyber Monday Shoppers	
	or	
	Branded Data > Merkle > Seasonal Events > Holiday Shoppers	80,478,000
	677884: Branded Data > Merkle > Seasonal Events > Holiday Shoppers	
And		
2	Any >	393,951,360
	Interest > Shopping > Coupons	393,951,360
	75332: Interest > Shopping > Coupons	

2. In the **Name** box, enter a name that makes it easy to identify your audience when creating a campaign and in the Rubicon Project platform. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters).
3. From the [taxonomy tree](#), select one or more first-party categories to define audience segments.
4. Click the [ID Sources](#) tab.

Categories ID Sources



ID Source	Count
Desktop IDs	560,012,160
Mobile Web IDs	482,554,560
Mobile AdIDs	220,510,080
BlueKai Mobile Cookie ID	398,847,360
Google Advertising ID (AdID)	120,968,640
Apple IDFA	99,541,440
BlueKai Mobile Statistical ID	83,707,200

You can narrow which users to include in your audience based on their IDs. For example, you can select only users linked to mobile IDs, or you can further pinpoint your audience to users linked to a specific mobile app ID (IDFA or ADID). By default, users linked to any ID will be included in your audience.

<input checked="" type="checkbox"/> Desktop IDs	560,012,160
<input checked="" type="checkbox"/> BlueKai 3rd Party Desktop Cookie ID	560,012,160
<input type="checkbox"/> Mobile IDs	703,064,640
<input type="checkbox"/> Mobile Web IDs	482,554,560
<input type="checkbox"/> BlueKai Mobile Statistical ID	83,707,200
<input type="checkbox"/> BlueKai Mobile Cookie ID	398,847,360
<input checked="" type="checkbox"/> Mobile Advertising IDs	220,510,080
<input checked="" type="checkbox"/> Google Advertising ID (AdID)	120,968,640
<input checked="" type="checkbox"/> Apple IDFA	99,541,440

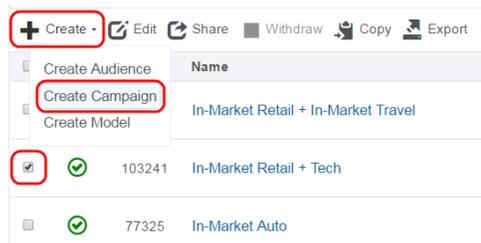
5. If you want to target both cookies and MAIDs, you do not need to make any changes; otherwise, clear the check boxes for any ID sources you do not want to target.
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Rubicon Project and select **Create > Create Campaign**. A new campaign window is displayed.



The *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both the Oracle Data Cloud and Rubicon Project platforms.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the Rubicon Project app that you installed, and then click **Add Apps**.
5. (Optional) When the Rubicon Project app appears in the list, expand it to display its details.

Important! Do not change the value in the **pk** box.

6. (Optional) Enter any mapping notes for Rubicon in the **Audience Mapping Instructions to App Partner** box.
7. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page. Rubicon Project will receive an email notification with the following details about your campaign:

- The name of your partner seat associated with the campaign
- The name and ID of the campaign
- The audience ID
- The PK ID

Rubicon Project uses this information to map your Oracle Data Cloud platform data to a segment object at the campaign level (they do not identify audiences based on the category IDs).

After Rubicon Project marks your audience as mapped, your data campaign is activated automatically and Rubicon starts receiving your user data.

Learn more: [Creating a campaign](#)

Sizmek

The Sizmek app allows you to use your Oracle Data Cloud platform mobile advertising ID (MAID) audiences in Sizmek's digital advertising platform.

This app was updated in August, 2018. The new version includes the ability to specify the advertiser ID during app installation. Advertiser IDs specified during app installation are included automatically in new campaigns that use the app.

If you installed the Sizmek app before the update, you can continue to use the old version and specify the advertiser ID each time you create a campaign.

If you want to use the new version, delete the old one first. (Deleting the old app does not affect campaigns you have created previously.) Then install the new version using the instructions in this document. Campaigns you create using the new version automatically include the advertiser ID you specify during installation.

To send your audiences to the Sizmek platform:

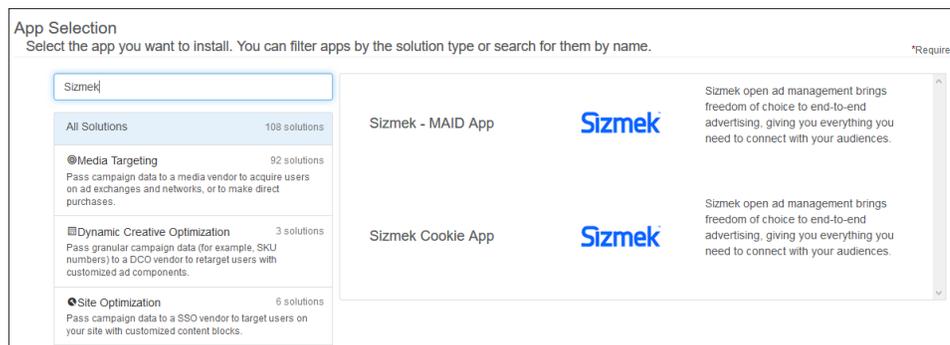
1. [Install the Sizmek app.](#)
2. [Create an audience.](#)
3. [Create a campaign.](#)

Installing the Sizmek app

Use the [install an app](#) workflow to configure the Sizmek MAID app in the Oracle Data Cloud platform.

To install the Sizmek app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.



4. Select **Sizmek - MAID App** or **Sizmek - Cookie App**.
5. In the **App Name** box, enter a name that identifies this app configuration.
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. In the **advertiserID** box, enter your Sizmek advertiser ID. This ID will be included automatically in new campaigns that use this app.

App Specific Settings
 Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email

Sizmek Cookie App Account Information
 Enter values for all the listed account parameters. Contact Sizmek Cookie App if you do not know your account information. *Required

AdvertiserID

Increase Data Delivery Overlap

Boost delivery overlap with this App partner by automatically enabling their 1x1 ID Swap image pixel for delivery in your Container. Note: this App partner's third party 1x1 ID Swap image pixel tag will be configured to fire inside your Container once per user every seven days.

8. (Cookie app only) Leave the **Increase Data Delivery Overlap** check box selected to enable the ID swap tag to be fired automatically on your site visitors once every 7 days via [tag management](#). This configuration ensures that maximum amount of your first-party cookie data can be delivered to Sizmek.

9. Click **Save**.

Sizmek is now enabled as a vendor in your partner seat.

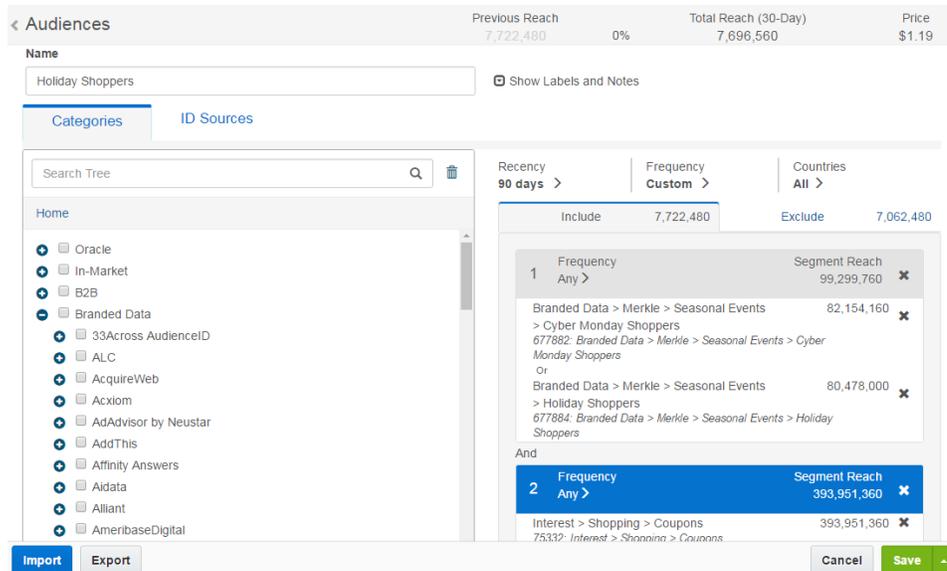
Learn more: [Installing an app](#)

Creating an audience

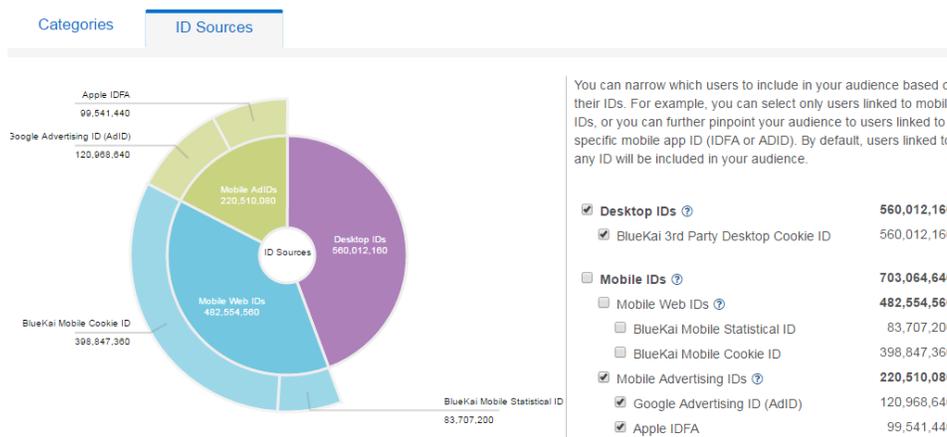
To deliver your Oracle Data Cloud platform data to the Sizmek platform, [create an audience](#) and then [create a campaign](#) associated with the audience.

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.



2. Enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters).
3. Define your target audience by selecting a combination of first- and third-party categories from the [taxonomy tree](#).
4. Click the [ID Sources](#) tab.



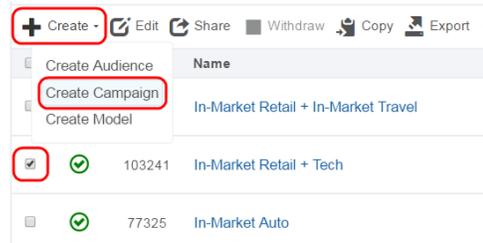
5. Select the ID sources that are appropriate for the cookie or MAID app that you installed.
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Sizmek and then select **Create > Create Campaign**.



The *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both the Oracle Data Cloud and Sizmek platforms.
3. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the Sizmek app that you installed, and then click **Add Apps**.
5. (Optional) When the Sizmek app appears in the list, expand it to display its details.

Important! Do not change the value in the **advertiserID** box.

6. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page.
7. Contact your Sizmek account manager to have them map your Oracle Data Cloud platform data to an audience object in their platform. Provide your name, campaign ID, and the category IDs being delivered by your data campaign. Sizmek will use this information to map your Oracle Data Cloud platform data to a segment object in the Sizmek platform.

8. After you receive confirmation from Sizmek that your audience has been mapped, go to the *Campaigns* page, select the check box for your campaign, and click **Enable** to activate your campaign.

Learn more: [Creating a campaign](#)

Smart AdServer

You can use audience injection to deliver first-party Oracle Data Cloud platform data linked to cookies into the Smart AdServer platform.

To send your audiences to the Smart AdServer platform:

1. Contact your Oracle Data Cloud account manager to request the SMART AdServer integration. Include your SMART AdServer segment provider ID in the request. The configuration of the integration will be completed for you within two weeks.
2. [Install the Smart AdServer app](#).
3. [Create an audience](#) containing first-party data linked to cookies.
4. [Create a campaign](#) to send your audiences to Smart AdServer.
5. [Use your audience in the Smart AdServer platform](#).

Installing a Smart AdServer audience injection app

To install a Smart AdServer app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.

4. Select the Smart AdServer app.

< Install Apps

App Selection
Select the app you want to install. You can filter apps by the solution type or search for them by name. *Req

Search by name

All Solutions	96 solutions
<input checked="" type="radio"/> Media Targeting	78 solutions Pass campaign data to a media vendor to acquire users on ad exchanges and networks, or to make direct purchases.
<input type="checkbox"/> Dynamic Creative Optimization	5 solutions Pass granular campaign data (for example, SKU numbers) to a DCO vendor to retarget users with customized ad components.
<input type="checkbox"/> Site Optimization	4 solutions Pass campaign data to a SSO vendor to target users on your site with customized content blocks.
<input type="checkbox"/> Search	1 solutions Target your site visitors and prospect high-value users by leveraging audience attributes to boost your paid search

SMART AdServer - EU



The SMART AdServer full-stack ad technology platform enables you to maximize yield by optimizing the value of each ad impression. With SMART, you can precisely manage inventory and ad ...

SMART AdServer - US



The SMART AdServer full-stack ad technology platform enables you to maximize yield by optimizing the value of each ad impression. With SMART, you can precisely manage inventory and ad delivery on any platform using cutting-edge forecasting, targeting and big data reports.

5. In the **App Name** box, enter Smart AdServer or another name that identifies this app configuration.
6. In the **Notification Email** box, enter your email address.
7. Leave the **Increase Data Delivery Overlap** check box selected (the default setting) to maximize the amount of your first-party data that can be delivered to Smart AdServer. This enables ID swaps to automatically match unique user IDs on your site once every seven days via the platform's [tag management system](#).
8. Click **Save**. Smart AdServer is now enabled in your partner seat. Your Oracle Data Cloud and Smart AdServer accounts are linked.

Learn more: [Installing an app](#)

Creating an audience

To deliver your Oracle Data Cloud platform data to the Smart AdServer platform, [create an audience](#) and then [create a campaign](#) associated with the audience.

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.

< Audiences Previous Reach 7,722,480 0% Total Reach (30-Day) 7,696,560 Price \$1.19

Name Holiday Shoppers Show Labels and Notes

Categories ID Sources

Search Tree

Home

- Oracle
- In-Market
- B2B
- Branded Data
 - 33Across AudienceID
 - ALC
 - AcquireWeb
 - Acxiom
 - AdAdvisor by Neustar
 - AddThis
 - Affinity Answers
 - Aidata
 - Alliant
 - AmeribaseDigital

Recency 90 days > Frequency Custom > Countries All >

Include 7,722,480 Exclude 7,062,480

1	Frequency	Segment Reach	
	Any >	99,299,760	x
	Branded Data > Merkle > Seasonal Events > Cyber Monday Shoppers	82,154,160	x
	677882: Branded Data > Merkle > Seasonal Events > Cyber Monday Shoppers		
	Or		
	Branded Data > Merkle > Seasonal Events > Holiday Shoppers	80,478,000	x
	677884: Branded Data > Merkle > Seasonal Events > Holiday Shoppers		

And

2	Frequency	Segment Reach	
	Any >	393,951,360	x
	Interest > Shopping > Coupons	393,951,360	x
	75332: Interest > Shopping > Coupons		

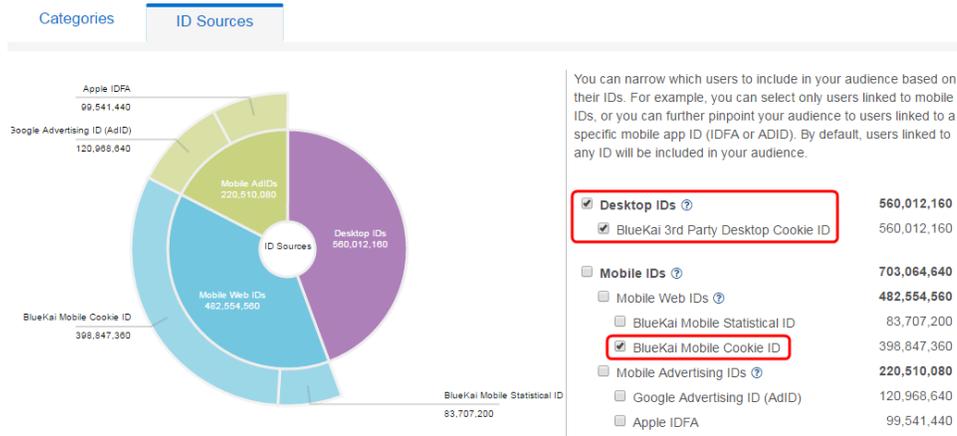
Import Export Cancel Save

2. Enter a name that makes it easy to identify your audience and its campaign. (The campaign should be given the same name because mapping is based on the audience name.)

The audience name may only contain alphanumeric characters and underscores. Do not use special characters or spaces in your audience name or your data will not be delivered into your audience in the SMART AdServer platform.

3. Define your target audience by selecting a combination of first-party categories from the [taxonomy tree](#).
4. Click the [ID Sources](#) tab.

- To target only users linked to Oracle Data Cloud cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



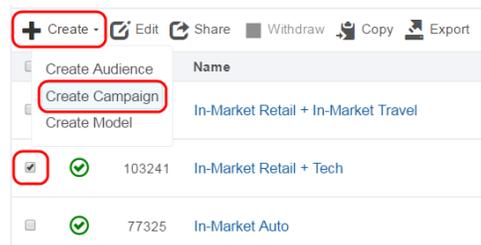
- Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

- On the *Audiences* page, select the check box for the audience that you want to send to Smart AdServer and then select **Create > Create Campaign**.



Your audience is automatically associated with the new campaign.

- In the **Campaign Name** box, enter the same name that you used for your audience, because the audience name is used for mapping your audience data, data delivery, and real-time email notifications sent to Smart AdServer.

3. In the *Flight Options* section, set the following properties:
 - In the **Start Date** box, enter the date when your campaign is to begin. Enter the date in MM/DD/YYYY format or click the box and select the date from the calendar.
 - In the **End Date** box, it is recommended that you leave this blank. Setting a specific end date will mean that the audience will be turned off in the Smart AdServer platform.
 - In the **Status** box, select **Active**.
4. Under **Delivery Method**, click **Select Apps**, click the SMART AdServer app, and then click **Add Apps**.
5. Click **Save**. The Oracle Data Cloud platform automatically calls SMART AdServer's audience API to create a new segment in your SMART seat. The name of the segment will be the same as the audience name.

Your Oracle Data Cloud platform data will then be delivered into the Smart AdServer segment object. All your existing ID swapped users in your 1st-party audience will be delivered within 24 hours via Server Data Transfer (SDT). Additional ID swapped users will be delivered as they qualify for the audience (when their profile contains the combination of 1st-party categories you are targeting).

Learn more: [Creating a campaign](#)

Using your Oracle Data Cloud platform data in the Smart AdServer platform

To use your Oracle Data Cloud platform data in Smart AdServer:

1. Log in to your Smart AdServer account.
2. Go to **Administration > Keyword groups** and search for the Oracle Data Cloud platform name. The synchronized segments are inside the DMP keyword group. Each segment is identified by *key=value*. The key is the ID of your DMP provider and the value is the ID of your segment.

For information about using your audience data in the Smart AdServer platform, see [DMP connection with Smart Data Hub](#).

SundaySky

You can create audiences containing first- and third-party data linked to Oracle Data Cloud cookies and then create campaigns to send your audiences to SundaySky's video marketing platform.

This app was updated in August, 2018. The new version includes the ability to specify your SundaySky account ID during app installation. Account IDs specified during app installation are included automatically in new campaigns that use the app.

If you installed the app before the update, you can continue to use the old version and specify the account ID each time you create a campaign.

If you want to use the new version, delete the old one first. (Deleting the old app does not affect campaigns you have created previously.) Then install the new version using the instructions in this document. Campaigns you create using the new version automatically include the account ID you specify during installation.

To send your audiences to the SundaySky platform:

1. [Install the SundaySky app](#).
2. [Create an audience](#).
3. [Create a campaign](#).
4. Deploy SundaySky tags on your site. See the SundaySky documentation for information about deploying these tags.

Installing the SundaySky app

You enter your SundaySky account ID when you install the app, in the **sskyaccountid** box. If you do not have a SundaySky account ID, [contact SundaySky](#).

To install the SundaySky app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.

3. Select the **Media Targeting** campaign solution type or filter by **SundaySky**.

< Install Apps

App Selection
Select the app you want to install. You can filter apps by the solution type or search for them by name.

Search by name

All Solutions 101 solutions

Media Targeting 83 solutions
Pass campaign data to a media vendor to acquire users on ad exchanges and networks, or to make direct purchases.

Dynamic Creative Optimization 6 solutions
Pass granular campaign data (for example, SKU numbers) to a DCO vendor to retarget users with customized ad components.

Site Optimization 4 solutions

SundaySky
SundaySky's personalized video marketing platform enables brands to deliver scalable one-to-one video experiences in real time throughout the customer lifecycle. SundaySky combines the power of video with personalized storytelling to engage prospective customers and foster long-term relationships.

4. Select **SundaySky**.
5. In the **App Name** box, enter a name that identifies this app configuration.
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. Enter your SundaySky account ID in the **sckyaccountid** box. This ID will be included automatically in new campaigns that use this app.

App Specific Settings
Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email
jduval@bluekai.com

SundaySky Account Information
Enter values for all the listed account parameters. Contact SundaySky if you do not know your account information. *Required

sckyaccountid
12345

Increase Data Delivery Overlap
Boost delivery overlap with this App partner by automatically enabling their 1x1 ID Swap image pixel for delivery in your Container. Note: this App partner's third party 1x1 ID Swap image pixel tag will be configured to fire inside your Container once per user every seven days.

Cancel Save

8. Leave the **Increase Data Delivery Overlap** check box selected. This enables the ID swap tag to be fired automatically on your site visitors once every 7 days via [tag management](#). This ensures that maximum amount of your first-party cookie data can be delivered to SundaySky.
9. Click **Save**.

The selected SundaySky app is enabled in your partner seat and you can create data campaigns to deliver your audiences to the SundaySky platform.

Learn more: [Installing an app](#)

Creating an audience

Select the first-party categories you want to deliver to SundaySky using the [audience builder](#).

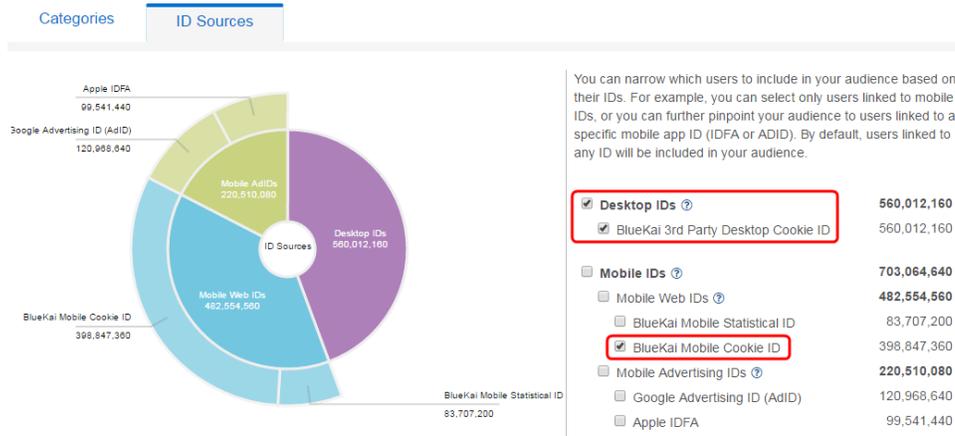
To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.

The screenshot displays the Oracle Data Cloud Audience Builder interface. At the top, it shows 'Audiences' with a search bar containing 'Holiday Shoppers' and a 'Show Labels and Notes' checkbox. Below this, there are tabs for 'Categories' and 'ID Sources'. The 'Categories' tab is active, showing a search tree with a search bar and a list of categories including Oracle, In-Market, B2B, Branded Data, 33Across AudienceID, ALC, AcquireWeb, Acxiom, AdAdvisor by Neustar, AddThis, Affinity Answers, Aidata, Alliant, and AmeribaseDigital. The 'ID Sources' tab is also visible. The interface includes a 'Recency' dropdown set to '90 days', a 'Frequency' dropdown set to 'Custom', and a 'Countries' dropdown set to 'All'. A table shows the audience composition with columns for 'Include' (7,722,480) and 'Exclude' (7,062,480). The table lists two segments: Segment 1 (Frequency Any) with a reach of 99,299,760, and Segment 2 (Frequency Any) with a reach of 393,951,360. The interface also includes buttons for 'Import', 'Export', 'Cancel', and 'Save'.

2. In the **Name** box, enter a name that makes your audience easy to identify. The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience by selecting first- and third-party categories from the [taxonomy tree](#).
4. Click the [ID Sources](#) tab.

- To narrow the targeting of your audience to users linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



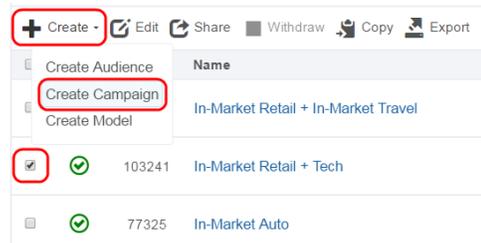
- Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

- On the *Audiences* page, select the check box for the audience that you want to send to SundaySky and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

- In the **Campaign Name** box, enter a name that makes your campaign easy to identify.

3. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Idle** status.
4. Click **Select Apps**, select the check box for the SundaySky app that corresponds to the ID source selected for your audience (cookies, MAIDs, or select both apps), and then click **Add Apps**.
5. (Optional) When the SundaySky app appears in the list, expand it to view its details.

Important!

- Do not change the value in the **s skyaccountid** box.
- Do not change the **\$DMP_Audience_Name_Macro** selected in the **App Macros** list. It is used to send the name of your audience to SundaySky.

6. Click **Save**.

SundaySky receives an email notification with your name, SundaySky account ID, campaign ID, and the category IDs being delivered by your data campaign. Within 48 hours, SundaySky uses this information to map your Oracle Data Cloud platform data in their platform. If your audience contains a single category, it is mapped at the category level. If your audience contains multiple categories, it is mapped at the campaign level.

7. After SundaySky confirms that they have mapped your audience to their segment object, [go to the Campaigns page](#), select the check box for your SundaySky campaign, and click **Enable**.

Oracle Data Cloud platform data is delivered into the SundaySky segment object and ready for use within 24 hours.

Learn more: [Creating a campaign](#)

Survata

You can create an audience containing first-party data linked to Oracle Data Cloud cookies and then create campaign to send your audiences to the Survata market research survey platform.

To send your audiences to the Survata platform:

1. [Create a Survata account and a survey.](#)
2. [Install the Survata app.](#)
3. [Create an audience.](#)
4. [Create a campaign.](#)
5. [Work with your segments in Survata.](#)

Creating a Survata account and a survey

To create a Survata account and a survey:

1. Go to surveys.survata.com/account.
2. Click **Create a new account**, fill out the form, and then click **Sign up**.
3. Go to the bottom of Survata's [retargeted surveys](#) page, complete the form, and click **Submit**.

A Survata account manager will contact you to discuss the segments you want to target. You can then create an audience to target those segments.

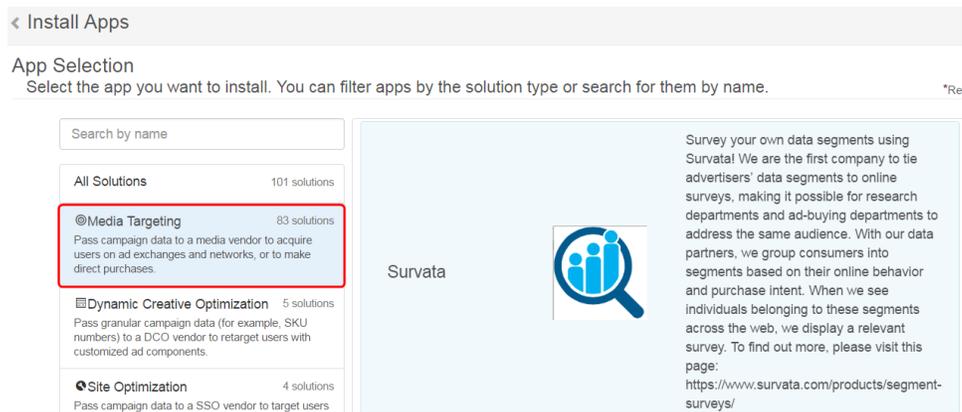
Installing the Survata app

Use the [install an app](#) workflow to install the Survata app.

To install the Survata app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.

3. Select the **Media Targeting** campaign solution type.



4. Select the Survata app.

5. In the **App Name** box, enter a name that makes it easy to identify.

6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.

7. Leave the **Increase Data Delivery Overlap** check box selected (the default setting) to maximize the amount of your first-party data that can be delivered to Survata. This enables ID swaps to automatically match unique user IDs on your site once every seven days via the platform's [tag management system](#).

8. Click **Save**.

The Survata app is enabled in your partner seat and you can create data campaigns to deliver your audiences to the Survata platform.

Learn more: [Installing an app](#)

Creating an audience

Select the first-party data you want to deliver to Survata using the [audience builder](#).

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.

2. In the **Name** box, enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience by selecting a combination of first-party categories from the [taxonomy tree](#).
4. Click the **ID Sources** tab.
5. To narrow the targeting of your audience to users linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.

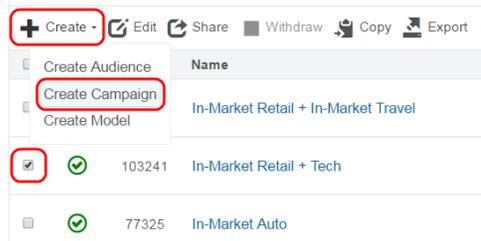
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Survata and then select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Idle** status.
4. Click **Select Apps**, select the Survata app that you installed, and then click **Add Apps**.
5. Click **Save**. Survata will receive an email notification with your name, campaign ID, and the category IDs being delivered by your data campaign. Survata will use this information to map your Oracle Data Cloud platform data to a segment object in their platform.
6. Once Survata confirms that they have mapped your audience to their segment object and launched your survey, go to the *Campaigns* page, select the check box for your Survata campaign, and click **Enable**. Your Oracle Data Cloud platform data will be delivered into the Survata segment object.

Learn more: [Creating a campaign](#)

Working with your segments in Survata

1. After you identify your target segments, work with a Survata survey analyst to design questions for your survey. Survata will connect your desired segments to your survey.
2. Once Survata confirms that they have mapped your audience to their segment object and launched your survey, you can [enable your campaign](#) in the Oracle Data Cloud platform.
3. Log in to your Survata account at surveys.survata.com/account. Your [Survata dashboard](#) will display your survey results as they come in.
4. When the survey completes, you can download a spreadsheet of the results.

For more information on Survata surveys, email contact@survata.com.

Taboola

The Taboola app allows you to use your first-party Oracle Data Cloud platform data in Taboola's content discovery platform.

This app was updated in August, 2018. The new version includes the ability to specify your Taboola client ID during app installation. Client IDs specified during app installation are included automatically in new campaigns that use the app.

If you installed the app before the update, you can continue to use the old version and specify the client ID each time you create a campaign.

If you want to use the new version, delete the old one first. (Deleting the old app does not affect campaigns you have created previously.) Then install the new version using the instructions in this document. Campaigns you create using the new version automatically include the client ID you specify during installation.

To send your audiences to the Taboola platform:

1. [Install the Taboola app](#).
2. [Create an audience](#).

3. [Create a campaign.](#)
4. [Use your Oracle Data Cloud platform data in the Taboola platform.](#)

Installing the Taboola app

When you install the Taboola app, you enter your Taboola client ID, which is the same as your entity name within Taboola backstage. If you do not have a client ID, contact your Taboola account manager.

To install the Taboola app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.
4. Select **Taboola**.
5. In the **App Name** box, enter a name that identifies this app configuration.
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. Enter your Taboola client ID in the **clientId** box. This ID will be included automatically in new campaigns that use this app.

App Specific Settings
Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email
jduval@bluekai.com

Taboola Account Information
Enter values for all the listed account parameters. Contact Taboola if you do not know your account information. *Required

clientId
12345

Increase Data Delivery Overlap
Boost delivery overlap with this App partner by automatically enabling their 1x1 ID Swap image pixel for delivery in your Container. Note: this App partner's third party 1x1 ID Swap image pixel tag will be configured to fire inside your Container once per user every seven days.

Data Delivery Instructions

Cancel Save

8. Leave the **Increase Data Delivery Overlap** check box selected to enable the ID swap tag to be fired automatically on your site visitors once every 7 days via [tag management](#). This

configuration ensures that maximum amount of your first-party cookie data can be delivered to Taboola.

9. Click **Save**.

Taboola is now enabled as a vendor in your partner seat.

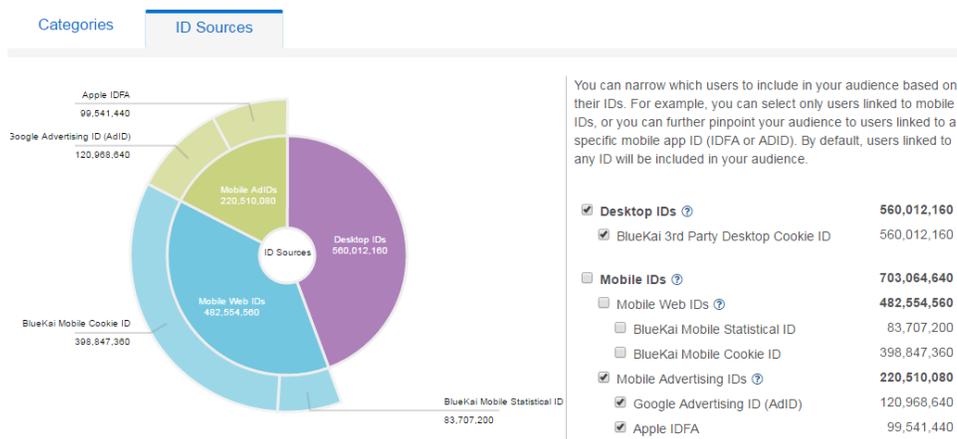
Learn more: [Installing an app](#)

Creating an audience

To deliver your first-party data that is linked to Oracle Data Cloud cookies to the Taboola platform, [create an audience](#) and then [create a campaign](#) associated with the audience.

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.
2. Enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters).
3. Define your target audience by selecting a combination of first-party categories from the [taxonomy tree](#).
4. Click the [ID Sources](#) tab.



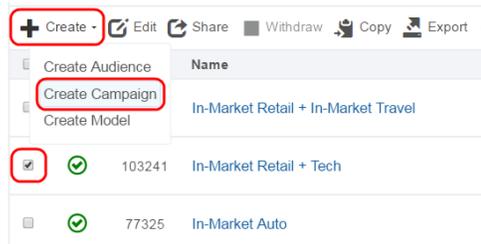
5. If you want to target both cookies and MAIDs, you do not need to make any changes; otherwise, clear the check boxes for any ID sources you do not want to target.
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Taboola and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both the Oracle Data Cloud and Taboola platforms.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Idle** status.
4. Click **Select Apps**, select the Taboola app that you installed, and then click **Add Apps**.
5. (Optional) When the Taboola app appears in the list, expand it to display its details.
6. Click **Save**.

Taboola receives an email notification with your partner name, campaign ID, and the category IDs being delivered by your data campaign. Taboola uses this information to map your Oracle Data Cloud platform data to a segment object in their platform.

7. After you receive confirmation from Taboola that your audience has been mapped, go to the [Campaigns](#) page, select the check box for your Taboola campaign, and click **Enable**.

Learn more: [Creating a campaign](#)

Using your Oracle Data Cloud platform data in the Taboola platform

After you create a campaign, your audience is displayed in the Taboola UI.

To use your Oracle Data Cloud platform data in the Taboola platform:

1. Log in to your Taboola account at <https://backstage.taboola.com>.
2. Under *Campaign Management*, create and set up the new campaign that will target the audience.
3. Email your Taboola account manager with your campaign details and client ID.

Your Taboola account manager links your Oracle Data Cloud platform audience with your Taboola media campaign.

For further support, contact Taboola at support@taboola.com.

The Trade Desk - First Party Data

The Trade Desk's demand-side platform enables agencies, aggregators, and their advertisers to manage display, social, and video campaigns. Its behavioral targeting, full-funnel attribution, and detailed reporting let you know what is working so you can adjust and automate optimal bidding strategies.

The Oracle Data Cloud platform uses audience injection to automate the creation and mapping of audience objects in The Trade Desk platform. After this automated mapping has occurred, user data begins to flow via Server Data Transfer (SDT) into your Oracle Data Cloud audiences in The Trade

Desk platform . You can then use your audiences in The Trade Desk platform for your media campaigns.

To send audiences to The Trade Desk platform:

1. [Install a Trade Desk app](#).
2. [Create an audience](#) containing first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs).
3. [Create a campaign](#) to send your audiences to The Trade Desk. Your audiences will automatically be added to your Trade Desk advertiser account and data will flow into your audiences.
4. [Use your audience in The Trade Desk demand-side platform](#).

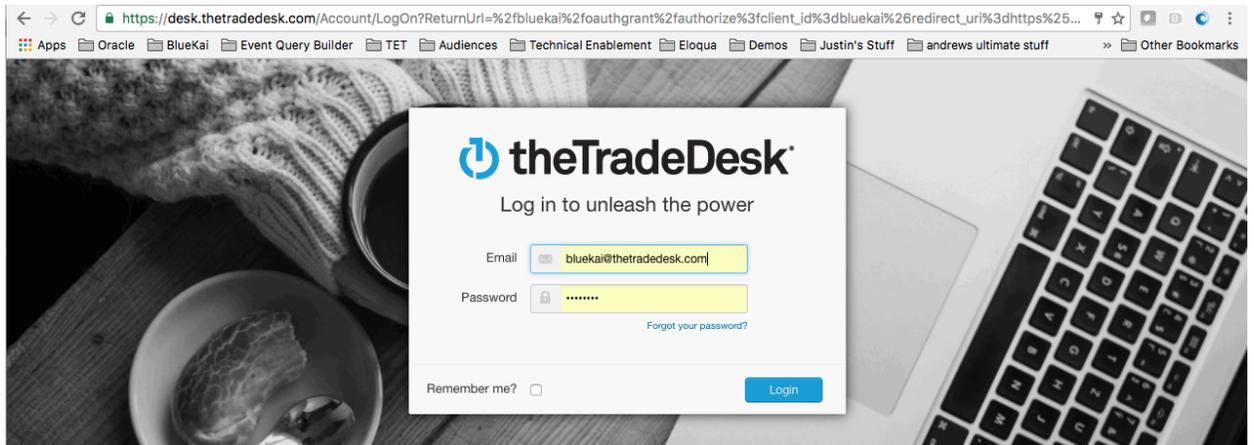
Installing The Trade Desk first-party audience injection app

The Oracle Data Cloud platform includes region-specific apps that you use to deliver first-party audiences to The Trade Desk. You see only the apps that are appropriate for your region (Americas, APAC, and Europe). Separate apps are provided for cookies and MAIDs. You can install both apps if you use both ID sources

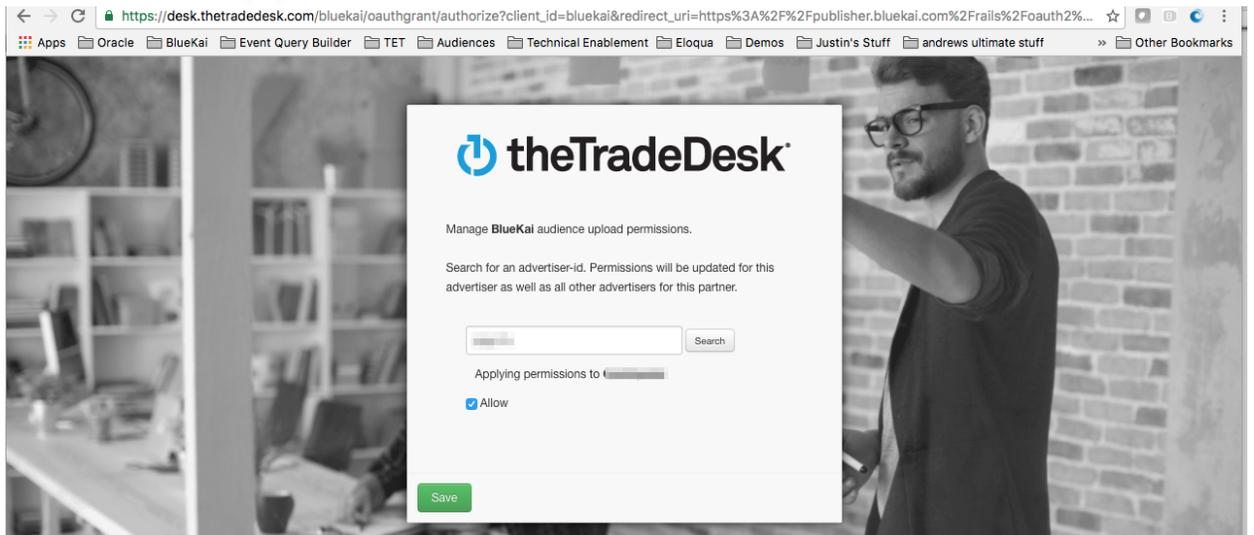
To install a Trade Desk app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Media Targeting** campaign solution type.
4. Select one of the Trade Desk apps.
5. In the **App Name** box, enter a name that identifies this app configuration.
6. Leave the **Increase Data Delivery Overlap** check box selected (the default setting) to maximize the amount of your first-party data that can be delivered to The Trade Desk. This enables ID swaps to automatically match unique user IDs on your site once every seven days via the Oracle Data Cloud platform's [tag management system](#).

7. Click **Save**. The Trade Desk login page is displayed.



8. Enter your Trade Desk credentials, and click **Login**. The Manage audience upload permissions screen is displayed.



9. Enter your advertiser ID to authenticate into The Trade Desk platform and grant permission to the Oracle Data Cloud platform to create audiences in your advertiser account.
10. Click **Save**. You are redirected back to the Oracle Data Cloud platform and your app is saved. The Trade Desk is now enabled as an audience injection app in your partner seat.

Learn more: [Installing an app](#)

Creating an audience

To deliver your Oracle Data Cloud platform data to The Trade Desk platform, [create an audience](#) and then [create a campaign](#) associated with the audience.

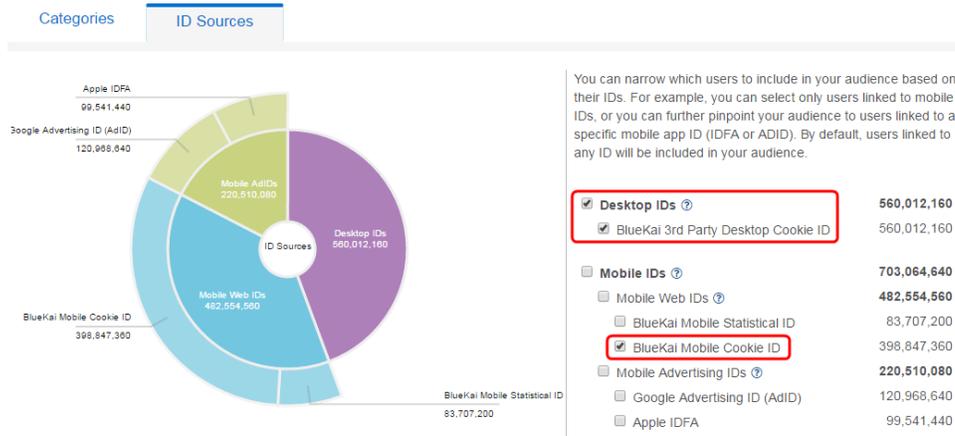
To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.

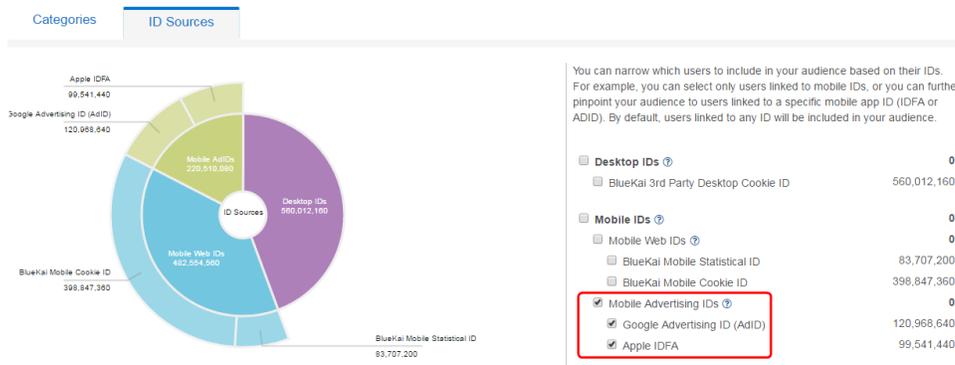
The screenshot shows the Oracle Data Cloud Audience Builder interface. At the top, there are summary statistics: Previous Reach (7,722,480), Total Reach (30-Day) (7,696,560), and Price (\$1.19). The audience name is "Holiday Shoppers". The interface is divided into two main sections: "Categories" and "ID Sources". The "Categories" section shows a search tree with a search bar and a list of categories. The "ID Sources" section shows a list of selected categories and their segment reach. The audience is composed of two segments: 1. Frequency Any (Segment Reach 99,299,760) and 2. Frequency Any (Segment Reach 393,951,360). The total reach is 7,722,480. The interface also includes buttons for "Import", "Export", "Cancel", and "Save".

2. Enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters).
3. Define your target audience by selecting a combination of first- and third-party categories from the [taxonomy tree](#).
4. Click the [ID Sources](#) tab.

- To target only users linked to Oracle Data Cloud cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



- To target only users linked to MAIDs, clear the **Desktop IDs** and **Mobile IDs** check boxes and then select the **Mobile Advertising IDs** check box.



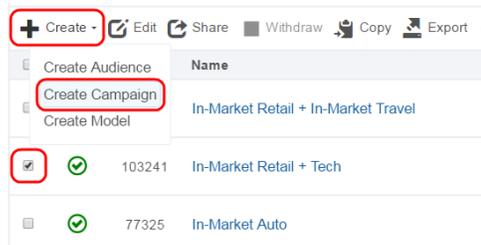
- Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

- On the *Audiences* page, select the check box for the audience that you want to send to The Trade Desk and then select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify in both the Oracle Data Cloud and The Trade Desk platforms and includes the ID sources.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select The Trade Desk app that you installed, and then click **Add Apps**.
5. Click **Save**. Your campaign is created and you are returned to the *Campaigns* page. The Oracle Data Cloud platform will automatically call The Trade Desk's audience APIs to create a new audience in your The Trade Desk advertiser seat. The name of the segment will be Oracle DMP: *audienceName*. Your user data will begin being delivered into the audience within 60 to 90 minutes and your audience will be available in The Trade Desk platform at 12:00 AM UTC.

Learn more: [Creating a campaign](#)

Using your Oracle Data Cloud platform data in The Trade Desk platform

When your audience is available in The Trade Desk platform, you can link it with your The Trade Desk media campaigns.

To use your Oracle Data Cloud platform data in The Trade Desk platform:

1. Log in to The Trade Desk with your account credentials.
2. Click **Data Platform** and create or select an existing The Trade Desk audience.

- Under **Brands** in the left-hand pane, select the **Audience Injector** check box to filter for your audiences.

The screenshot shows the Oracle Audience Tester interface. On the left-hand pane, under the 'Brands' section, the 'Audience Injector' checkbox is checked and highlighted with a red box. The main area shows an 'Included' section with a table of data groups:

Data Group	Items	Uniques
test2	2 Items	1,943,657,000 Uniques
AND		
test one	3 Items	3,014,501,000 Uniques

Below the table, there are three data group entries:

- bluekai > Oracle - BlueKai: TTD AI Cookie and MAID Test (Cost: \$1.00 CPM fee | Uniques: 3,592,000 | Web: 2,645,000 | In-App: 946,000)
- bluekai > Oracle - BlueKai: TTD AI Cookie and MAID Test - MAIDs (Cost: \$1.00 CPM fee | Uniques: N/A | Web: N/A | In-App: N/A)
- bluekai > Oracle - BlueKai: TTD AI Cookie and MAID Test - Cookies (Cost: \$1.00 CPM fee | Uniques: N/A | Web: N/A | In-App: N/A)

- Select the check box for your audience and drag it into the *Included* section.

The screenshot shows the Oracle Audience Tester interface. The 'Included' section is highlighted with a red box, and a red arrow points to the 'test' data group. The table in the 'Included' section is:

Data Group	Items	Uniques
Test 2	0 Items	<1,000 Uniques
AND		
test	2 Items	1,943,657,000 Uniques

Below the table, there are three data group entries:

- bluekai > Oracle - BlueKai: TTD AI Cookie and MAID Test (Cost: \$1.00 CPM fee | Uniques: 3,592,000 | Web: 2,645,000 | In-App: 946,000)
- bluekai > Oracle - BlueKai: TTD AI Cookie and MAID Test - MAIDs (Cost: \$1.00 CPM fee | Uniques: N/A | Web: N/A | In-App: N/A)
- bluekai > Oracle - BlueKai: TTD AI Cookie and MAID Test - Cookies (Cost: \$1.00 CPM fee | Uniques: N/A | Web: N/A | In-App: N/A)

You can now manage your audiences in The Trade Desk platform.

Twitter

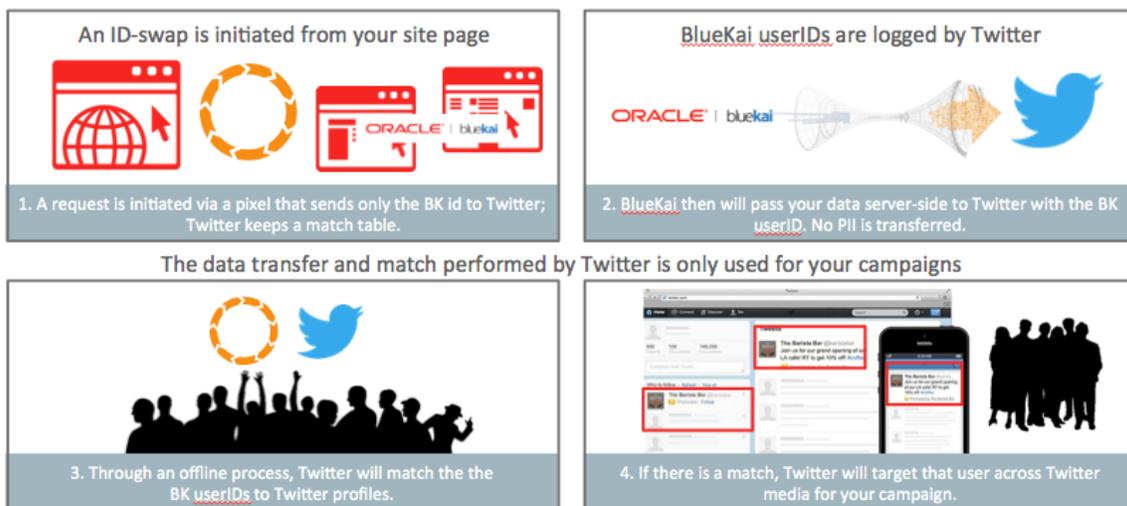
You can leverage first-party and third-party data to retarget your site visitors and prospect high-value users with relevant Twitter-sponsored ads and promoted Tweets. The Oracle-Twitter integration enables you to create Twitter ad media for your private first-party categories and third-party categories purchased from the Oracle Data Marketplace. With this data activation solution, you can use your customer insights to drive your social media execution efforts across desktop and mobile devices.

The Oracle Data Cloud-Twitter integration provides the following benefits:

- Activates first- and third-party data to retarget your customer base, going beyond standard positioning to run direct response campaigns.
- Leverages automated audience delivery to seamlessly apply your campaign data to Twitter media campaigns.
- Speaks to your audience on the most engaged social platform with tailored messaging based on their preferences and brand engagement.
- Speaks to a highly engaged mobile audience across devices.

The following diagram illustrates the data flow for the integration:

Data Flow For Twitter



This app was updated in August, 2018. The new version includes the ability to specify the advertiser account ID during app installation. Advertiser account IDs specified during app installation are included automatically in new campaigns that use the app.

If you installed the Twitter app before the update, you can continue to use the old version and specify the advertiser account ID each time you create a campaign.

If you want to use the new version, delete the old one first. (Deleting the old app does not affect campaigns you have created previously.) Then install the new version using the instructions in this document. Campaigns you create using the new version automatically include the advertiser account ID you specify during installation.

To create a Twitter campaign using Oracle Data Cloud platform data:

1. [Request the campaign-level Twitter integration.](#)
2. [Install the Twitter \(Campaign-Level\) app.](#)
3. [Create an audience.](#)
4. [Create a campaign.](#)
5. [Create your Oracle-powered Twitter ad campaign.](#)

Requesting the Twitter Tailored Audiences integration

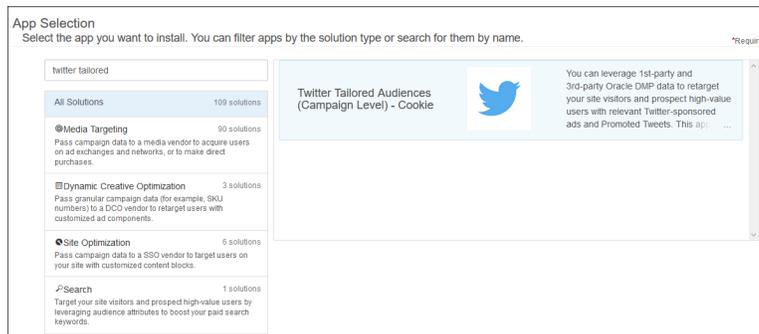
Contact My Oracle Support ([MOS](#)) and request the Twitter Tailored Audiences (Campaign Level) integration. This will enable you to create a Twitter app configuration and a data campaign to send your campaign-level user data to Twitter.

Installing the Twitter app

To install the Twitter app, follow these steps:

1. Log in to partner.bluekai.com and select **Apps > Install Apps**. The *Install Apps* page is displayed.
2. Click **App Catalog**. The *App Selection* tool is displayed.

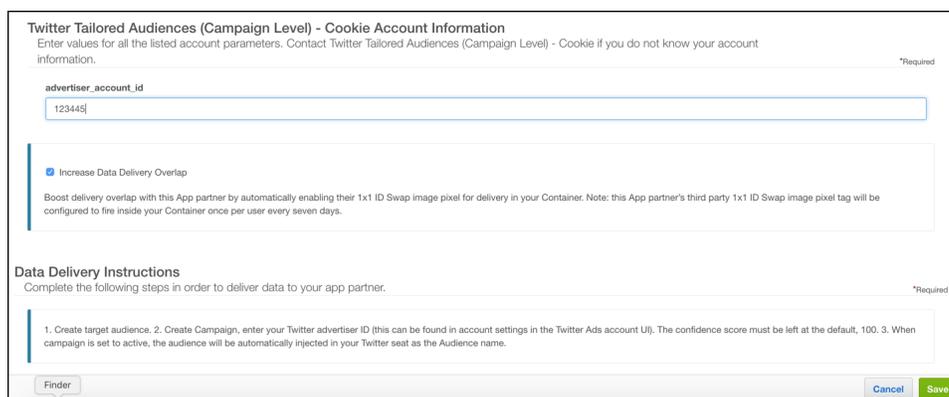
- Click the **Social** campaign solution type and then select the **Twitter Tailored Audiences (Campaign Level) - Cookies** app.



- In the **App Name** box, enter a descriptive name. The audience name should only contain alphanumeric characters, spaces, and underscores. Do not use special characters.

Important! Audiences with names that include special characters do not appear in the Twitter platform.

- In the **Notification Email** box, enter email addresses for anyone who should be notified about app activity.
- Enter your advertiser ID into the **advertiser_account_id** box. This ID will be included automatically in new campaigns that use this app.



- Leave the **Increase Data Delivery Overlap** check box selected to maximize the amount of your first-party data that can be delivered to Twitter.

8. Click **Save**. Your Twitter app configuration is added to the *Install Apps* page.

Creating your audience

You can use BlueKai's [audience builder](#) to select the first-party users you want to retarget on Twitter. You can also purchase third-party data from the [Oracle Data Marketplace](#) to supplement your first-party audiences or to prospect new users.

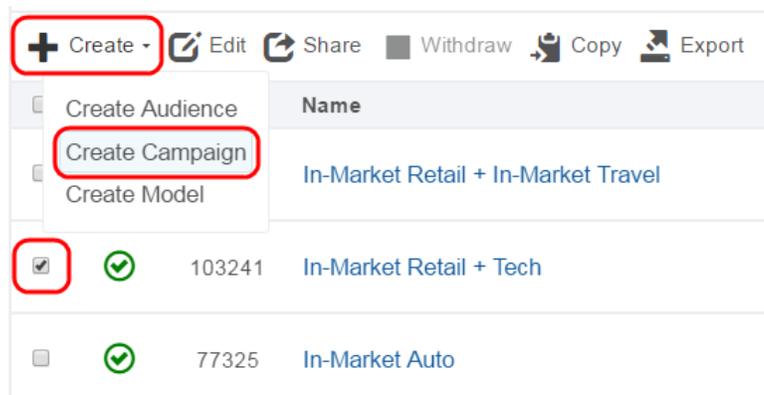
Creating your Oracle Data Cloud platform data campaign

To send your user data to Twitter, you need to [create a campaign](#). The data campaign specifies the audience to be targeted, how long to run the campaign, and the campaign budget.

To create a campaign, you need your company's Twitter Ads Account, which can be found in account settings in the Twitter Ads account UI.

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Twitter and then select **Create > Create Campaign**.



2. In the *Basic Information* section, set the start and end dates. By default, the campaign ends one year after the start date.
3. From the **Status** list, select **Active**.

4. Click **Select Apps**, select the Twitter app you installed, and then click **Add Apps**.

App Name	IDs Delivered
Twitter Campaign Level	

5. (Optional) When the Twitter app appears in the list, expand it to reveal detailed information.

In most cases, you do not need to change this information. You can change the **Score** value if your audience includes modeled data. In this situation, enter a confidence percentage score.

Delivery Instructions: 1. Create target audience. 2. Create Campaign, enter your Twitter advertiser ID (this can be found in account settings in the Twitter Ads account UI). The confidence score must be left at the default, 100. 3. When campaign is set to active, the audience will be automatically injected in your Twitter seat as the Audience name.

App Macros: Add a Macros
score=100&advertiser_account_id=18ce54pcag0

Custom Parameters:

Advertiser_account_id
18ce54pcag0

Score
100

6. Click **Save**.

As users in your target audience visit your site or are seen on the Oracle Data Cloud network, their data (obfuscated BKUUIDs, audience name, and campaign ID) is sent to Twitter via SDT. Twitter will map your users' BKUUIDs to their Twitter profiles, and add them to your Oracle Data Cloud platform audience in Twitter Ads. Your Oracle Data Cloud platform audience is typically available in Twitter Ads within 48 hours after activating your campaign.

Creating an Oracle-powered Twitter ad campaign

After your create audiences in the Oracle Data Cloud platform that you deliver to Twitter Ads, you can create campaigns in Twitter Ads that target those audiences. You can include your DMP-powered

audiences in Twitter campaigns with two different objectives:

- Tweet Engagement campaigns that maximize engagement of your Tweets and get more people talking about your business.
- Followers campaigns that build an engaged audience that amplifies your message, on and off Twitter.

When you create your Twitter campaign, the audiences that you sent to Twitter are available automatically. You can select them like other tailored audiences. See the [Twitter Ads](#) website for additional information about creating campaigns and selecting audiences.

Verve

You can create an audience containing first-party data linked to mobile advertising IDs (MAIDs) and then create campaign to send your audiences to Verve's dynamic location mobile marketing platform.

To send your audiences to the Verve platform:

1. [Install the Verve app](#).
2. [Create an audience](#).
3. [Create a campaign](#).

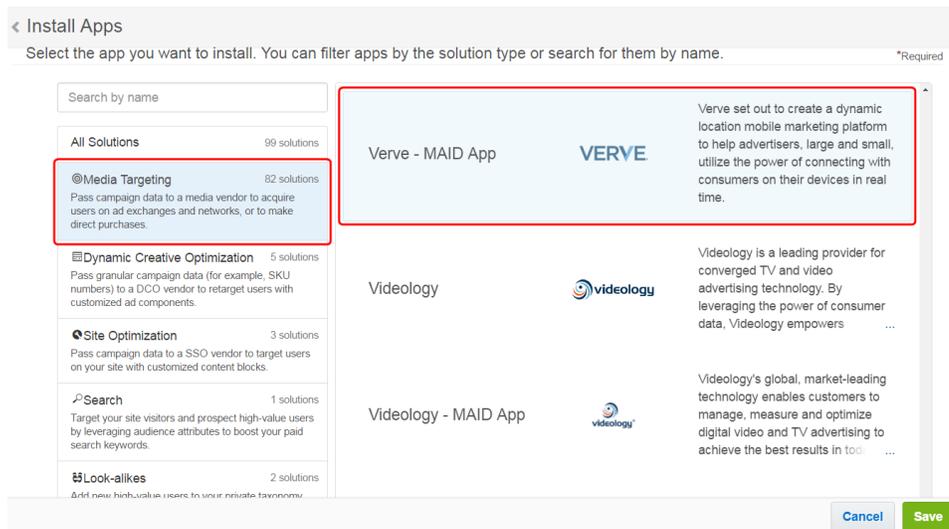
Installing the Verve app

Use the [install an app](#) workflow to install the Verve app.

To install the Verve app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.

3. Select the **Media Targeting** campaign solution type.



4. Select the Verve app.

5. In the **App Name** box, enter a name that makes it easy to identify.

6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.

7. Click **Save**.

The Verve app is enabled in your partner seat and you can create data campaigns to deliver your audiences to the Verve platform.

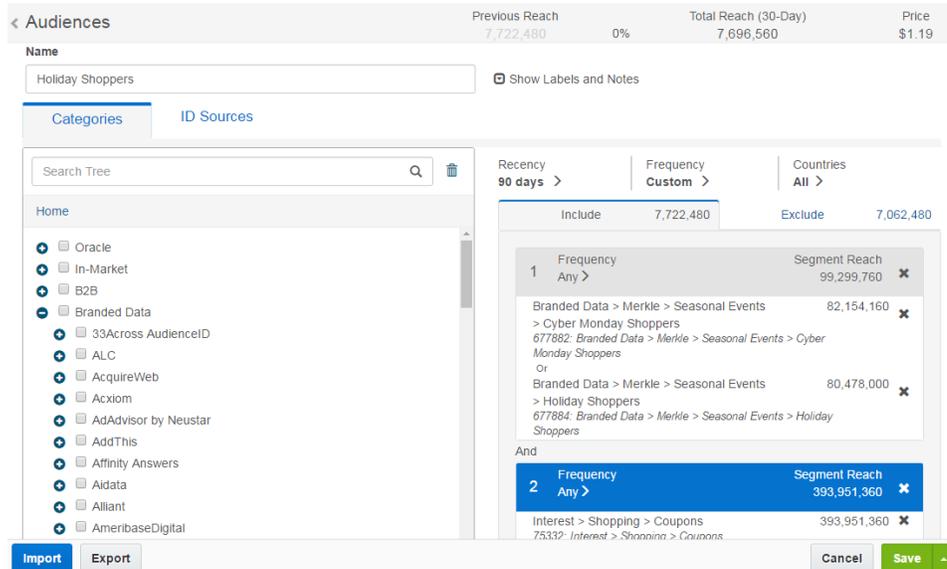
Learn more: [Installing an app](#)

Creating an audience

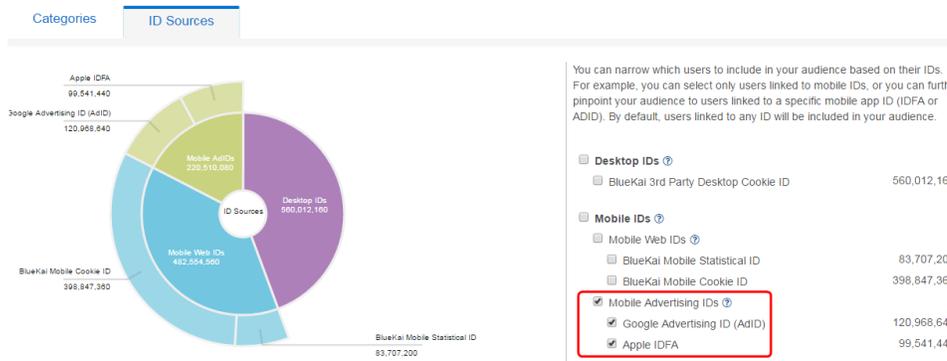
Select the first-party data you want to deliver to Verve using the [audience builder](#).

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.



2. In the **Name** box, enter a name that makes it easy to identify your audience. The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience by selecting a combination of first-party categories from the [taxonomy tree](#).
4. Click the **ID Sources** tab.
5. To narrow the targeting of your audience to users linked to MAIDs, clear the **Desktop IDs** and **Mobile IDs** check boxes.



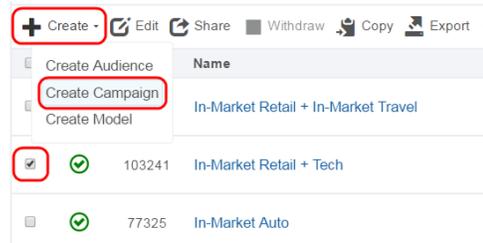
6. Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to Verve and then select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Idle** status.
4. Click **Select Apps**, select the Verve app that you installed, and then click **Add Apps**.
5. Click **Save**. Verve will receive an email notification with your name, campaign ID, and the category IDs being delivered by your data campaign. Verve will use this information to map your Oracle Data Cloud platform data to a segment object in their platform.
6. After Verve confirms that they have mapped your audience to their segment object and launched your survey, [go to the Campaigns page](#), select the check box for your Verve campaign, and click **Enable**. Your Oracle Data Cloud platform data will be delivered into the Verve segment object.

Learn more: [Creating a campaign](#)

Videology

You can create audiences containing data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) and then create campaigns to send your audiences to the Videology platform. After Videology manually maps your audiences in your advertiser account, your Oracle Data Cloud platform data flows into your audiences. You can then use Videology's converged TV and video advertising platform to optimize the performance of your video and display advertising campaigns.

To send your audiences to the Videology platform:

1. [Install an Videology app](#).
2. [Create an audience](#).
3. [Create a campaign](#).

Installing a Videology app

Use the [install an app](#) workflow to configure the following Videology apps:

- **Videology:** Deliver your first- and third-party data linked to Oracle Data Cloud desktop cookies and mobile cookies.
- **Videology - MAID App:** Deliver your first- and third-party data linked to MAIDs.

If you want to target *both* cookies and MAIDs, install both Videology apps, create a single audience targeting first- and third-party data linked to cookies and MAIDs, and then select both apps when you create a campaign.

To install a Videology app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.

3. Select the **Media Targeting** campaign solution type or filter by "Videology."

Install Apps

Videology	
All Solutions 92 solutions	
<input checked="" type="radio"/> Media Targeting 73 solutions Pass campaign data to a media vendor to acquire users on ad exchanges and networks, or to make direct purchases.	<div style="border: 1px solid #ccc; padding: 10px;"> <p>Videology</p>  <p>Videology is a leading provider for converged TV and video advertising technology. By leveraging the power of consumer data, Videology empowers marketers and media companies to optimize the performance of video and display advertising campaigns and provide consumers with a more relevant experience.</p> </div> <div style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <p>Videology - MAID App</p>  <p>Videology's global, market-leading technology enables customers to manage, measure and optimize digital video and TV advertising to achieve the best results in today fast-moving media landscape.</p> </div>
<input type="checkbox"/> Dynamic Creative Optimization 6 solutions Pass granular campaign data (for example, SKU numbers) to a DCO vendor to retarget users with customized ad components.	
<input type="checkbox"/> Site Optimization 4 solutions Pass campaign data to a SSO vendor to target users on your site with customized content blocks.	
<input type="checkbox"/> Search 1 solutions Target your site visitors and prospect high-value users by leveraging audience attributes to boost your paid search keywords.	

4. Depending on the intended audience [ID source](#) you want to target, select the **Videology** or **Videology MAID App** app.
5. In the **App Name** box, enter a name that identifies the app and includes its ID source (cookies or MAIDs).
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. If you selected the **Videology** app, leave the **Increase Data Delivery Overlap** check box selected to enable ID swaps to match unique user IDs between Oracle Data Cloud and Videology. This enables ID swaps to be executed automatically on your site once every seven days via the platform's [tag management system](#).

App Specific Settings

Enter any additional information needed by the app partner. This may include email addresses, account IDs, or authentication credentials. For some app partners, you can also enable the firing of their ID swap pixel from your DMP Container. *Required

Notification Email

Enter a comma-separated list of email addresses for individuals that should receive notifications.

Increase Data Delivery Overlap

Boost delivery overlap with this App partner by automatically enabling their 1x1 ID Swap image pixel for delivery in your Container. Note: this App partner's third party 1x1 ID Swap image pixel tag will be configured to fire inside your Container once per user every seven days.

8. Click **Save**.

The selected Videology app is enabled in your partner seat and you can create data campaigns to deliver your audiences to the Videology platform.

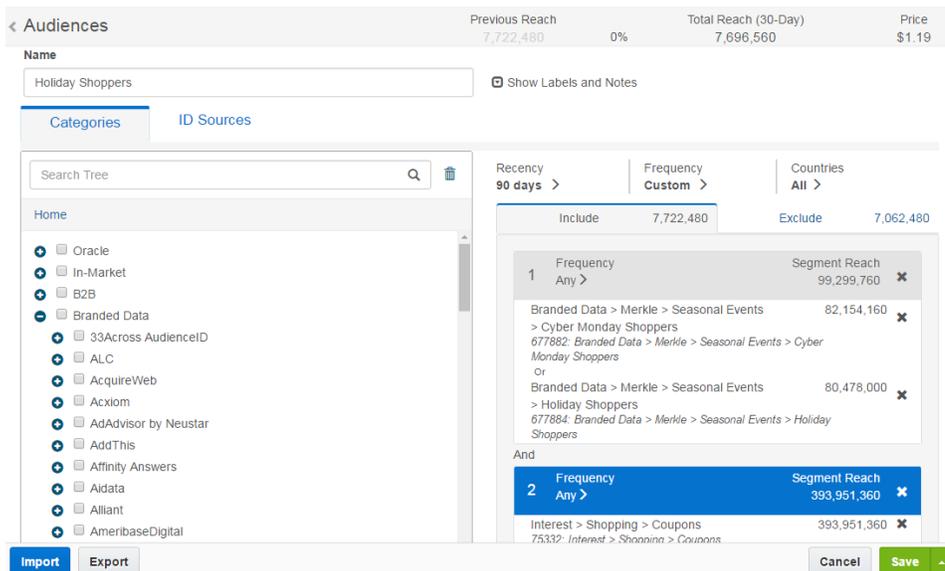
Learn more: [Installing an app](#)

Creating an audience

Select the users you want to deliver to Videology using the [audience builder](#).

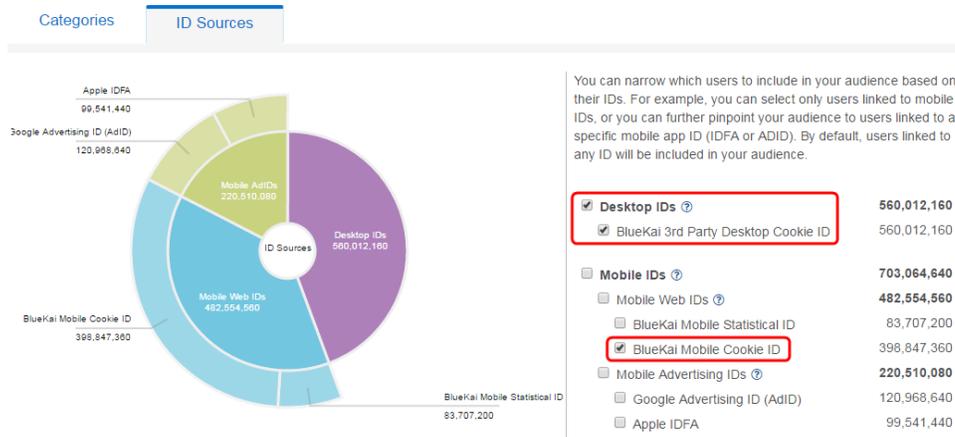
To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.

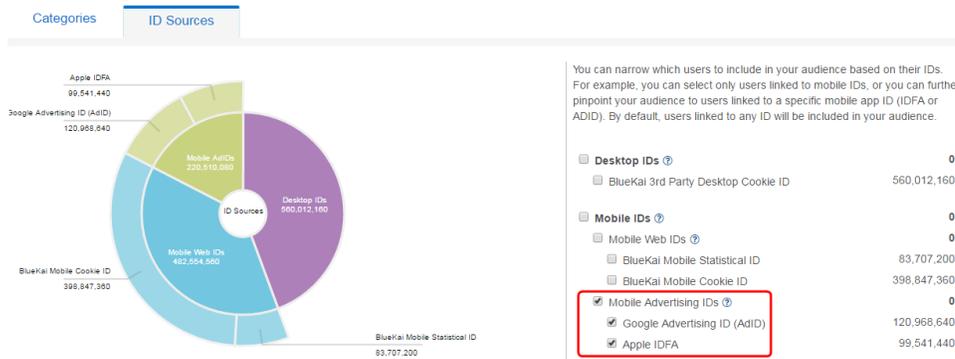


2. In the **Name** box, enter a name that makes it easy to identify your audience and include the ID source (cookies, MAIDS, or both). The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience by selecting first- and third-party categories from the [taxonomy tree](#).
4. Click the **ID Sources** tab. If you want to target all ID sources, you do not need to make any changes on the **ID Sources** tab.

- If you will use your audience only with the **Videology** app, narrow the targeting of your audience to users linked to cookies by clearing the **Mobile IDs** check box and then selecting the **Mobile Cookie ID** check box.



- If you will use your audience only with the **Videology - MAIDs App**, clear the **Desktop IDs** and **Mobile IDs** check boxes and then select the **Mobile Advertising IDs** check box.



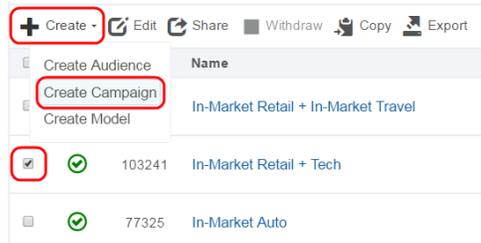
- Click **Save**.

Learn more: [Creating an audience](#)

Creating a campaign

To create a campaign:

- On the *Audiences* page, select the check box for the audience that you want to send to Videology and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify and includes the ID sources.
3. In the *Basic Information* section:
 - Set the start and end dates. By default, the campaign ends one year after the start date.
 - From the **Status** list, select the **Idle** status.
4. Click **Select Apps**, select the Videology app that corresponds to the ID source selected for your audience (cookies, MAIDs, or select both apps), and then click **Add Apps**.
5. Click **Save**. Videology will receive an email notification with your name, campaign ID, and the category IDs being delivered by your data campaign. Within 48 hours, Videology will use this information to map your Oracle Data Cloud platform data in their platform. If your audience contains a single category, it will be mapped at the category level. If your audience contains multiple categories, it will be mapped at the campaign level.
6. After Videology confirms that they have mapped your audience to their segment object, [go to the Campaigns page](#), select the check box for your Videology campaign, and click **Enable**. Your Oracle Data Cloud platform data will be delivered into the Videology segment object and ready for use within 24 hours.

Learn more: [Creating a campaign](#)

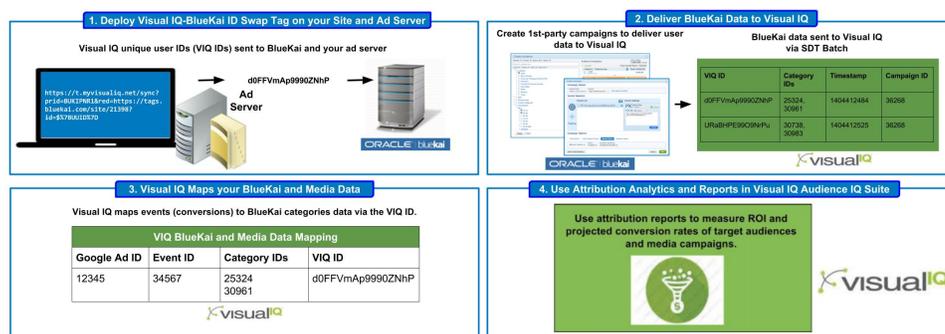
Visual IQ Analytics

You can use Oracle Data Cloud platform data in [Visual IQ](#)'s Audience IQ suite to measure and evaluate the performance of your target audiences and media campaigns. With the analytics and

reports provided in the Audience IQ suite, you can identify the top categories, audience segments, and ad placements that drove conversions, and the full sequence of events that led to them.

This integration helps you to do the following:

- **Maximize ROI:** Identify the top categories to retarget based on Visual IQ's conversion and ROI metrics.
- **Optimize media campaigns:** Determine which placements and creatives to use to reach your target audiences.



Prerequisites

- **Analytics Data SKU:** Your Oracle Data Cloud account manager will review the integration's requirements and pricing with you.
- **Visual IQ account:** You should be a Visual IQ customer with a configured ad server, and you should have Visual IQ's ID swap deployed in your media in order to pass Visual IQ unique user IDs (UUIDs) into your ad server log files.
- **Ad server account:** The Visual IQ integration requires Google DoubleClick Manager (DCM) or other Visual IQ-supported ad servers, including [Flashtalking](#), Mediaplex, [Sizmek](#), Smart AdServer, and Trueeffect.

To use Oracle Data Cloud platform data in the Visual IQ platform:

1. [Install the Visual IQ app.](#)
2. [Create an audience.](#)

3. [Create a campaign to deliver your data to Visual IQ.](#)
4. [Use attribution analytics and reports in Visual IQ.](#)

Installing the Visual IQ app

To install the Visual IQ app:

1. Log on to partner.bluekai.com and select **Apps > Install Apps**.
2. Click **App Catalog**.
3. Select the **Analytics** campaign solution type.

The screenshot shows the 'Install Apps' interface. On the left, a sidebar lists various solution types with their respective counts. The 'Analytics' solution type is highlighted with a red box. The main area displays a list of apps, with 'Visual IQ' also highlighted by a red box. The 'Visual IQ' app description is as follows:

App Name	Provider	Description
Cold Creek Technologies	Cold Creek Technologies	Cold Creek Technologies offers big data solutions for analytical marketers. Cold Creek Technologies focuses on aggregating the most granular data and tracking the metrics that lead to profit generation.
Resonate Analytics	resonate	Unlock the value of your data stored in Oracle's Data Management Platform. Resonate's two-way integration with Oracle's DMP will provide you insights into your own customers to improve your ROI.
Visual IQ	visualiq	Integrate Oracle-BlueKai audience data into Visual IQ's marketing intelligence platform to understand your customers' and prospects' audience attributes in combination with marketing and media performance at a granular level (e.g. campaign, creative/offer, channel, publisher, placement, keyword).

4. Select the Visual IQ app.
5. In the **App Name** box, enter a name that makes it easy to identify.
6. In the **Notification Email** box, enter the email addresses of anyone who should be notified about app activity.
7. Leave the **Increase Data Delivery Overlap** check box selected to maximize the amount of your first-party Oracle Data Cloud platform data that can be delivered to Visual IQ. The ID swap tag is fired from the `bk_exchange <div>` tag on your page.
8. Click **Save**.

The Visual IQ app is enabled in your partner seat and the Visual ID swap tag will be fired from your sites.

Learn more: [Installing an app](#)

Creating an audience

Select the first-party categories you want to deliver to Visual IQ using the [audience builder](#).

To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder is displayed.

The screenshot displays the Oracle Data Cloud Audience Builder interface. At the top, it shows summary statistics: Previous Reach (7,722,480), Total Reach (30-Day) (7,696,560), and Price (\$1.19). The 'Name' field contains 'Holiday Shoppers'. Below the name field, there are tabs for 'Categories' and 'ID Sources'. The 'Categories' tab is active, showing a search tree with various categories like Oracle, In-Market, B2B, and Branded Data. The 'ID Sources' tab is also visible. On the right, there are filters for Recency (90 days), Frequency (Custom), and Countries (All). Below these filters, there are 'Include' and 'Exclude' sections. The 'Include' section shows a list of categories with their segment reach, such as 'Frequency Any' with a reach of 99,299,760. The 'Exclude' section shows a list of categories with their segment reach, such as 'Frequency Any' with a reach of 393,951,360. At the bottom, there are buttons for 'Import', 'Export', 'Cancel', and 'Save'.

2. In the **Name** box, enter a name that makes your audience easy to identify. The audience name should only contain alphanumeric characters, spaces, and underscores.
3. Define your target audience by selecting first-party categories from the [taxonomy tree](#).
4. Click the [ID Sources](#) tab.

- To narrow the targeting of your audience to users linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Web IDs** check box.

The screenshot shows the 'Audiences' interface for an audience named 'Holiday Shoppers'. At the top, it displays 'Previous Reach' of 4,999,200 (129% increase) and 'Total Reach (30-Day)' of 11,426,400, with a price of \$1.00. Below this, there's a search bar with 'Holiday Shoppers' and a 'Show Labels and Notes' checkbox. The 'ID Sources' tab is active, showing a donut chart with four segments: Desktop IDs (4,999,200), Mobile Web IDs (6,427,200), BlueKai Mobile Cookie ID (4,936,200), and BlueKai Mobile Statistical ID (1,491,000). To the right, a list of ID sources is shown with checkboxes. The 'Desktop IDs' section is checked, and 'BlueKai 3rd Party Desktop Cookie ID' is selected. The 'Mobile IDs' section is unchecked, but 'Mobile Web IDs' is checked, and 'BlueKai Mobile Statistical ID' and 'BlueKai Mobile Cookie ID' are also selected. At the bottom, there are 'Import', 'Export', 'Cancel', and 'Save' buttons.

ID Source	Reach
Desktop IDs	4,999,200
Mobile Web IDs	6,427,200
BlueKai Mobile Cookie ID	4,936,200
BlueKai Mobile Statistical ID	1,491,000

ID Source	Reach
<input checked="" type="checkbox"/> Desktop IDs	4,999,200
<input checked="" type="checkbox"/> BlueKai 3rd Party Desktop Cookie ID	4,999,200
<input type="checkbox"/> Mobile IDs	6,427,200
<input checked="" type="checkbox"/> Mobile Web IDs	6,427,200
<input checked="" type="checkbox"/> BlueKai Mobile Statistical ID	1,491,000
<input checked="" type="checkbox"/> BlueKai Mobile Cookie ID	4,936,200
<input type="checkbox"/> Mobile Advertising IDs	0
<input type="checkbox"/> Google Advertising ID (AdID)	0
<input type="checkbox"/> Apple IDFA	0

- Click **Save**.

Learn more: [Creating an audience](#)

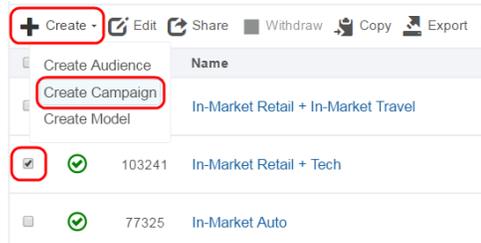
Creating a campaign

To deliver your first-party data to Visual IQ so that it can be used for analytics and reporting in their Audience IQ Suite, create a campaign and select the Visual IQ app that you created and the audience you want to deliver to Visual IQ.

To deliver your user data to Visual IQ:

To create a campaign:

- On the *Audiences* page, select the check box for the audience that you want to send to Visual IQ and select **Create > Create Campaign**.



The audience is associated with the campaign and the *Create Campaign* window is displayed.

2. In the **Campaign Name** box, enter a name that makes your campaign easy to identify.
3. In the *Basic Information* section:
 - Set the start and end dates. By default , the campaign ends one year after the start date.
 - From the **Status** list, select the **Active** status.
4. Click **Select Apps**, select the check box for the Visual IQ app that you created, and then click **Add Apps**.
5. Click **Save**.
6. Visual IQ will receive a real-time email notification with the names and full paths of the categories in your audience. Visual IQ will use this information to display the names of your categories in their analytics platform.

Data delivery to Visual IQ will typically begin 60 to 90 minutes after the campaign has been activated. Within 24 hours, the platform will deliver all the users in your target audience that have been ID swapped between Visual IQ and Oracle Data Cloud. the platform will then incrementally deliver ID swapped users as soon as they qualify for the audience.

Data is delivered via to Visual IQ via hourly batch files. The following data will be included in the SDT Batch delivery:

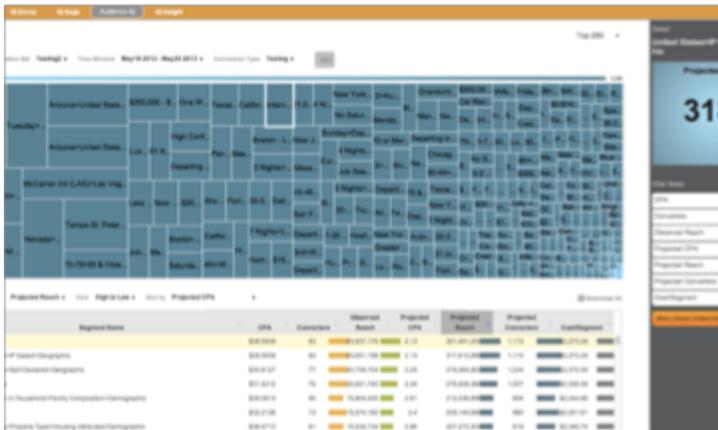
- The user's Visual IQ cookie ID
- A timestamp

- A comma-separated list of categories for which the user qualified
- The campaign ID

7. Visual IQ will use the Visual IQ UUIIDs in the [SDT](#) batch delivery to map the audiences and categories they received to the events collected from your ad server. This enables Visual IQ to associate your audiences and categories with impression, click, and conversion events.

Using attribution analytics and reports in Visual IQ

Visual IQ will send you a notification when your Oracle Data Cloud platform data is available for attribution analysis and reporting in their Audience IQ suite. The Visual IQ analytics and reports will include your audience data in the attribution funnel.



3.4.5 Creating an Audience

You can use the Oracle Data Cloud platform audience builder to specify the users you want to target. Your target audience may contain any combination of your first-party data in your [private taxonomy](#), private data purchased from the [second-party data marketplace](#), and third-party data purchased from the [Oracle Data Marketplace](#).

For example, an electronics retailer might target users that have searched for laptops, smart phones, or other products on their site, and then expand their target audience by adding users with similar or related attributes from a third-party branded data provider. The target audience may include a broad category of users (for example, users interested in purchasing a plan for their smart phone) or a more granular category (such as users interested in purchasing a prepaid plan from a specific carrier). The target can also exclude certain segments, such as users in a specific age range, income, or location. After you define a target audience, you can refine it by targeting only users who have recently demonstrated intent to purchase an item or have repeatedly demonstrated intent to buy.

New Feature - Projected Reach: Audience Builder uses a new faster, more precise inventory counting system called Projected Reach. The category, segment, and audience reach numbers in Audience Builder are based on inventory counts that are now updated once daily at around midnight GMT. Inventory therefore appears in Audience Builder within 24 to 36 hours after data has been onboarded (previously it took up to 96 hours). In addition, the inventory counts are now sampled at a higher rate of 1/8 (the previous sampling rate was 1/350). The reach figures are therefore approximately 95% accurate for counts with 10,000 or more user profiles.

Important: To support the latest audience builder, update your web browser to the latest version. Microsoft Internet Explorer is *not* fully supported. For more details, see [supported browsers](#).

To create an audience:

1. Log in to partner.bluekai.com and click **New Audience**. The *Audiences* window displays a new audience in edit mode.
2. Provide a unique name to identify the audience.
3. Build audience [segments](#) that you want to use for targeting.
4. Set one [ID source](#) per audience (recommended).
5. Save the audience and then [create a campaign](#) or [share the audience](#) directly with a partner.

Audience builder reference

To display the audience builder, select **Manage > Audiences**. A new audience is displayed:

The screenshot shows the Audience Builder interface with the following numbered callouts:

- 1: Name input field
- 2: Categories tab
- 3: ID Sources tab
- 4: Show Labels and Notes checkbox
- 5: Search Tree input field
- 6: Search Tree list of categories
- 7: Previous Reach (35,821,680) and 85% conversion rate
- 8: Total Reach (30-Day) (5,202,960) and Price (\$1.19)
- 9: Recency (90 days)
- 10: Frequency (Custom)
- 11: Countries (All)
- 12: Include segment (5,202,960)
- 13: Exclude segment (0)
- 14: Segment 1: Frequency Any > Branded Data > Datalogix > DLX Seasonal > Fall Seasonal > Black Friday / Cyber Monday Shoppers
- 15: Add Segment button
- 16: Import button
- 17: Export button
- 18: Cancel and Save buttons

Features in the audience builder

Item	Name	Description
1	Name	(Required) Specify a unique name for the new audience. Do not include special characters.

Item	Name	Description
		<p>(Recommended) Identify the ID source in the name so that it is easy to select the correct audience and app partner when creating a campaign.</p> <div style="border: 1px solid orange; padding: 10px; margin: 10px 0;"> <p>Important To avoid integration problems if you send your audience data to a partner, the audience name should only contain alphanumeric characters, spaces, and underscores.</p> </div>
2	Categories	The Categories tab displays a taxonomy tree in the center pane so that you can select and exclude audience attributes. For details on using the taxonomy tree, see creating audience segments .
3	ID sources	The ID Sources tab displays the available ID sources so that you can choose to include only ID sources that interest you, such as mobile advertising IDs.
4	Show Labels and Notes	<p>Click Show Labels and Notes to display the following boxes:</p> <ul style="list-style-type: none"> ■ Labels: Enter unique, descriptive tags for your audience. Labels help classify your audiences on the <i>Audiences</i> page. Labels must have a minimum of two characters. ■ Notes: Enter important information about the audience, such as instructions for how to use it.
5	Search	Search for a category by its name or category ID. For example, to search for In-Market > Autos , enter <code>autos</code> or <code>17</code> . If you click the trash can icon  , the search box is cleared and the taxonomy tree is reset.
6	Taxonomy tree	Select the check box for a category to add it to a segment in your target audience.
7	Reach	Displays the <i>Total Reach</i> of unique users seen in the target audience based on its current configuration. As you modify your audience, its <i>Previous Reach</i> changes and the percentage increase or decrease compared to the previous reach is shown.
8	Price	Displays the maximum cost per 1000 impressions (CPM) that you will pay for your audience based on the selected categories. This does not include any premiums charged by your media execution platform.
9	Recency	Specify the maximum number of days that can elapse since a user was last tagged with a category attribute to still qualify for your target audience (the default is All , which is 180 days). Click Custom to select a custom value.

Item	Name	Description
10	Frequency	Specify the number of times users must have qualified for a category since they were initially tagged with it. The frequency tool has two boxes that allow you to specify a range. You can specify a frequency at the audience level or for an individual segment.
11	Countries	Specify one or more countries in which to target users. The default is all countries.
12	Include (AND)	The Include sub-tab displays one or more segments that include the categories in your target audience and the associated segment reach. Two or more categories define a segment using OR logic. Included segments use AND logic to define your audience.
13	Exclude (NOT)	The Exclude sub-tab displays one segment that excludes categories from your target audience, and displays the associated segment reach. Users that have been tagged with one category OR another in the exclude segment are NOT included in the target audience.
14	Segment (OR)	Each segment displays a summary of its categories and reach. For a user to be included in a segment, they must have been tagged in one category in the segment OR another. You can click the x next to a category to remove it from the segment.
15	Add Segment	Click this button to add another segment to your audience.
16	Import	Click this button to import a comma-separated value (CSV) file to add segments to your current audience.
17	Export	Click this button to export an audience to a CSV file to quickly add specific predefined segments to a target audience and reuse the segments.
18	Save	Click to save the audience. This button also has a menu with additional options: <ul style="list-style-type: none"> ■ Save and Create Audience: Click to save the current audience and then create a new audience. ■ Save and Create Campaign: Click to save the current audience and automatically associate the audience with a new campaign, where you can select the marketing execution platform on which to deploy your target audience.

Creating audience segments

An audience segment represents a subgroup within your target audience. A segment may contain one or more first-party, second-party, and third-party categories. For example, a segment may include

users interested in purchasing one or more products or services, users with a specific geographic location or demographics, or any other data category available in the Oracle Data Cloud platform.

When you open the audience builder, an empty segment is displayed. To be able to save the audience, you must name it and add at least one category to segment 1. You can add as many segments as you want by clicking **Add Segment**. You can exclude segments by clicking the **Exclude** sub-tab and adding categories to the exclude segment.

Browsing categories in the taxonomy tree

The taxonomy tree contains hierarchies for the following types of categories (listed in order):

- **3rd-party categories.** The categories in the [Oracle Data Marketplace](#), which include:
 - In-market data from Oracle Data Cloud
 - Data from branded data providers
 - Demographic and geographic data
 - Interest data
 - Past purchasers
- **A/B test categories.** A set of 12 mutually exclusive categories into which all users are randomly classified. You can use these categories for A/B testing on different versions of a creative or a site optimization experiment. For example, you can create two test groups and show each a distinct version. With the A/B test categories, you are assured of getting distinct results between the two test groups.
- **2nd-party categories.** Categories that have been whitelisted to you by Oracle Data Cloud (Datalogix or AddThis), an Oracle app partner, a data provider, or another client,
- **1st-party categories.** Categories representing your desktop, mobile web, mobile app, and CRM data. These categories have been added to your taxonomy by Oracle's Taxonomy and

Classification team or by you with the Taxonomy Manager (or legacy self-classification tools).



Categories are listed in the tree from general to more specific. For example if you are browsing the **In-Market > Autos** vertical, you can drill down to a specific make and model.

As you browse and select categories, the audience builder's analytics help you shape your target audience. You can view how many unique users are in a specific category, evaluate the highest related categories and their [reach](#), and then add the category and its related categories to a segment.

Categories are arranged in a tree structure built to represent the context of a category, using parent-child relationships where the parent is broader conceptually and the child is more precise. When unique profiles are placed into a child category, they are also automatically placed into the broader parent categories. By selecting the parent category, you do not need to individually select all its child categories—any unique profiles in the child categories are also included. The parent category is not just the sum of its child categories, because it may also contain profiles that were not significant enough to be called out as specific child categories.

Searching for categories

You can quickly search the taxonomy, which includes over 66000 categories, for specific keywords. Any category with that keyword will be returned, along with all of that category's children. For example, if you search for "home improvement," all categories with that keyword are returned, along with all of the narrower categories even if the search term is not in the names of the child categories.

To search for categories:

1. Enter the name of a category, its ID, or a search string in the **Search** box. For example, to search for **In-Market >Travel**, you could enter **Travel** or its ID, which is **18**. The categories are filtered according to your search criteria.
2. To reset the taxonomy tree, click the  icon.

Adding a category to a segment

To add a category to a segment:

1. Click the **Categories** tab of the audience builder,
2. Browse the categories in the taxonomy tree and then select the check box for the category. The category is added to the **Include > Segment 1** box and the audience builder updates the reach figures for the segment and the target audience.
3. To view more details about a category, hover over the category in the taxonomy tree until the details icon is displayed.



4. Click the details icon. The *Category Details* dialog displays the following:
 - Category name
 - Category's ID
 - Full path

- A description
- The *Add to* list that allows you to select a segment and then click **Add**
- [Related categories](#) and corresponding **Add** buttons to add a related category to the specified segment (it can take a few minutes for all related categories to load).

The screenshot shows a 'Category Details' window for 'Convertible' (ID: 133828). It includes a breadcrumb trail: ROOT > Branded Data > AddThis > Premium > Auto > Class > Convertible. The description states: 'A consumer researching convertible vehicles. They are auto intender's interested in the convertible class of vehicles.' Below this is an 'Add to' section with a dropdown menu currently set to 'Segment 1'. A table lists the 'Selected Category' with columns for 'Reach', 'Price', and 'Index', and an 'Add' button for each row.

Selected Category	Reach	Price	Index	
Convertible	881,040	\$1.25		Add
Related Categories				
Mazda <small>Branded Data > AddThis > Premium > Auto > Current Brands > Mazda</small>	940,800	\$1.25	1965	Add
Compact - Coupe <small>Branded Data > AddThis > Premium > Auto > Class > Compact - Coupe</small>	589,920	\$1.25	1907	Add
Coupe <small>Branded Data > AddThis > In-Market > Auto > Class > Coupe</small>	47,280	\$1.25	1623	Add

Adding multiple categories to a segment

You can add multiple categories to a segment, which creates an OR condition. This means that a user only needs to have been tagged with one of the categories in the segment to be included in your target audience. For example, if you add **In-Market > Retail > Video Games > Systems > Sony > Playstation** and **In-Market > Retail > Video Games > Systems > Microsoft > XBOX** to a segment, the user only needs to have been tagged with one of the video game systems to be included.

Adding multiple segments to an audience

Your target audience may also include multiple segments, which creates an AND condition. For a user to be included in your target audience, they must meet the criteria in segment 1, AND segment 2, AND any additional included segments.

For example, if you add **In-Market > Travel > Air Travel** to segment 1 and **In-Market > Travel > Cruises** to a segment 2, the user needs to have been tagged with both categories to be included.

To add a segment to your audience, click **Add Segment** and then select the check boxes for the desired categories to be included in the segment. The selected categories are added to the new segment and the reach figures for the included segments and the target audience are updated.

Excluding categories

Your target audience may exclude one or more categories in a segment, which creates a NOT condition. This means that users in the excluded segment will not be included in your target audience. For example, if you include users in the **In-Market > Travel > Cruises** category but exclude users in the **Demographic > Premium Demographic > Income > \$0-\$14,999** and **Demographic > Validated Demographic > Income > \$15,000-\$19,999** categories, users who are in-market for a cruise but are in the specified lower incomes will not be included from your target audience.

To exclude categories:

1. In the audience builder, click the Exclude sub-tab.
2. From the taxonomy tree, select categories to exclude.

Include	1,781,040	Exclude	7,062,480
Frequency		Segment Reach	
Any >		7,062,480	
\$0-\$14,999		7,062,480	✘
<small>234418: Oracle > Demographic > Validated Demographic > Income > \$0-\$14,999</small>			

The segment reach is updated to reflect the exclusions.

Adding related categories

You can expand your target audience by viewing and selecting categories related to specific users.

Related categories are ranked according to their index. The index is a score ranging from 0 to 100 that is based on a relative risk calculation. The higher the index, the more the category is related to the one you are viewing. For example, a user in a related category with an index of 50 is 50 times more likely to be in that related category than another user in the Oracle Data Cloud platform.

To select related categories:

1. Browse the categories in the taxonomy tree and then .double-click a category. Its [Category Details](#) dialog displays categories related to the selected category, their associated [reach](#), price (CPM), index, and full taxonomy path. It can sometimes take a few minutes to generate the related categories. Reach numbers can differ slightly when added to a segment because additional filters associated with the segment and audience are applied to the category's reach, such as frequency, recency, country, and ID source.

Category Details ×

Convertible ID:133828
 ROOT > Branded Data > AddThis > Premium > Auto > Class > Convertible
[Copy path to clipboard](#)

Description
 A consumer researching convertible vehicles. They are auto intender's interested in the convertible class of vehicles.

Add to
 Segment 1

Selected Category	Reach	Price	Index	
Convertible				Add
Related Categories				
Mazda <small>Branded Data > AddThis > Premium > Auto > Current Brands > Mazda</small>	613,440	\$1.25	4447	Add
Compact - Coupe <small>Branded Data > AddThis > Premium > Auto > Class > Compact - Coupe</small>	226,560	\$1.25	2276	Add
MINI <small>Branded Data > AddThis > Premium > Auto > Current Brands > MINI</small>	181,440	\$1.25	1501	Add
Convertible <small>Branded Data > AddThis > In-Market > Auto > Class > Convertible</small>	501,120	\$0.95	1304	Add
Sports <small>Branded Data > AddThis > Premium > Auto > Class > Sports</small>	1,663,680	\$1.25	1129	Add
Scion <small>Branded Data > AddThis > Premium > Auto > Current Brands > Scion</small>	230,400	\$1.25	1082	Add
Porsche <small>Branded Data > AddThis > Premium > Auto > Current Brands > Porsche</small>	985,920	\$1.25	1022	Add
Convertibles <small>In-Market > Autos > Classes > Convertibles</small>	1,061,760	\$1.80	948	Add
Fiat <small>Branded Data > AddThis > Premium > Auto > Current Brands > Fiat</small>	524,160	\$1.25	931	Add
Hatchback <small>Branded Data > AddThis > Premium > Auto > Class > Hatchback</small>	785,280	\$1.25	828	Add

2. From the *Add to* list, select the segment to which you want to add the related category, such as Segment 2.
3. Next to a related category, click **Add**. The category is added to the selected segment.
4. Add as many related categories as you want and then close the *Category Details* dialog and return to the audience builder window.

Selecting ID sources

An ID source represents the way in which a user was identified, such as from a mobile browser session or an Oracle Data Cloud third-party desktop cookie. You can limit audience reach to include only ID sources that interest you, such as mobile advertising IDs (MAIDs).

ID sources currently include:

- **Desktop IDs:** Target users whose data was collected from desktop web browsers and are linked to an Oracle third-party cookie ID
 - **3rd Party Desktop Cookie ID:** Target users whose data was collected from desktop web browsers and are linked to third-party cookie IDs.
- **Mobile IDs:** Target users whose data was collected from mobile web browsers or mobile apps.
 - **Mobile Web IDs:** Target users whose data was collected from mobile web browsers.
 - **Oracle Data Cloud mobile cookie ID:** Target users whose data was collected from mobile web browsers and are linked to a third-party mobile cookie ID.
 - **Mobile Advertising IDs:** Target users whose data was collected from mobile apps.
 - **Google Advertising ID (ADID):** Target users whose data was collected from Android apps and are linked to specific ADIDs.
 - **Apple IDFA:** Target users whose data was collected from iOS apps and are linked to an IDFA.

Audiences created prior to the introduction of ID sources used the following device type values:

- **Desktop:** These legacy audiences now specify all desktop ID sources,
- **Mobile:** These legacy audiences now specify all mobile ID sources.
- **All:** These legacy audiences now specify all ID sources.

You can edit the ID sources of existing audiences and create new audiences so that you have to separate audiences for each source ID (recommended).

To select ID sources:

1. In the new audience window, click the **ID Sources** tab . Your ID Sources are displayed.

The screenshot shows the 'Audiences' interface for 'Holiday Shoppers'. The 'ID Sources' tab is selected. A donut chart shows the following distribution:

ID Source	Reach
Apple IDFA	99,541,440
Google Advertising ID (AdID)	120,968,640
Mobile AdIDs	220,510,080
Desktop IDs	560,012,160
Mobile Web IDs	482,554,560
BlueKai Mobile Cookie ID	398,847,360
BlueKai Mobile Statistical ID	83,707,200

The table on the right lists the selected ID sources:

ID Source	Reach
<input checked="" type="checkbox"/> Desktop IDs	560,012,160
<input checked="" type="checkbox"/> BlueKai 3rd Party Desktop Cookie ID	560,012,160
<input checked="" type="checkbox"/> Mobile IDs	703,064,640
<input checked="" type="checkbox"/> Mobile Web IDs	482,554,560
<input checked="" type="checkbox"/> BlueKai Mobile Statistical ID	83,707,200
<input checked="" type="checkbox"/> BlueKai Mobile Cookie ID	398,847,360
<input checked="" type="checkbox"/> Mobile Advertising IDs	220,510,080
<input checked="" type="checkbox"/> Google Advertising ID (AdID)	120,968,640
<input checked="" type="checkbox"/> Apple IDFA	99,541,440

By default, all of your ID sources are selected. Each ID type has children that you can view by expanding its section. Each ID type displays its reach, which is included in your total reach.

2. De-select check boxes next to ID sources to narrow your audience to specific ID types. For example, to narrow targeting to MAIDs, de-select **Desktop IDs** and **Mobile IDs** and then select **Mobile Advertising IDs**:

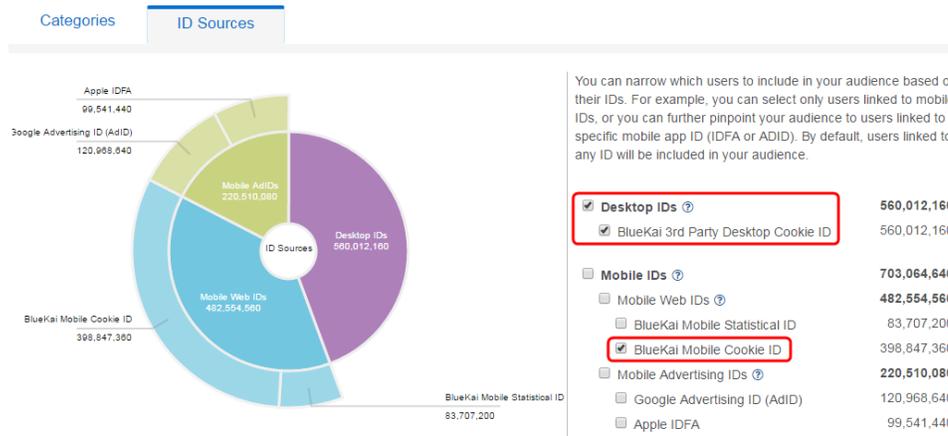
The screenshot shows the 'Audiences' interface with 'Desktop IDs' and 'Mobile IDs' deselected. The donut chart and table on the right are updated accordingly:

ID Source	Reach
Apple IDFA	99,541,440
Google Advertising ID (AdID)	120,968,640
Mobile AdIDs	220,510,080
Desktop IDs	560,012,160
Mobile Web IDs	482,554,560
BlueKai Mobile Cookie ID	398,847,360
BlueKai Mobile Statistical ID	83,707,200

The table on the right shows the updated selection:

ID Source	Reach
<input type="checkbox"/> Desktop IDs	0
<input type="checkbox"/> BlueKai 3rd Party Desktop Cookie ID	560,012,160
<input type="checkbox"/> Mobile IDs	0
<input type="checkbox"/> Mobile Web IDs	0
<input type="checkbox"/> BlueKai Mobile Statistical ID	83,707,200
<input type="checkbox"/> BlueKai Mobile Cookie ID	398,847,360
<input checked="" type="checkbox"/> Mobile Advertising IDs	0
<input checked="" type="checkbox"/> Google Advertising ID (AdID)	120,968,640
<input checked="" type="checkbox"/> Apple IDFA	99,541,440

- To narrow the targeting of your audience to users linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



- Click **Save** after you complete other audience settings.

Audience reach

Reach is the number of unique users seen in the target audience based on its current configuration. Reach data displayed in Audience Builder and elsewhere in the Oracle Data Cloud platform is based on a sample rate of 1/8 and is updated once daily at around midnight GMT.

In addition to selecting categories, the following settings affect the number of users in your target audience:

- **Country:** Specify in which countries to target users (the default is all countries).
- **Frequency:** Target users that have been tagged with a category a specific minimum number of times or a specific range of minimum and maximum times. The default range is **1 to Any**.
- **ID sources:** Target users whose data was collected from specific desktop or mobile sources.
- **Recency:** Set the maximum number of days that can elapse since a user was last tagged with a category attribute to still qualify for your target audience. The default is **All** (90 days). The maximum recency lookback is 180 days.

Selecting countries

You can target users in a multiple countries using the **Country** selector. This filters your audience based on geolocation data for the users. You cannot set a country for each segment, but you can add

geolocation categories to each segment.

To set the target country:

1. Click in the **Country** box and start typing the name of the country or its [ISO 3166-1 alpha-2 country code](#), such as CA to specify Canada.
2. Select one or more of the listed countries.

Audience frequency

You can further pinpoint your target audience by specifying the audience frequency for all the categories in a given segment. Frequency is the number of times users have qualified for a category since they were initially tagged with it. By default, the frequency is set to a range of **1 to Any**.

Setting the frequency enables you to target users that have been tagged with a category a specific minimum number of times or a specific range of minimum and maximum times. When you change the frequency for an audience or segment, the audience builder's reach values are automatically updated.

You can specify a frequency at the audience level or for an individual segment. For example, segment 1 may have a frequency of 5, segment 2 may have a frequency of 1-10, and an excluded segment may have a frequency of **Any**. To set a specific frequency for one or more segments, the audience frequency must be set to **Any**. If you set a frequency for one or more segments and *then* select a frequency for the entire audience, the audience frequency will override your segment frequencies.

Note: Frequency and recency are independent. If you set the recency and frequency, you are creating an OR condition in which the user must be tagged with a category within the time period specified by the [recency](#) setting or tagged the number of times specified by the frequency setting.

To set the audience frequency:

1. Click the **Frequency** sub-tab above the segment. The frequency selector boxes are displayed.

2. To set the minimum frequency, enter a numeric value in the left-hand frequency box. For example, if you set the minimum frequency to 1 for a segment with two categories, the user must have been tagged with either of the categories at least 1 time to be included in your target audience.
3. (Optional) To set a specific maximum frequency, enter a value in the right-hand box. For example, if you set a frequency range of 1-10 for an audience with one segment containing two categories, the user must be tagged with either of the categories between 1 to 10 times to be included in your target audience.

To set an exact frequency, set the value to the same number in both boxes.

4. Click **Apply**. The specified frequency is applied to all the segments. The reach figures are updated for the segment, its parent collection of segments, and the entire target audience.

Frequency-based audiences

You can create frequency-based audiences to reach your customers with the optimal number of impressions across channels by delivering frequency instructions in real-time to your media execution platforms. This helps you to avoid reaching customers too many times and avoid wasted impressions.

To manage frequency:

1. Use [the Taxonomy Manager](#) to create media data categories (such as impressions and clicks) and classification rules to map users who see or click on your ads to those categories.
2. Ingest media data as a category into your DMP by deploying [creative pixels in your ad creatives](#) or [ingesting ad server log files](#).
3. Create frequency-based media audiences using the frequency slider in the create audience tool. For example, you can select an Impressions category and set a frequency of 1 to 5 along with other categories you would like to target to create an audience of "home page visitors who have seen my ad five times."
4. Send your audience to your media execution platform. For details, see [activating data](#).

Important: Media execution platforms need to respect frequency. You may need to create an exclusion statement directly in your media execution platform to avoid targeting users outside your specified frequency.

Recency

You can use the **Recency** setting to limit your target audience to only users that were last tagged with a category within a specific number of days. This increases the probability that you are targeting users that are still in-market for a particular product or service. For example, if you are targeting travelers, it is recommended that you set the recency to a maximum of seven days because users typically book their trips within seven days from when they first start searching for travel.

The default value for the **Recency** setting is **All**, which represents 180 days. Using the **All** setting guarantees that you see all available data.

To set the data recency:

1. On the right-hand side of the audience builder, click the **Recency** sub-tab. The recency list displays the default recency: **All**, which means 180 days.
2. Select one of the following options:
 - **1 Day**
 - **Last 7 days**

- Last 30 days
- Last 90 days
- All (the default)
- Custom

If you select **Custom**, you can set a specific integer value.

3. Click **Apply**. The audience builder updates the reach values for the audience.

Recency guidelines for various categories

Data type	Recommended recency	Explanation
First-party private	30 days	Retargeting typically performs well regardless of the product or service being sold.
Third-party retail	Varies depending on the price	The recommended recency increases with higher price points.
<\$100	7 days or less	
\$100-\$200	7 to 14 days	
≥\$200	14 to 21 days	
Third-party travel	7 days or less	Users typically books trips within the first seven days of searching for travel.
Third-party autos	7 to 30 days	User typically require 30 days or more to purchase a vehicle because of the large financial commitment.
Third-party in-market (other than autos)	7 days or less	
Third-party interest	7 days or less	
Demographic, geographic, lifestyle, past purchases, and B2B	30 days or less	These data attributes tend to have longer life cycle.

Importing audiences

You can use the *Audience* page to [export an audience](#) to a CSV file. This enables you to quickly add specific predefined segments to a target audience and reuse its segments. After you export an audience, you can open the CSV file with a spreadsheet application, modify your target audience following the formatting guidelines specified in the spreadsheet, and then import the segments into the *Create Audience* window.

To import an audience:

1. In the *Create Audience* window, click **Import**.
2. Click **Upload**, and then select the CSV file containing the target audience to be imported.
3. The *Audience Preview* pane displays the categories in their respective segments based on the information in your CSV file.
4. Click **Add**. The segments in your CSV file are added as new segments in your target audience.

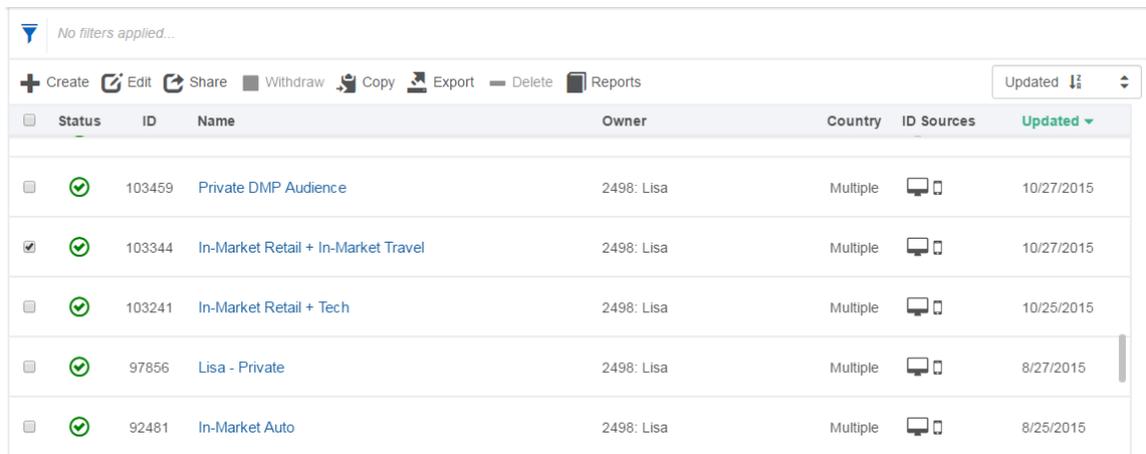
Managing Audiences

You use the *Audiences* page to manage your audiences.

Opening the Audiences page

To open the *Audiences* page:

- Select **Manage > Audiences**.



Status	ID	Name	Owner	Country	ID Sources	Updated
<input type="checkbox"/>	103459	Private DMP Audience	2498: Lisa	Multiple		10/27/2015
<input checked="" type="checkbox"/>	103344	In-Market Retail + In-Market Travel	2498: Lisa	Multiple		10/27/2015
<input type="checkbox"/>	103241	In-Market Retail + Tech	2498: Lisa	Multiple		10/25/2015
<input type="checkbox"/>	97856	Lisa - Private	2498: Lisa	Multiple		8/27/2015
<input type="checkbox"/>	92481	In-Market Auto	2498: Lisa	Multiple		8/25/2015

Audiences page features

Name	Description
Filter ()	Click to filter the list of audiences.
Create	

Name	Description
	<p>Click, then choose one of the following three options:</p> <ul style="list-style-type: none"> ■ Create Audience: Click to create a new audience. ■ Create Campaign: Click to create a new campaign associated with the selected audience. ■ Create Model: Click to create a new look-alike model based on the selected audience.
Edit	Click to edit the selected audience.
Share	Click to share your the selected audience with a media partner.
Withdraw	<p>Click to stop sharing the audience.</p> <p>Important: When you withdraw an audience, all active campaigns using the audience are suspended and cannot be re-activated. If you share the audience again, your media partners must create a new campaign to use it.</p>
Copy	Click to create a new audience by copying an existing one.
Export	Click to export an audience to a CSV file. You can modify your segments in the file and then import it back into the platform to create a new audience.
Delete	<p>Click to delete the selected audience.</p> <p>Important: Deleted audiences cannot be activated, used in a campaign, or shared.</p>
Reports	<p>Click, then choose to run one of the following reports:</p> <ul style="list-style-type: none"> ■ Audience Details ■ Audience Discovery ■ Audience Profile ■ Audience Usage
Status	<p>Lists the current state of each audience, which may be one of the following:</p> <ul style="list-style-type: none"> ■  Active: The audience is active.

Name	Description
	<ul style="list-style-type: none"> ■  Received: You received the audience from another partner. You can deliver this shared audience across multiple media execution platforms until the withdraw date specified by the sharing partner. ■  Shared: You are sharing the audience with another partner.
ID	Lists and sorts the audience IDs.
Name	Lists and sorts the audience names.
Owner	Lists the ID and name of the partner who owns the audience (typically your partner seat unless it is shared by another partner).
Country	Lists the countries targeted by the audiences, which can be listed as <i>Multiple</i> if there are too many to display. To see all the countries, open the audience.
ID Sources	Lists and sorts the ID Sources tab displays the available ID sources so that you can choose to include only ID sources that interest you, such as mobile advertising IDs (MAIDs).
Updated	By default, audiences are sorted with the most recently updated audience at the top.

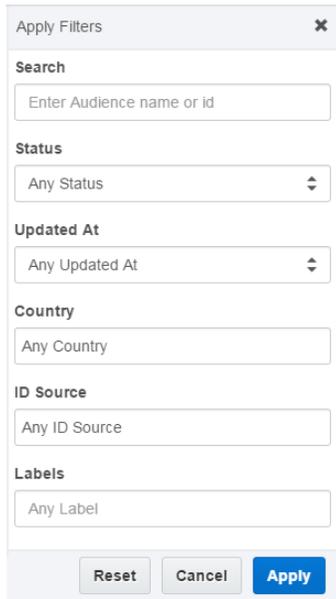
Sorting and filtering audiences

You can sort the list of audiences by clicking on the column headers on the *Audiences* page. By default, audiences are sorted by the *Updated* column in descending order (from most recently updated to earlier audiences).

In addition, you can filter audiences based on a variety of criteria, such as status, ID source, and country.

To filter the list of audiences:

1. Click the filter icon . The audience filters are displayed.



2. Select any of the following filters:
 - **Search:** Enter a search string or the audience ID.
 - **Status:** Select a status from the list, such as **Shared**.
 - **Updated at:** Select **Past Week** or **Past Month** to find audiences that were recently updated.
 - **Country:** Specify one or more countries targeted by the audiences.
 - **ID Source:** Select one of the ID Sources targeted by the audiences.
 - **Labels:** Enter a the name of a label to find audiences that have that label.
3. Click **Apply**.
4. Click **Reset Filters** to reset any filters applied to the audiences.

Viewing audience details

You can view a brief summary of each audience on the *Audiences* page. To view more details, such as its status, reach, price, activity, sharing details, and composition, click its name to open the audience details page. This view allows you to [edit](#), [delete](#), [share](#), and associate the audience with a [campaign](#).

< Audiences Edit Delete

AddThis Home ID:187239 Updated on April 19, 2017 Created on April 19, 2017

Reach	Price	Countries	Recency
73,777,920	\$0.95	All	90 day(s)

Composition

Inclusion	Exclusion
<ul style="list-style-type: none"> 270537 Branded Data > AddThis > Premium > Home > Home Furnishings 270539 Branded Data > AddThis > Premium > Home > Home Improvement 270540 Branded Data > AddThis > Premium > Home > Home Maintenance 	<ul style="list-style-type: none"> 134905 Branded Data > AddThis > Premium > Home > Crafts & Activities

Source ID Types

- BlueKai 3rd Party Desktop Cookie ID
- BlueKai Mobile Statistical ID
- BlueKai Mobile Cookie ID
- Google Advertising ID (AdID)
- Apple IDFA

Usage

- Campaigns
- Sharing Partners

Notes

For information about these details, see the [audience reference](#).

To view the details of an audience:

1. In the Oracle Data Cloud UI, select **Manage > Audiences**. The *Audience* page is displayed.
2. Click the name of the audience to be viewed. The audience's details are displayed.
3. To associate the audience with a campaign, click the add campaigns button .
4. Use the [campaign creation tool](#) to select the campaign type and configure the campaign details.

Editing audiences

You can edit the composition, names, and labels of the audiences you created. This capability is useful for adjusting a campaign's delivery or performance or extending audience reach.

You cannot edit an audience that a partner has shared with you. In addition, you cannot edit an audience that you shared with a partner if it is being used in an active data campaign. To edit the audience, you must first withdraw it. For details, see [withdrawing audiences](#).

Important: If you edit an audience that is being used in an active data campaign, your changes may effect the delivery or performance of the campaign.

To edit an audience:

1. On the *Audiences* page, select the check box for the audience to be updated.
2. Click **Edit**. The audience is displayed in edit mode.
3. Modify any of the audience settings as described in [creating an audience](#).
4. Click **Save**.

Sharing audiences

You can share your audiences with a media partner who can then use the audience to create their own campaigns.

When you share an audience, your media partner receives an email notification. They can see the audience on their **Manage > Audiences** page.

To share an audience:

1. On the *Audiences* page, select the check box for one or more audiences to be shared, and then click **Share**. The *Share* page is displayed.

< Audiences

Share

Audience*

Receiver*

First Party Details*

Third Party Details*

Sharing Type*

Notes

CC Email

Withdraw Date

- In the *Receiver* list, enter the names or IDs of your whitelisted partners with whom you want to share the audience. As you enter characters, the possible matches are listed. Contact your account manager for more information on whitelisting partners for audience sharing.
- From the *First-Party Details* and *Third-Party Details* lists, specify the amount of information that is displayed for the categories in your shared audience. This setting is applied to all the media partners with whom you are sharing your audience. Select one of the following display options:

Option	Category information displayed	Example
Category ID	The unique ID associated with the category	6737
Full Path	The full taxonomy path	In-Market > Autos > Makes & Models > Chevrolet > Camaro
Leaf Node	The last node in the taxonomy path	Camaro
Private	The category is marked as "Private"	Private

Tip: DMP partners typically share their first-party categories as private and their third-party categories as full path or leaf node. This keeps first-party data private while

providing access to third-party data for media vendors so they can help optimize the performance of data campaigns.

4. In the **Sharing Type** box, select how the receiver can use the audiences you have shared with them:
 - **Modeling, Targeting, and Analytics:** The receiver can use your shared audiences to create look-alike models, create data campaigns to target your audiences across multiple media execution platforms, and run audience analytics reports.
 - **Targeting and Analytics:** The receiver can use your shared audiences to target your audiences across multiple media execution platforms, and run audience analytics reports.
 - **Analytics Only:** The receiver can only include your shared audiences in audience analytics reports. Receivers cannot add your shared audiences to their data campaigns.
 - **Targeting Only:** The receiver can add your shared audiences to their data campaigns in order to target, optimize, and model audiences across multiple media execution platforms.
5. In the **CC** box, enter the email address of a partner that you want to receive an email notification about the shared audience.
6. In the **Notes** box, enter any notes or messages to be included with the shared audience.
7. In the **Withdraw by Date**, enter the date or select the date from the calendar by which the audience will no longer be shared with the selected media partners. After the audience is withdrawn, your media partners will no longer be able to view the audience or use it in a campaign. In addition, the status of the audience changes to **Withdrawn** in the *Audiences* page.
8. Click **Share**. A message regarding the shared audience will appear in the *Account Activity* page for the sender and recipient.

Withdrawing audiences

You can withdraw an audience to stop sharing it with media partners.

Important: After you withdraw an audience, all active campaigns using the audience are suspended and cannot be re-activated. If you share the audience again, your media partners must create a new campaign to use it.

To withdraw an audience:

1. On the *Audiences* page, select the check box for an audiences to be withdrawn.
2. Click **Withdraw**. The *Withdraw* page displays the associated partners.
3. Select the check boxes of the media partners for whom the audience is to be withdrawn and then click **Withdraw**.
4. A withdrawn audience message will appear in the *Account Activity* page for the sender and recipient and the *Audiences* page displays a status of withdrawn.

Copying audiences

You can create a new audience by copying an existing one. However, you cannot copy a shared audience.

The new copied audience will have the same composition and configuration as the source. This enables you to rapidly create audiences for similar data campaigns. You can use this feature to create an audience, configure its composition, reach, and frequency, and then use it as a template for creating new audiences.

To copy an audience:

1. Select the check box for the audience to be copied.
2. Click **Copy**. A new audience named ***AudienceName Copy*** is added to the audience list.
3. Edit the audience as needed. For details, see [editing audiences](#).

Exporting audiences

You can export an audience to a CSV file to quickly add specific predefined segments to a target audience and reuse the segments. After you export an audience, open the CSV file with a spreadsheet

application, and modify your audience based on the guidelines in the file. You can then [import the segments into the *Create Audience* window](#).

To export an audience:

1. On the *Audiences* page, select an audience and click **Export**. A CSV file is downloaded to your computer.
2. Open the CSV file in a spreadsheet application.
3. Modify the audience following the template and instructions included in the CSV file.

Running audience reports

You can view the audience discovery, profile, and usage reports or download the audience details spreadsheet.

To run an audience report:

1. On the *Audiences* page, select the check box for an audience.
2. Click **Reports** and then select one of the following available reports:
 - **Audience Details**: A downloadable spreadsheet listing the segments in your target audience and including the composition and reach for each segment.
 - **[Audience Discovery](#)**: Lists the top categories that are associated with an audience. You can use an audience discovery report to discover new audiences, extend your target audience during campaign planning, improve campaign performance, and increase the return on your advertising dollars. For details, see [overview of the discovery report](#).
 - **[Audience Profile](#)**: Provides the behavioral and demographic information about the audience.
 - **[Audience Usage](#)**: Lists the audience ID, name, all partners using the audience, and the number of impressions were delivered against that audience. You can export this report to a spreadsheet.

Reports open in another tab except for the Audience Details report, which is downloaded.

Deleting audiences

You can permanently delete an audience. If the audience is being shared, you must [withdraw](#) it before you can delete it.

Important: Deleted audiences cannot be activated, used in a campaign, or shared.

To delete an audience:

1. On the *Audiences* page, select the check box for the audience to be deleted.
2. Click **Delete**.
3. Click **OK** to confirm the deletion.

Sharing an Audience with AOL

You can send first- and third-party data linked to either Oracle Data Cloud cookies or mobile advertising IDs (MAIDs) by sharing your audiences with AOL. You can then use your Oracle Data Cloud platform data with AOL's online advertising tools.

To send your audiences to the AOL platform:

1. [Create an audience](#) that targets the users you want to deliver to AOL.
2. [Share your audience](#) with AOL, which is listed in the **Receiver** box as **90:aol**. The Oracle Data Cloud platform will create a campaign to deliver your data to AOL. If **90:aol** is not listed in the **Receiver** list, contact My Oracle Support ([MOS](#)) to request audience sharing with AOL.
3. In the **First-Party Details** and **Third-Party Details** boxes on the *Share* page, select **Full Path** so that the AOL platform can display the names and hierarchical structure of your categories.
4. Click **Share**.

AOL will receive an email notification that you have shared your audience with them. AOL will use this information to call the audiences API to get the individual categories in your audience and map them to separate segment objects in the AOL advertising platform. The Oracle Data Cloud platform will then

create a campaign to deliver your user data into the segments in the AOL platform. Your audience should be available for media targeting in the AOL platform within 48-72 hours.

Sharing an Audience with Oath - Yahoo/Brightroll

You can send first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) by sharing your audiences with Yahoo! Genome. You can then use Yahoo AdManager Plus to target, reach, and engage your users in order to drive measurable actions and conversations.

To send your audiences to the Oath - Yahoo/Brightroll platform:

1. [Create an audience](#) that targets the users you want to deliver to Oath - Yahoo/Brightroll and specifies either cookies *or* MAID [ID sources](#).
2. [Share your audience](#) with Oath - Yahoo/Brightroll, which is listed in the **Receiver** box as **23:Oath - Yahoo/Brightroll**. The Oracle Data Cloud platform will create a campaign to deliver your data to Oath - Yahoo/Brightroll. If it is not listed, contact My Oracle Support ([MOS](#)) to request audience sharing with Oath - Yahoo/Brightroll.
3. In the **First-Party Details** and **Third-Party Details** boxes on the *Share* page, select **Full Path** to enable Yahoo! Genome to display the names and hierarchical structure of your categories in the their platform.
4. Click **Share**.

Yahoo! Genome will receive an email notification that you have shared your audience with them. Yahoo will use this information to call the audiences API to get the individual categories in your audience and map them to separate segment objects in Yahoo AdManagerPlus. The platform then creates a campaign to deliver your user data into the segments in the Yahoo! Genome platform.

Creating a media targeting campaign in Yahoo! Genome

After you share your audience, it should be available for media targeting in the Yahoo! Genome platform within 48-72 hours.

To use your Oracle Data Cloud platform data in the Yahoo! Genome platform:

1. Log into your Yahoo AdManagerPlus account.
2. Go to **Audiences > Create Audiences**.
3. Search for a segment name or navigate to **3rd Party > BlueKai > DMP > AudienceName > SegmentName**.
4. Select segments and add to the audience using Boolean logic on the right.
5. Name and save the audience.
6. Apply the audience to a line item by adding targeting.

The Trade Desk

You can use your first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) to create an audience and then share it with The Trade Desk. You can then use their demand-side platform to manage display, social, and video campaigns. The behavioral targeting, full-funnel attribution, and detailed reporting in The Trade Desk's platform let you know what's working so you can adjust and automate optimal bidding strategies.

To send your audiences to The Trade Desk platform:

1. [Create an audience](#) that targets the users you want to deliver to The Trade Desk and specifies either cookies *or* MAID ID sources.
2. [Share your audience](#) with The Trade Desk, which is listed in the **Receiver** box as **1090: The Trade Desk - Audience On**. If it is not listed, contact My Oracle Support ([MOS](#)) to request audience sharing with The Trade Desk.
3. In the **First-Party Details** and **Third-Party Details** boxes on the *Share* page, select **Full Path** to enable The Trade Desk to display the names and hierarchical structure of your categories in their platform.
4. Click **Share**.

Once you share your audience with The Trade Desk, the Oracle Data Cloud platform will receive an email notification and will then provide The Trade Desk with the composition of your audience and pricing for any third-party categories in it. The Trade Desk will use this information to re-create your

audience in their platform and maintain the same Boolean logic. The Oracle Data Cloud platform will then create a campaign to deliver user data into the audience. Your audience should be available for media targeting in The Trade Desk platform within 48-72 hours.

Amobee/Turn

You can share first- and third-party data linked to Oracle Data Cloud cookies and mobile advertising IDs (MAIDs) with Amobee/Turn. After Amobee/Turn maps your audience in your advertiser account, Oracle Data Cloud platform data flows into your audience. You can then leverage your data-driven insights with Amobee/Turn's real-time execution platform.

Before you begin sharing audiences with Amobee/Turn, you must request it from My Oracle Support ([MOS](#)).

To send your audiences to the Amobee/Turn platform:

1. [Deploy an ID swap tag](#). This step is only needed if you want to send data linked to cookies.
2. [Create an audience](#) that targets either Oracle Data Cloud cookies or MAIDs.
3. [Share the audience with Amobee/Turn](#).

Deploying an ID swap tag

You can deploy Amobee/Turn's ID swap tag on your sites to maximize the amount of first-party Oracle Data Cloud platform data linked to cookies that is delivered and activated in the Amobee/Turn platform. You do not need to create an ID swap tag to deliver MAID data.

To deploy a tag, you must first [create a container](#) on which you want Amobee/Turn's ID swap tag to be fired. You can then use BlueKai's [tag management system](#) to create an ID swap tag.

To deploy the ID swap tag:

1. Log in to partner.bluekai.com and select **Manage > Tags**
2. Click **Create New** and [create a swap tag](#).
3. In the **Name** box, enter a descriptive name for the ID swap tag.

4. In the **HTML** box, enter Amobee/Turn's ID swap pixel:

```

```

Create New Tag

Name ID Swap Tag - Turn

HTML ``

Performance Managed False

Region North America

HTTP Type Non-Secure

Isolate JavaScript False

Labels Add or select labels

Cancel Save

5. Click **Save**.
6. Select **Manage > Schedules**.
7. Click **Create New** to [create a new schedule](#) for the ID swap tag you created.
8. In the **Name** box, enter a descriptive name for your tag schedule.

- In the *Tag Selection* section, select the ID swap tag you created.

Create New Schedule

Tag Selection Container Selection Target Selection Schedule Settings Review and Save

1 Items selected

1718: myTag +

2085: BlueKai Home Page Visitors +

2086: BlueKai Homepage Visitors +

2087: myBlueKaiRisaTag +

2449: MyNewTestTag +

3409: ID Swap Tag - On-Demand Onboard for Web Analytics +

3413: ID Swap Tag - On-Demand Onboard for Web Analytics +

8172: ID Swap Tag - Turn -

Container Selection

Select the containers in which you like to fire your tags by dragging the available containers into the selected container box.

1 Items selected

15695: jduval.com SDT Regex Swap Pixel +

15696: jduval.com SDT Regex Swap Pixel_mobile +

16120: mySite_mobile +

16121: mySite_public +

16119: Online Ingest Demo Site -

Reset Form Cancel Save

- In the *Container Selection* section, select one or more sites on which the ID swap tag should be fired.
- In the *Schedule Settings* section, enter the following general and advanced settings:

Setting	Value
Status	Active
Priority	100
Start Date	Enter the date on which the ID swap tag is to start firing
End Date	Leave blank
Inside iFrame	Enabled
Override: Tag Avg. Latency Limit (ms)	5000
Override: Max Tag Execution Time (ms)	1000
Frequency	1 time every 10 days

- Click **Save**.
- (Optional) to verify that it is firing.

14. (Optional) [Generate a tag delivery report](#) to see the total number of hits the ID swap tag is generating over a specific time range.

Creating an audience

You can use BlueKai's [audience builder](#) to select the first- and third-party data you want to share with Amobee/Turn. You can optionally create separate audiences containing data linked to either Oracle Data Cloud cookies or MAIDs.

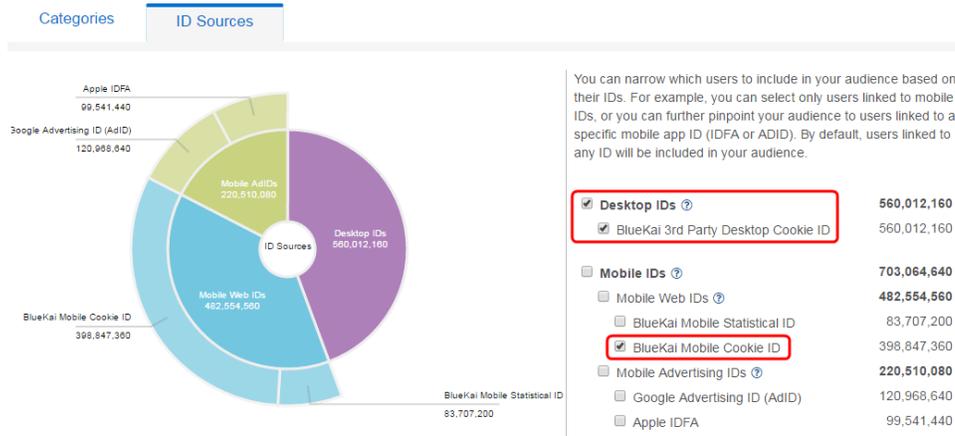
To create an audience:

1. In the Oracle Data Cloud platform, click **New Audience**. The audience builder page is displayed.

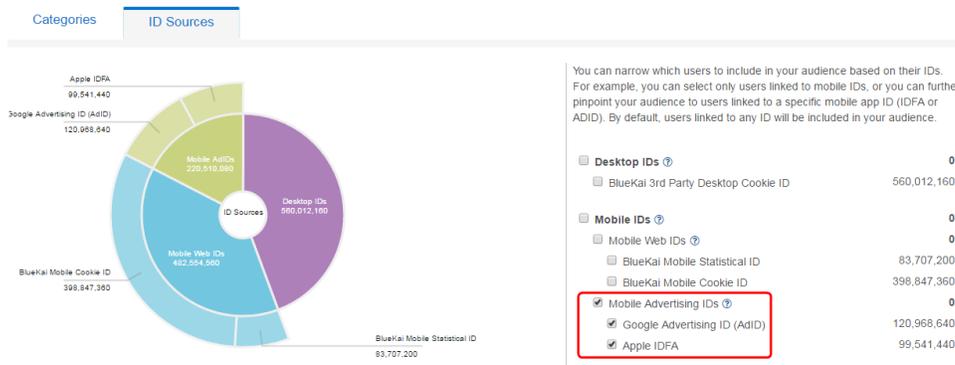
The screenshot shows the Oracle Data Cloud Audience Builder interface. At the top, there are summary statistics: Previous Reach (7,722,480), 0%, Total Reach (30-Day) (7,696,560), and Price (\$1.19). The main area is titled 'Audiences' and shows a search for 'Holiday Shoppers'. The interface is divided into 'Categories' and 'ID Sources' tabs. The 'ID Sources' tab is active, showing a search tree on the left and a list of segments on the right. The search tree includes categories like Oracle, In-Market, B2B, and Branded Data. The segments list shows two segments: '1 Frequency Any >' with a segment reach of 99,299,760, and '2 Frequency Any >' with a segment reach of 393,951,360. The total reach is 7,722,480. The interface also shows a price of \$1.19 and buttons for Import, Export, Cancel, and Save.

2. Define your target audience.
3. Click the [ID Sources](#) tab.

- If you are targeting data that is linked to cookies, clear the **Mobile IDs** check box and then select the **Mobile Cookie ID** check box.



- If you are targeting MAID-based data, clear the **Desktop IDs** and **Mobile IDs** check boxes and then select the **Mobile Advertising IDs** check box.



- Click **Save**.

Learn more: [Creating an audience](#)

Sharing the audience with Amobee/Turn

To share your audiences with Amobee/Turn:

- Select **Manage > Audiences** to display the *Audiences* index page.
- Select the check box for one or more audiences that you want to share with Amobee/Turn and click **Share**.

Audiences

No filters applied.

[+](#) Create
 [↻](#) Edit
 [📄](#) Copy
 [🔗](#) Share
 [⏏](#) Withdraw
 [📄](#) Export
 [-](#) Delete
 [📄](#) Reports

Status	ID	Name	Owner	Country	ID Sources
<input type="checkbox"/>	167100	Holiday Shoppers - MAIDs	2498: Lisa	Multiple	📄
<input checked="" type="checkbox"/>	167099	Holiday Shoppers - Cookies	2498: Lisa	Multiple	📄 📱

The *Share* page is displayed.

3. In the **Receiver** box, enter **1152 Turn - AudienceOn Feeds**.
4. In the **First-Party Details** and **Third-Party Details** boxes on the *Share* page, select **Full Path** to enable Amobee/Turn to display the names and hierarchical structure of your categories in the their platform.
5. In the **Notes** box, enter the following details:
 - Client: *YourCompanyName*
 - Advertiser: *AdvertiserName*
 - Market ID: {Amobee/Turn Market ID}
 - Market Name: {Amobee/Turn Market Name}
 - Audience/Category Level: Audience
 - Audience: 1:1 mapping
 - Category: bundled audiences
 - CPM: \$1.00
6. In the **CC Email** box, enter a comma-separated list of addresses including **ODC-BKFULFILLMENT-US_US@ORACLE.COM** and your Oracle Data Cloud platform partner

manager's email address.

< Audiences

Share

Audience*
x 161289: In-Market Auto - Cookies

Receiver*
x 1152: Turn - AudienceOn Feeds

First Party Details*
Full Path

Third Party Details*
Full Path

Sharing Type*
Targeting and Analytics

Notes
Client: Example Company
Advertiser: Example Company
Market ID: {Turn Market ID}
Market Name: {Turn Market Name}
Audience/Category Level: Audience
Audience: 1:1 mapping
Category: bundled audiences
Partner Manager: Dan [Lowenberg](#)
CPM: \$1.00

CC Email
ODC-BKFULFILLMENT-
US_US@ORACLE.COM,
dan.loewenberg@oracle.com

Withdraw Date
Select Date

Cancel Share

7. Click **Share**.

After you share your audience with Amobee/Turn:

1. Amobee/Turn receives an email notification with information about the audience that you shared with them.
2. Amobee/Turn uses the information to map your audience to an audience object in the their platform. (The audience object is called a *market*.)
3. Amobee/Turn provides the Oracle Data Cloud platform with the ID of the market generated for your audience.
4. The Oracle Data Cloud platform creates a campaign to deliver your user data into the Amobee/Turn market via a pixel.
5. Your audience should be available for media targeting in the Amobee/Turn platform within 48-72 hours.

Learn more: [Sharing audiences](#)

3.4.6 Creating a Campaign

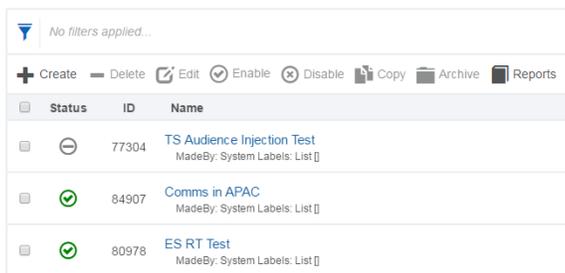
You can create a campaign to deliver your audience out of the Oracle Data Cloud platform. A campaign delivers an audience to media execution platforms for targeting, optimization, and analytics. You can also use a campaign to deliver an audience directly to your site or to your system.

Entering basic campaign information

When you create a new campaign, you have to specify some basic information, such as the name and validity dates. You can change all of this information later by [editing the campaign](#).

To enter basic campaign information:

1. Log in to partner.bluekai.com and select **Manage > Campaigns**. The *Campaigns* page is displayed.



Status	ID	Name
⊖	77304	TS Audience Injection Test MadeBy: System Labels: List []
⊕	84907	Comms in APAC MadeBy: System Labels: List []
⊕	80978	ES RT Test MadeBy: System Labels: List []

2. Click **Create**. The *Create Campaign* page is displayed with the *Basic Information* section at the top..

Create Campaign

Jump to : [Basic Information](#) | [Audience Details](#) | [Delivery Method](#) | [Advanced Settings](#)

Basic Information

Campaign Name*	<input type="text" value="Coffee Lovers Campaign"/>	Label	<input type="text" value="☒ coffee"/>
Start Date*	<input type="text" value="06/15/2017"/>	End Date*	<input type="text" value="06/15/2018"/>
		Status*	<input type="text" value="Idle"/>

3. In the *Basic Information* section, enter the following details:

- **Campaign Name:** Enter a descriptive name for the campaign.
- **Label:** (Optional) Enter descriptive tags to help classify and filter your campaigns in the *Campaigns* page. Labels must have two or more characters.
- **Start Date:** The date when your campaign is to begin (the default is today's date)
- **End Date:** The date when your campaign is to stop. By default, your campaign will end in one year.
- **Status:** Select the campaign status:
 - **Active:** Select if you are starting your campaign on today's date, it will begin running in approximately 60 to 90 minutes after you click **Save**. For example, audience injection apps support immediate activation.
 - **Idle:** Select if you want to wait to activate your campaign. For example If you are using an app partner, you may need to wait until you get confirmation that your audience has been mapped in their platform before you can activate your campaign.

Selecting the audience

You select an audience to define which users are delivered by the campaign. You can select from all the audiences available in your partner seat, whether they are based on first-party data and or third-

party data. The delivery method you select later interacts with your audience selection. If the delivery method you select does not support the ID sources in the audience, you see an error when you try to save the campaign.

Only one audience can be specified for each campaign, but each audience can include any number of categories. See [Creating Audiences](#) for more information.

To select an audience:

- In the *Audience Details* section of the *Create Campaign* page, start typing the name of the audience you want to select, then select it when the full name appears.

The audience's ID sources and any linkages are displayed after you select it.

Audience Details

Select an Audience*

Coffee Lovers

Audience Composition

ID Sources

- BlueKai 3rd Party Desktop Cookie ID
- BlueKai Mobile Statistical ID
- BlueKai Mobile Cookie ID
- Google Advertising ID (AdID)
- Apple IDFA

Linkages

No linkages associated with this audience

Selecting a delivery method

You can choose from three methods to deliver data:

- [App](#)
- [Pixel URL](#)
- [JSON return tag](#)

You can include both apps and a pixel URL in the same campaign, but you can't use a JSON return tag in the same campaign as any other delivery method.

App delivery

You can deliver your audience to one or more channel partners by using apps that you have installed for them. In most cases, you can create a single data campaign to deliver your audience to multiple app partners. Exceptions include campaigns that include Google apps or apps that use different delivery methods, such as [SDT](#) or [JSON return](#). For example, if you want to deliver an audience to [AppNexus](#) and [DataXu](#), you can create a single campaign. However, if you want to deliver an audience to both Google and GDN and DataXu, you need to create separate campaigns.

In addition, some partners use different settings, which requires separate campaigns. For example, if you want to send an audience to both DataXu (which delivers via SDT) and Optimizely (which uses JSON return), you should create separate campaigns because they require different win frequency settings. You can also create a single campaign to deliver an audience to both app and pixels, but you cannot combine apps or pixels with a JSON return tag delivery.

If your partner does not have an app, you can [create a paste-a-pixel campaign](#).

Campaign delivery estimation

Note: Campaign delivery estimation is currently in controlled availability.

For some apps, you see audience reach and delivery estimates as you create the campaign. The following delivery app partners support campaign delivery estimation:

- Centro
- Oath - Yahoo/Brightroll
- DataXu
- AppNexus
- TubeMogul
- MediaMath

- Oath - AOL
- Turn
- RocketFuel
- The Trade Desk
- Google

These estimates are based on the interaction of the selected audience and the app.

- **Audience Size** is the number of users in the audience that are linked to ID sources that the app partner can receive. For example, suppose the audience includes both users linked to desktop cookies and users linked to MAIDs. If the app can deliver only desktop cookie IDs, the MAID IDs in the audience are excluded from the reach estimate. Factors such as frequency, recency, and country that apply to the audience affect its reach.
- **Estimated Delivery** reflects the number of users with IDs that have been swapped. Users with MAIDs or other non-cookie IDs do not require ID swapping, so they are included in the estimated delivery. Another ways of thinking about the estimated delivery numbers is that they are the audience size minus any non-ID swapped cookie users. This estimate is defined as a range because of volatility in the numbers used in the calculation.

Selecting the delivery app

To select a delivery app:

1. In the *Delivery Methods* section of the *Create Campaign* page, click **Select Apps**.

The Select Apps dialog appears, listing the [installed apps](#) for your partner seat. If you have many apps installed, you can click **Filter** and enter the name of the app to narrow the list. If an installed app does not support the delivery of [ID sources](#) included in the selected audience, the app does not appear in the list.

Select Apps
Deliver your audience to one or more media execution platforms

Filter **Add Apps**

	App Name	IDs Delivered
<input type="checkbox"/>	 flashtalking	myFlashtalking_DCO_Account  
<input type="checkbox"/>	 Optimizely	Optimizely Vendor Configuration  
<input type="checkbox"/>	 FreeWheel	Test  
<input type="checkbox"/>	 appnexus	appnexus Vendor Config  
<input type="checkbox"/>	 flashtalking	myFlashtalkingConfiguration  
<input type="checkbox"/>	 ADOBE TEST & TARGET	myTestTarget  
<input type="checkbox"/>	 Optimizely	Optimizely Vendor Configuration 2  
<input type="checkbox"/>	 Optimizely	Optimizely Vendor Config 08192014  
<input type="checkbox"/>	 rubicon	Rubicon Vendor  
<input type="checkbox"/>	 Twitter	Twitter Vendor Configuration  

2. Select one or app more from the list.
3. Click **Add Apps**.

If available, delivery estimates and other information are displayed below the **Select Apps** button.

For each app, you see the name, icons that represent ID sources, audience reach, and estimated delivery range.

Delivery Method

App. Deliver your audience to one or more channel partners by selecting their app. You can expand an app to configure the ID sources delivered to the partner, read the delivery instructions, and enter any required parameters.

Select Apps

App Name	Delivery Types	Audience Size	Estimated Delivery	
▶ AppNexus	 	931,447,800	478.542M - 584.885M	

4. (Optional) Click the triangle next to an app name to see audience and delivery information for each ID source supported by the app.

AppNexus ID: 67160

931,447,800 478.542M - 584.885M

IDs Delivered:

ID Types	Audience Size	Estimated Delivery
<input checked="" type="checkbox"/> Desktop <input checked="" type="checkbox"/> Web <input checked="" type="checkbox"/> BlueKai 3rd Party Desktop Cookie ID	431,404,532	244.177M - 298.439M
<input checked="" type="checkbox"/> Mobile <input checked="" type="checkbox"/> Web <input checked="" type="checkbox"/> BlueKai Mobile Cookie ID	500,043,268	234.365M - 286.446M

App Macros:

- (Optional) Clear the check boxes for any ID sources you do not want to send to this partner.

For example, you could clear the **Mobile** check box to send only users linked to desktop cookie IDs. For an app that can deliver users for both apps and mobile web cookies, you could clear the **Mobile Cookie ID** check box to deliver only Apple IDFAs and Google AdIDs.

- (Optional) Select a macro from the **Add Macro** list and enter an appropriate value. The macro is appended to the pixel URL created for the campaign. See [Pixel URL Macros](#) for more information.

- If a *Custom Parameters* section appears and one or more boxes do not contain values, enter the appropriate information.

Important! Do not change any values that appear by default.

Pixel URL delivery

If you want to deliver data to a partner does not have an app, you can enter their pixel URL. Optionally, you can add any required [pixel URL macros](#) to the pixel from the **Additional Macros** list. You can deliver data to a pixel URL even if you have also specified apps in the campaign.

To specify pixel URL delivery:

1. In the *Delivery Methods* section of the *Create Campaign* page, enter a URL into the *Pixel URL* field.

The pixel URL appears below the field.

2. (Optional) Select a macro from the **Additional Macros** list.

Pixel: Deliver your audience to one or more channel partners by entering their pixel URL. You can then use the drop-down list to add macros to the pixel. Once you are done, click Verify and Add to validate your pixel, and add it to the campaign.

Pixel URL

Verify and Add

http://tags.bluekai.com/site/38937?campaignid=\$CAMPAIGNS&audience_names=\$DMP_Audience_Name_Macro

Additional Macros

- \$DMP_Audience_Name_Macro
- \$TIMESTAMP
- \$SRAND
- \$CATEGORIES
- \$PRICE

The macro is appended to the pixel URL below the field.

3. Replace any variables in the macros with the values you want to use.
4. Click **Verify and Add** to validate the pixel URL and add it to the campaign.

JSON return delivery

You can deliver campaign data to your web page by using JSON return. To use this delivery method, [create a JS container tag](#), and insert it before the closing `</head>` tag on your page. When this tag is fired, a JSON object (`bk_results`) is returned to the page. It includes each campaign that has won the user and the categories that qualified them for the campaign. You can use this data to customize the content on your page.

Note: If you select an app or enter a pixel, the JSON return option is not available.

To deliver data by JSON return:

- In the *Delivery Methods* section of the *Create Campaign* page, click **Yes** under *JSON Return Tag*.

Selecting advanced delivery settings

The *Create Campaigns* page includes advanced settings that you can optionally configure. By default, these five settings are optimized based on the selected delivery method, but you can change them.

There are five advanced settings:

- **Category Granularity:** Select whether to deliver parent or parent and child categories in your audience. By default, only parent categories are delivered.
 - **Deliver Parent and Child Categories:** The campaign delivers users whose profiles contain either the category selected in the audience or any of the child categories underneath that category. For example, if your audience is targeting the **In-Market > Autos** category, your campaign will deliver users whose profiles contain that category or one of its child categories, such as **In-Market > Autos > Condition > Used Cars**. Selecting this option increases the amount of granular category data that is delivered.
 - **Deliver Parent Categories Only:** The campaign delivers only users whose profiles contain the exact category selected in the audience.

- **Categories Per Delivery** (pixel campaigns only): Specify the number of categories included per pixel delivery.
 - **All Categories:** All the categories won by the pixel campaign are included in the pixel. This is the default value.
 - **One Category per Site Visit:** The categories won by the pixel campaign are queued. Each time a user is seen online, a pixel is delivered and includes the next category in the queue.

- **Win Frequency:** Specify how often the campaign delivers data. If this option is not displayed, contact My Oracle Support ([MOS](#)) to request this feature.
 - **Win Every X Days** (app and pixel delivery only) The campaign delivers users once every 30, 15, or 7 days after they get tagged with a category for the first time. If a user gets tagged with the a category that is already in their profile before the selected interval has elapsed, they are not delivered. If a campaign targets multiple categories, and a user has been tagged with category A but not category B, the campaign re-delivers the user when they are tagged with category B. The campaign also resets the interval. The default frequency is 30 days.

- **Win Every Time** (JSON return delivery only): Your campaign delivers users every time they get tagged with a category. This setting is typically used for campaigns that deliver data via the JSON return tag. This ensures that customized site content linked to your campaign is displayed to users every time they visit your web page.
- **Win on Sites:** Select on which containers (site IDs) data may be delivered. If this option is not displayed, contact My Oracle Support ([MOS](#)) to request this feature.
 - **Win on All My Containers (Site IDs):** Your tag returns data for this campaign on all site IDs in your seat.
 - **Win on Selected Container (Site ID):** Your tag returns data for this campaign only on the site IDs selected. This setting is typically used for JSON return tags to restrict which site IDs can be used to return campaign data. For example, if you select site ID 1 and a JSON return tag is called with site ID 2, this campaign will not be included in the JSON object returned to your web page. If you select this option, a separate field appears where you select site IDs.
- **Priority:** You can rank campaigns from 1 (lowest priority) to 100 (highest priority) to specify which one has the priority for winning auctions.

To configure advance settings:

- (Optional) In the *Advanced Settings* section of the *Create Campaign* page, make selections in one or more of the available fields.

Some fields are active or inactive based on other selections you make. If you select **Win on Selected Container (Site ID)** in the **Win on Sites** field, another field appears where you can select site IDs one at a time. The IDs you select are shown in a table below the field.

Saving the campaign

When you save a campaign, the Oracle Data Cloud platform verifies that it contains all of the necessary elements and that there are no conflicts in the configuration. For example, it verifies that the

ID sources represented in the audience can be delivered by the selected delivery method. If conflicts are found, you see an error message and must correct them before saving.

You can save the campaign in either *Idle* or *Active* status. If you save it in *Active* status, it is ready to start delivering data within approximately 60 to 90 minutes. When a campaign is active, the estimated reach and estimated delivery information is not displayed because you can see actual numbers by running reports.

- Click **Save**.

The platform verifies the campaign configuration, then creates the campaign. The *Campaigns* page appears with the new campaign included.

Managing Campaigns

You manage your campaigns from the *Campaigns* page. This page includes a table that lists all of the campaigns associated with your seat.

Viewing campaigns

To view campaigns:

- From the Oracle Data Cloud platform dashboard, select **Manage > Campaigns**.

The *Campaigns* page displays the campaigns associated with your seat.

Campaigns						
No filters applied...						
+ Create - Delete ✎ Edit ✔ Enable ✘ Disable 📄 Copy 🗑️ Archive 📊 Reports						Updated
Status	ID	Name	Apps	IDs Delivered	Date Range	Updated
		47434	Sherene_RLSA_3.10		Start: 3/10/2014 End: 3/28/2014	11/1/2017
		47439	Prospecting_Trial	Prospecting_Trial	Start: 3/10/2014 End: 4/30/2014	11/1/2017
		133356	campaign_test_yang	just some thingy	Start: 12/31/2017 End: 6/13/2018	11/1/2017
		207269	test3rd	newyoutube3rdparty	Start: 10/27/2017 End: 10/27/2018	10/27/2017
		207228	testyt	new-youtube-tv	Start: 10/27/2017 End: 10/27/2018	10/27/2017
		207198	testyt	TESTYOUTUBE	Start: 10/27/2017 End: 10/27/2018	10/27/2017
		207180	testyt	testyoutv	Start: 10/27/2017 End: 10/27/2018	10/27/2017
		204622	testyoutv	testyoutv	Start: 10/19/2017 End: 10/19/2018	10/19/2017

Page 2 of 15 (51-100 of 720 items) [←](#) [«](#) [1](#) [2](#) [3](#) [»](#) [→](#)

The table includes a number of tools that you use to manage campaigns.

Name	Description
Filter	Filter the list of campaigns.
Create	Create a new campaign.
Delete	Delete a campaign.
Edit	Edit a campaign.
Enable	Set a campaign's status to <i>Active</i> .
Disable	Set a campaign status to <i>Idle</i> .
Copy	Create a new campaign by copying an existing one.
Archive	Archive a campaign to hide it from view.
Reports	Run campaign activity, delivery, and exchange reports.

Information in the table is organized into columns. Campaigns are ordered by the column highlighted in green. You can change this sort order.

Column	Description
Status	The current state of a campaign, which can be one of the following:

	<ul style="list-style-type: none"> ■ Active: The campaign is active. ■ Archived: The campaign is archived. ■ Creating: The campaign is in the process of being created. You cannot edit a campaign while its status is <i>Creating</i>. ■ Idle: The campaign is not delivering any data.
ID	The campaign ID.
Name	The campaign name.
Apps	The apps associated with a campaign.
IDs	The IDs types in the campaign data, represented by icons.
Delivered	
Date range	Start and end dates of the campaign.
Edited	The last date that the campaign was modified. By default, campaigns are sorted with the most recently updated campaign at the top.

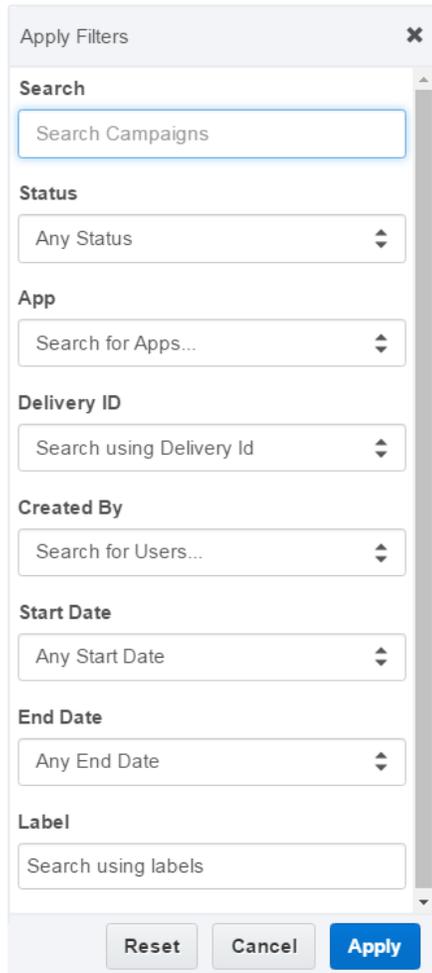
In addition, you can see the details of a campaign by clicking its link in the table. See [Viewing campaign details](#) for more information.

Filtering campaigns

You can filter the list of campaigns to show only campaigns that meet criteria that you specify. For example, you can filter the list to show only campaigns created by a particular user. All of the criteria you enter work together, so if filter by user name and label, you see only campaigns that have both the name and label you specify.

To filter the list of campaigns:

1. Click the filter icon  . The campaign filters are displayed.



Apply Filters

Search

Search Campaigns

Status

Any Status

App

Search for Apps...

Delivery ID

Search using Delivery Id

Created By

Search for Users...

Start Date

Any Start Date

End Date

Any End Date

Label

Search using labels

Reset Cancel Apply

2. Select any combination of the following filters:
 - **Search:** Enter a search string or the campaign ID.
 - **Status:** Select a status, such as **Idle** or **Active**.
 - **App:** Start entering an app name, then select from the list that appears.
 - **Delivery ID:** Select an ID source such as **Google Advertising ID (AdID)** or **3rd Party Desktop Cookie ID** from the list.
 - **Created By:** Start entering the user name for the person who created the campaign, then select from the list.

- **Start Date:** Select a time period such as **Past Month** or **Past Week** during which campaigns started. To specify a specific date, select **Custom Date** and enter a date in the new field that appears.
 - **End Date:** Select a time period such as **Past Month** or **Past Week** during which campaigns ended. To specify a specific date, select **Custom Date** and enter a date in the new field that appears.
 - **Label:** Search for campaigns with specific labels.
3. Click **Apply**.
 4. Click **Reset** to reset any filters applied to the campaigns.

Sorting campaigns

You can change the order in which campaigns appear on the *Campaigns* page. By default, they are arranged by date in Update with the most recent on top (descending order). You can choose to sort the campaigns in ascending or descending order by the *ID*, *Name*, or *Update* column.

To sort campaigns:

- In the *Campaigns* page, select a column and sort order in the menu on the upper right of the page.

The column you selected is highlighted in green and a triangle indicates the sort order.

Viewing campaign details

You can open a detailed overview of a campaign by clicking its link in the *Campaigns page*. The *Campaign Overview* page includes information about the campaign, the audiences it includes, and its delivery methods. The information is read-only, but you can open the campaign for editing and run reports about it.

You can open a detailed overview of a campaign by clicking its link in the *Campaigns page*. The *Campaign Overview* page includes information about the campaign, the audiences it includes, and its delivery methods. The information is read-only, but you can open the campaign for editing and run reports about it.

For campaigns in *Idle* status, the *Campaign Overview* page includes an *Inventory Estimation Results* section that delivery estimates by ID source for each delivery method, along with the audience reach.

Inventory Estimation Results						
	Apple IDFA	BlueKai 3rd Party Desktop Cookie ID	BlueKai Mobile Cookie ID	Google Advertising ID (AdID)	Audience Size	Delivery Estimate
AppNexus	Not Available	24.555k - 30.011k	7.92k - 9.68k	Not Available	50,307	32.475k - 39.691k
Google DFP	0	27.672k - 33.822k	3.258k - 3.982k	0	50,307	30.93k - 37.804k

When you change the campaign status to *Active*, the *Inventory Estimation Results* section is no longer displayed. You can get actual delivery information about active campaigns by running reports.

To view the campaign details:

1. On the *Campaigns* page, click a campaign's name link.

The *Campaign Overview* page appears.

Campaign Overview

[Edit](#) [Reports](#)

Basic Information

Campaign Name test end date	Status Idle	Campaign ID 277887	Label	Pricing Model CPM	Last Updated May 1, 2018
Created May 1, 2018	Start Date May 1, 2018	End Date July 30, 2018			

Audience Details & Composition

Name Test	Recency 30	Price \$1.80	Countries CA	Reach 2,923,800
--------------	---------------	-----------------	-----------------	--------------------

Inclusion

Segment 1	
17	In-Market > Autos OR
12246	In-Market > Education

Exclusion

Category ID	Category Name
18	In-Market > Travel

AND

Segment 2	
6956	In-Market > Financial Products & Services

Delivery Method

Status	App Name	Pixel URL	IDs Delivered
Active	smoke-test	http://bluekaipartner.tt.omtrdc.net/m2/bluekaipartner/ubox/f ...	□

Advanced Settings

Category Granularity Deliver Parent Categories Only	Categories Per Delivery All Categories	Priority 10	JSON Return Tag No	Win Frequency Win Every Time	Win On Sites All Sites
--	---	----------------	-----------------------	---------------------------------	---------------------------

2. (Optional) Click [Edit](#) to modify the campaign.
3. (Optional) Click [Reports](#) to run a report about the campaign.

Editing campaigns

You can modify campaigns to adjust their delivery or performance. All campaign attributes are editable except for the start date. You cannot change the start date of the campaign after the campaign has started.

To edit a campaign:

1. On the *Campaigns* page, select a campaign.

Click the **Edit** icon.

The *Create Campaign* page appears.

2. Configure the campaign by following the steps described in [create a campaign](#).
3. Click **Save**.

Copying campaigns

You can create a new campaign by copying an existing one. The new campaign initially has the same attributes as the original. You can edit it later to configure its settings. Copying campaigns enables you to use one campaign as a template for rapidly creating new ones with similar characteristics.

To copy a campaign:

1. On the *Campaigns* page, select a campaign.
2. Click **Copy** and confirm by clicking **Yes**.

A new campaign named of the same name with *Copy* appended is added to the campaign list.

3. (Optional) [Edit](#) the campaign.

Running reports

You can run the campaign activity or exchange reports to view the events associated with the campaign including its creation and any updates to it.

To run a campaign report:

1. On the *Campaigns* page, select a campaign.
2. Click **Reports**, then click the report to be run: **Activity** or **Exchange**.

The report opens in a new page.

Enabling and disabling campaigns

You can activate one or more idle campaigns and stop the delivery of data for active campaigns.

To enable an idle campaign:

1. On the *Campaigns* page, select an idle campaign.
2. Click **Enable**. The campaign is set to the active state and data delivery starts according to the campaign's schedule, bid price, and budget.

To disable an active campaign:

1. On the *Campaigns* page, select an active campaign.
2. Click **Disable**. The status of the campaign changes to *Idle* and the campaign stops delivering data delivery.

Archiving campaigns

Archiving campaigns is a way to remove them from view without deleting them entirely. Archived campaigns are hidden from view unless you filter campaigns to display them. The campaign must be disabled before you archive it.

You can [enable](#) an archived campaign to make it active again.

To archive a campaign:

1. On the *Campaigns* page, select a campaign.
2. If the campaign currently has a status of *Active*, click **Disable**.
3. Click **Archive**.
4. Click **Yes** to confirm the archiving.

Deleting campaigns

You can permanently delete one or more campaigns.

To permanently delete a campaign:

1. On the *Campaigns* page, select a campaign.
2. Click **Delete**.
3. Click **Yes** to confirm the deletion.

Media Targeting

The Oracle Data Cloud platform features hundreds of integrations with top technology platforms that enable you to power your media targeting campaigns with your first-party data. Many platforms also allow you to target third-party data purchased from the [Oracle Data Marketplace](#).

You can [create a media targeting campaign](#) to pass first- and third-party data to a media technology platform. This enables you to acquire users on ad exchanges and networks or to make direct purchases.

Each platform may support data linked to a number of [ID sources](#) ranging from desktop and mobile web cookies to mobile advertising IDs (MAIDs), which include IDFAs and Google ADIDs.

Media targeting integration types

Each platform may have slightly different workflows for receiving your data from the Oracle Data Cloud platform and mapping it to audience or segment objects in their platform.

Integration types include:

- **App partners:** You can [install an app](#) to automatically link your data campaign with the app vendor's audience destination URL (via their APIs). This enables the mapping of your target audience to the media vendor's target segment object. See the list of available [media targeting app partners](#).
- **Audience injection:** Automatically creates an audience object in the partner's platform after you create your data campaign in the Oracle Data Cloud platform. For example, the following partners have audience injection apps that support cookies and MAIDs:
 - [AppNexus](#)
 - [Centro](#)
 - [DataXu](#)

- [Google DBM - Advertiser](#)
 - [Google DFP](#)
 - [Google GDN](#)
 - [MediaMath](#)
 - [The Trade Desk](#)
- **Audience sharing:** Some partners require a manual mapping method that relies on your audience information being shared with them via email notification after you use the [audience sharing tool](#). For example:
- [AOL](#)
 - [Rocket Fuel](#)
 - [The Trade Desk](#)
 - [Turn](#)
 - [Yahoo! Genome](#)

Some coordination is required so that you only start sending data *after* your audience has been properly mapped. For example, you can manually change your campaign's status from **Idle** to **Active** after you get confirmation that the audience has been mapped. Mapping typically takes about 48 hours.

- **Paste-a-pixel campaign:** If your media targeting vendor does not have an app in Oracle Data Cloud's app catalog or they do not have an Oracle Data Cloud platform partner seat with which to share the audience, you can manually enter the pixel required for sending your campaign data to them. For details, see [creating a paste-a-pixel campaign](#).

Creating a media targeting campaign

Create a media targeting campaign to pass first- and third-party data to a media technology platform. This enables you to acquire users on ad exchanges and networks or to make direct purchases.

The Oracle Data Cloud platform includes pre-defined media vendor apps that automatically link your data campaign with the vendor's audience destination URL (via their APIs). This enables the mapping of your target audience to the media vendor's target segment object.

See the [list of available media targeting app partners](#) and set up an account with the media vendor if you do not already have one.

If your vendor's app is not currently listed, you can manually enter the pixel required for sending campaign data to your media vendor.

To create a media targeting campaign:

1. [Install an app](#) from the list of media targeting apps. Alternatively, you can [create a paste-a-pixel campaign](#) or [share your audience](#) if your media targeting partner lacks an app.
2. [Build your target audience](#) by selecting a combination of your private first-party and third-party categories relevant to your campaign. Create separate audiences for each [ID source](#), such as an audience that targets MAIDs and another that targets cookies.
3. [Create a campaign](#) and select the media targeting app you want to use for the campaign. You can add as many apps as you need, but one per campaign is recommended because it makes it easier to track, disable, or delete the campaign.
4. In the **Campaign Status** box, select the **Idle** status (recommended unless the app uses audience injection).
5. Click **Save**.
6. After you verify that your partner has mapped your audience to their segment object, [edit the campaign](#) and set its **Campaign Status** to **Active**.

Data transfer methods for media targeting campaigns

The following describes how server data transfer (SDT), push pixel, pull pixel, and JSON return methods are used to transfer campaign data.

- **SDT:** When a user in your target audience is seen in Oracle Data Cloud's network of data providers, Oracle Data Cloud directly sends your campaign data to your media partner via a

[SDT](#).

If your media partner's app includes the **Increase Data Delivery Overlap** check box, you can use it to enable or disable ID swaps. An ID swap tag is a 1x1 image pixel that triggers the exchange of UUIDs between the Oracle Data Cloud platform and your media partner. After a qualifying user is ID synced and seen on your media partner's network, the user receives your ad targeting. Then [create a container](#) in the platform and add your media partner's ID swap tag to it. If your media partner does not have an app, contact My Oracle Support ([MOS](#)) to request it for use with a [paste-a-pixel campaign](#).

- **Push pixel:** When a user in your target audience is seen in Oracle Data Cloud's network of data providers, the platform sends your campaign data to your partner via an image pixel. For details, see [image pixel delivery](#).
- **Pull pixel:** When a user in your target audience is seen in your app partner's network, your partner initiates a data request to the Oracle Data Cloud platform. Your campaign data is then returned to your app partner via an image pixel.
- **JSON return:** When a user in your target audience is seen in your media partner's network, the platform returns your audience data to your media partner in a JSON object. The JSON object contains a list of wins from one or more campaigns and each campaign includes a categories array that lists the `categoryID` and `timestamp` for each win. For details, see [JSON return tag](#).

Sample JSON data sent to a media partner:

```
var bk_results = {
  "campaigns": [
    {
      "campaign": 40819,
      "timestamp": 1377670420,
      "categories": [
        {
          "categoryID": 25714,
          "timestamp": 1377670396
        },
        {
          "categoryID": 75301,
```

```
        "timestamp": 1377670396
    }
]
}
]
};
```

If you do not know the data transfer method used by your partner, contact My Oracle Support ([MOS](#)).

MAID Delivery Campaigns

The Oracle Data Cloud platform can deliver categories (groups of users with the same attributes) into your platform targeted to the users' the mobile advertising IDs (MAIDs).

Creating a MAID delivery campaign

The best way to create a MAID delivery campaign is to [install an app](#) that supports MAID campaigns. The app catalog descriptions indicate which apps support MAIDs. The [feature availability list](#) also provides details about MAID apps.

If your media execution partner currently does *not* have an app in the Oracle Data Cloud platform app catalog, you can manually enter the pixel required for sending campaign data to your partner. For details, see [creating a MAID paste-a-pixel campaign](#). Some Oracle Data Cloud platform partners, such as [Rocket Fuel](#), require a manual mapping method that relies on [audience sharing](#).

To create a MAID delivery campaign:

1. Log in to partner.bluekai.com and [install an app](#) that supports MAID campaigns. Name the app so that you can easily identify it use with MAID campaigns. If it is displayed for the app, you can clear the **Increase Data Delivery Overlap** check box because ID swaps are not needed to deliver MAID data to partners.
2. [Create an audience](#) containing the categories you want to target. Provide a unique name for the audience that indicates its purpose and that it targets MAIDs.

3. Setting the audience's [ID sources](#) value to **Mobile Advertising IDs** or just one of its child options, such as **Apple IDFA**.
4. Click **Save > Save and Create Campaign** to automatically associate it with a new campaign.
5. In the **Campaign Name** box, enter a unique name for the campaign that indicates its purpose to deliver MAID data to your partner.
6. Click **Select Apps**, select the MAID app that you installed, and then click **Add Apps**.
7. Enter a start date and leave a **Status** of **Idle** selected unless your app supports audience injection.
8. Click **Save**.
9. After you verify that your partner has mapped your audience to their segment object, go to the *Campaigns* page, select the campaign, and click **Enable** to [activate](#) it.

Paste-a-Pixel Campaigns

If your media execution partner currently does *not* have an app in the Oracle Data Cloud platform app catalog, you can manually enter the pixel required for sending campaign data to your partner.

The Oracle Data Cloud platform can deliver categories into your partner's platform that are associated with a users' mobile advertising IDs (MAIDs) or with cookie-based data through a variety of [data transfer methods](#). If you do not know what method to use for your partner, contact My Oracle Support ([MOS](#)) to find out.

The following instructions assume that you will deliver cookie-based data, that your partner uses the server data transfer ([SDT](#)) delivery method, and that you will create an ID swap tag.

Tip: ID swap tags are not needed for [MAID paste-a-pixel campaigns](#).

Creating a paste-a-pixel campaign

To create a paste-a-pixel campaign:

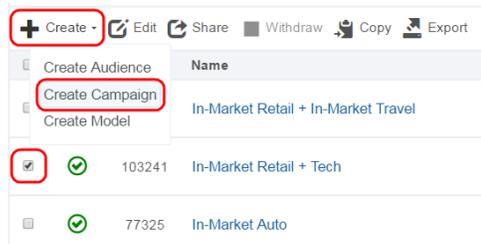
1. Log in to partner.bluekai.com and select **Manage > Tags**,
2. Click **Create New** and [create a new ID swap tag](#).

3. In the **Name** box, enter a descriptive name for the ID swap tag, such as "ID Swap Tag - *PartnerName*."
4. In the **HTML** box, enter the partner's ID swap pixel, which should have the following syntax:
``. Replace `IDSwapTag` with your partner's ID swap tag.
5. Click **Save**.
6. Select **Manage > Schedules**. The *Schedules* page is displayed.
7. Click **Create New** to [create a new schedule](#) to fire the ID swap tag on your users once every 10 days.
8. In the **Name** box, enter a descriptive name for your tag schedule.
9. Under *Tag Selection*, select the ID swap tag you created.
10. In the *Container Selection* list, click the [containers](#) on which the partner's ID swap tag is to be fired.
11. Click **Schedule Settings** and enter the following values for the general and advanced settings:

Setting	Value
Status	Active
Priority	100
Start Date	Enter the date on which the ID swap tag is to start firing
End Date	Leave empty
Inside iFrame	Enabled
Override: Tag Avg. Latency Limit (ms)	5000
Override: Max Tag Execution Time (ms)	1000
Frequency	1 time every 10 days

12. Select **Manage > Audiences**. The *Audiences* page is displayed.

13. Select the audience that you want to associate with the new campaign and then click **Create > Create Campaign**. Make sure that your partner supports the ID sources specified in the audience.



14. In the *Basic Information* section, enter the following details:
- **Campaign Name:** Enter a unique descriptive name for the campaign that makes it easy to identify.
 - **Label:** (Optional) Enter descriptive tags to help classify and filter your campaigns in the *Campaigns* page. Labels must have two or more characters.
 - **Start Date:** The date when your campaign is to begin (the default is today's date)
 - **End Date:** (Optional) The date when your campaign is to stop. By default, your campaign will end in one year.
 - Leave the default **Campaign Status** of **Idle** because data delivery cannot begin until your audience is mapped to a segment object in the partner's platform. Your campaign will not start running until you set its status to **Active**

Create Campaign

Jump to: [Basic Information](#) | [Audience Details](#) | [Delivery Method](#) | [Advanced Settings](#)

Basic Information

Campaign Name*	<input type="text" value="Coffee Lovers Campaign"/>	Label	<input type="text" value="☒ coffee"/>
Start Date*	<input type="text" value="06/15/2017"/>	Status*	<input type="text" value="Idle"/>
End Date*	<input type="text" value="06/15/2018"/>		

15. In the **Pixel URL** box , enter the delivery endpoint pixel URL that associates your ID swap pixel's domain with your [SDT](#) endpoint.
16. (Optional) Append any of the available [pixel URL macros](#).
17. Click **Verify and Add** to validate your pixel and add it to the campaign.
18. Click **Save**.
19. After you verify that your partner has mapped your audience to their segment object, [edit the campaign](#) and set its **Campaign Status** to **Active** to begin delivering your Oracle Data Cloud platform data to the partner.

Creating a MAID paste-a-pixel campaign

You will need your media targeting partner's delivery endpoint pixel but MAID campaigns do not require you to deploy ID swap tags on your site.

To create a paste-a-pixel campaign to deliver MAID data:

1. Log in to partner.bluekai.com and [create an audience](#) containing the categories you want to target.
2. Target users on mobile devices by setting the audience's [ID sources](#) value to **Mobile App** or just one of its child options.
3. Select **Save > Save and Create a Campaign**.
4. In the *Basic Information* section, enter the following details:
 - **Campaign Name:** Enter a unique descriptive name for the campaign that makes it easy to identify.
 - **Label:** (Optional) Enter descriptive tags to help classify and filter your campaigns in the *Campaigns* page. Labels must have two or more characters.
 - **Start Date:** The date when your campaign is to begin (the default is today's date)
 - **End Date:** (Optional) The date when your campaign is to stop. By default, your campaign will end in one year.

- Leave the default **Campaign Status** of **Idle** because data delivery cannot begin until your audience is mapped to a segment object in the partner's platform. Your campaign will not start running until you set its status to **Active**.
5. In the **Pixel URL** box, enter the delivery endpoint pixel URL that associates your ID swap pixel's domain with your [SDT](#) endpoint.
 6. (Optional) From the **Additional Macros** list, select any of the available [pixel URL macros](#).
 7. Click **Verify and Add** to validate your pixel and add it to the campaign.
 8. Click **Save**.
 9. After you verify that your partner has mapped your audience to their segment object, [edit the campaign](#) and set its **Campaign Status** to **Active** to begin delivering your Oracle Data Cloud platform data to the partner.

Dynamic Creative Optimization Campaigns

You can use first- and third-party Oracle Data Cloud platform data to create dynamic creative optimization (DCO) campaigns that target users with customizable ad components that change based on the users' preferences and experiences with your brand. For example, if a user has shown intent to purchase a specific model of a product, you can display relevant messaging (customized text and images) in a section within your ad based on the user's interest.

Integrating Oracle Data Cloud platform data into your DCO campaigns enables you to do the following:

- Dynamically change creative ad components based on individual audiences.
- Effectively target users based on their interests and intent.
- Increase message relevancy by appealing to a user's preferences or brand experiences.
- Personalize messaging as users move through the purchase funnel.

Before you start

Before you can integrate Oracle Data Cloud platform data into your DCO campaigns, you must:

- Have an account with a [media targeting](#) partner.
- Have an account with a [DCO vendor](#).

Note: If your DCO partner is not included in the Oracle Data Cloud app catalog, contact My Oracle Support ([MOS](#)) to determine an alternative [data transfer method](#) to use with your campaign for sending data to your partner.

Installing a DCO app

To create the DCO app partner configuration:

1. Log on to [partner.bluekai.com](#) and select **Apps > Install Apps**.
2. Click **App Catalog**. The *App Selection* list is displayed.
3. Click the **Dynamic Creative Optimization** campaign solution type and the select your DCO partner.
4. Enter any values specific to your DCO partner.
5. Note any data delivery instructions included in the app installation UI.
6. Click **Save**.
7. Complete any data delivery instructions indicated during the installation.

Learn more: [Installing an app](#)

Creating an audience

To create an audience:

1. Click **New Audience**.
2. Enter a unique, descriptive name for your audience and append DCO (for example, **In-Market_Autos_DCO**). The audience name should only contain alphanumeric characters, spaces, and underscores.

3. In the audience builder, select a combination of first- and third-party categories to define your target audience.
4. Click **Save**.

Learn more: [Creating an audience](#)

Creating data campaigns

You can use the create campaign tool to create two data campaigns: one for your DCO partner and another for your media targeting partner. The two campaigns must use the same audience and data settings. Your [media targeting](#) partner uses your data campaign to target users and call your DCO partner to optimize your ad. Creating a data campaign for both partners ensures that your users will see your optimized ads.

By default, the create campaign tool enables you to create the data campaign for your media targeting partner immediately after you finish creating the DCO partner's campaign. The create campaign tool preserves all the settings you specified for the DCO vendor; therefore, you only have to configure the settings once in most cases.

To create a data campaign:

1. On the *Audiences* page, select the check box for the audience that you want to send to your DCO partner and your media targeting partner and then select **Create > Create Campaign**. The *Create Campaign* window is displayed.
2. In the *Basic Information* section, enter the following details:
 - **Campaign Name:** Enter a unique descriptive name for the campaign that makes it easy to identify.
 - **Start Date:** The date when your campaign is to begin (the default is today's date)
 - **End Date:** (Optional) The date when your campaign is to stop. By default, your campaign will end in one year.

- **Status:** Set the campaign status to **Active**. If you are starting your campaign on today's date, it will begin running in approximately 60 to 90 minutes after you click **Save**.

Create Campaign

Jump to : [Basic Information](#) | [Audience Details](#) | [Delivery Method](#) | [Advanced Settings](#)

Basic Information

Campaign Name*		Label
<input type="text" value="Coffee Lovers Campaign"/>		<input type="text" value="☒ coffee"/>
Start Date*	End Date*	Status*
<input type="text" value="📅 06/15/2017"/>	<input type="text" value="📅 06/15/2018"/>	<input type="text" value="Idle"/>

3. Click **Select Apps**, select the DCO partner app that you installed, and then click **Add Apps**.
4. (Optional) Insert macros to pass additional metadata about the data campaign or the user. For details, see [pixel URL macros](#).
5. Click **Save**.
6. [Create a media targeting campaign](#) that specifies the same audience as the DCO campaign.

Your DCO campaign will be ready to start delivering data within approximately 60 to 90 minutes. Your media targeting campaign will be ready after the audience is mapped and you set the campaign status to **Active**.

Learn more: [Creating a campaign](#)

Pixel URL Macros

You can add the following macros as key-value pairs within a pixel URL:

Macro	Replaced by
<code>\$_BK_UUID</code>	Obfuscated Oracle Data Cloud unique user ID (BKUUID). The BKUUID is a 16-character alphanumeric identifier that may include upper-case and lower-case letters and some special characters. For example: <code>dXF+DNR/99YjF70X</code>
<code>\$_BK_UUID_NOSLASH</code>	Returns the BKUUID with dashes (-) instead of slashes (/). For example: <code>dXF+DNR-99YjF70X</code>
<code>\$ADID</code>	The Android user's Google Advertising ID

Macro	Replaced by
	For more details, see MAID paste-a-pixel campaigns .
<code>\$CAMPAIGNS</code>	The list of recently winning campaign IDs To limit the number of items in one call, append parentheses with a number, for example: <code>\$CAMPAIGNS(5)</code>
<code>\$CATEGORIES</code>	The list of tag category numbers matching this campaign win By default, items are separated by vertical bar (" ") characters. To change the separator, append square brackets with the separator character you want to use, for example: <code>\$CATEGORIES[,]</code> . To change the separator and limit the number of items in a tag call, use the parentheses with the limit first, and then use the square brackets with the separator, for example: <code>\$CATEGORIES(8)[,]</code> . The opposite order will not work.
<code>\$COLO</code>	Returns the ID of the colocation server that the user hits Used only for the user data API .
<code>\$COUNTRY_CODE_UPPER</code>	The ISO 3166-1 alpha-2 country code of the user
<code>\$DMP_Audience_Name_Macro</code>	The name of the audience targeted and won by the campaign
<code>\$IDFA</code>	The iOS user's identifier for advertising (IDFA) For more details, see MAID paste-a-pixel campaigns .
<code>\$LEAF_CATEGORIES</code>	A list of category IDs matching the campaign win not including parent nodes (only includes the lowest categories in the tree) This macro is otherwise the same as the <code>\$CATEGORIES</code> macro.
<code>\$PCATSTIME</code>	The time when the data was collected on the user
<code>\$PRICE</code>	Win price for this campaign
<code>\$RAND</code>	A dynamically-generated, random 32-bit unsigned integer value, which can be used to avoid browser caching ("cache busting")
<code>\$REPEAT_VISITOR(siteID)</code>	<ul style="list-style-type: none"> ■ Returns a 0 if the user has <i>never</i> been seen on the partner's site IDs called in the macro ■ Returns a 1 if the user has been seen on the partner's site IDs called in the macro ■ Returns nothing for invalid sites or sites for which the user does not have access

Macro	Replaced by
	<ul style="list-style-type: none"> Returns new visitor indication for all site IDs for the partner if no siteID is listed in the macro <p>To list multiple siteIDs, separate the siteIDs by a comma. For example <code>(\$REPEAT_VISITOR(1234,9876, 3241)</code>.</p> <p>Multiple site IDs are treated as an OR condition:</p> <ul style="list-style-type: none"> If the user has never been seen on any of the site IDs, 0 is returned. If the user has been seen on any of the sites listed, 1 is returned.
<code>\$TIMESTAMP</code>	The current Unix time (in seconds since Jan. 1 1970 UTC) when the campaign win occurred
<code>\$URL_ARG(field, inDelims, outDelim, minVal, maxVal, T R)</code>	Reformatted key-value pairs (phints) in an Oracle Data Cloud tag URL or referrer URL See \$URL_ARG macro .
<code>\$URL_ENCODED_ARG(keyName)</code>	<p>Returns the value of the named phint matching <i>keyName</i> in the argument passed. This macro requires the campaign and site to be owned by the same partner. For example:</p> <ul style="list-style-type: none"> Pixel URL: <code>http://sometag.example.com?foo=\$URL_ENCODED_ARG(url_arg)</code> Oracle Data Cloud tag call: <code>http://tags.bluekai.com/site/4712?ret=html&phint=url_arg%3DPHINT_PASSED&limit=10&r=43132838&url_arg=URL_PASSED</code> Result: <code>http://sometag.example.com?foo=URL_PASSED phint_passed</code> <div style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p>Important: This macro does not work for redirects using <code>done=</code>.</p> </div>

\$URL_ARG macro

The `$URL_ARG(field, inDelims, outDelim, minVal, maxVal, T|R)` macro parses and transforms the key-value pairs (phints) in an Oracle Data Cloud tag URL or referrer URL to a new format. This macro takes the following comma-separated parameters:

Parameter	Description
<code>field</code>	The name of the key to be parsed and transformed.
<code>inDelims</code>	<p>Enter one or more delimiters in the inbound URL that you want to transform. If the key only has one value, you do not need to enter a delimiter. The following delimiters must be expressed as literal values:</p> <ul style="list-style-type: none"> ■ COLON ■ COMMA ■ DASH ■ SEMICOLON ■ UNDERSCORE ■ VERTBAR
<code>minVal</code> <code>maxVal</code>	<p>Specify the range of values to be transformed and sent. For example:</p> <ul style="list-style-type: none"> ■ For just the first value, enter 0 for both parameters. ■ For just the first two values, enter 0 for the <code>inDelims</code> parameter and enter 1 for the <code>outDelim</code> parameter. ■ For just the second value in a key that has five values, enter 1 for both the <code>inDelims</code> and <code>outDelim</code> parameters. ■ For all the values starting from the second value, enter 1 for the <code>inDelims</code> parameter. ■ For just the last value in a key that has three values, enter 2 for both the <code>inDelims</code> and <code>outDelim</code> parameters.
<code>outDelim</code>	<p>Enter the delimiter to be used in the outbound URL to separate the key's values. This outbound delimiter will replace all the delimiters you entered in the <code>inDelims</code> parameter. You can only enter one delimiter. If the key only has one value, do not enter a delimiter. You must enter the delimiter as a literal value.</p>
<code>T</code> <code>R</code>	<p>Specifies from which part of the inbound request to get the attribute to be converted.</p> <ul style="list-style-type: none"> ■ <code>T</code> (the default): The Oracle Data Cloud tag URL ■ <code>R</code>: The URL of the previous web page from which a link was followed

Examples:

URL_ARG macro	URL	Result
test, COMMA, DASH, 0, 2, R	http://abc.com/def?test=all,that&test=jazz,plays	all-that-jazz
test, UNDERSCORE VERTBAR, COMMA, 2, 3, T	http://tags.bluekai.com/site/1234?ret=html&test=abc_def xyz_pdq	xyz,pdq

3.5 Using tags

You can use Oracle Data Cloud platform tags to extract user attributes from your containers (also known as sites, mobile sites, and mobile apps) and to traffic third-party pixels.

This document summarizes and illustrates the tags used for the partner interface (partner.bluekai.com) and tag management service (publisher.bluekai.com).

Note: Oracle Data Cloud tags and code include references to *BlueKai* and *bk*. These references are the result of legacy naming policies.

You use the tag management service to [schedule the firing of third-party tags](#) from the container. Container tags are not set or visible from the tag management service.

The container tag includes JavaScript and HTML code that collects explicitly defined data from a website and then transfers that data to partners by scheduling third-party tags and pixels onto a client's page. It includes settings that determine how the tag is fired and how data collection and transfer is managed. See [creating containers](#) for more information on the different firing methods and options for the various container tag types.

To create and schedule tags:

1. [Create a container](#).
2. [Create a tag](#).
3. [Set targeting conditions](#).
4. [Schedule the tag into the container](#).
5. [Monitor the tag and its latency](#).

3.5.1 Trafficking third-party pixels

You can traffic third-party image pixels in the partner interface. The image pixels must always be content type image and are typically 1x1 ad server pixels. Pixels trafficked using the partner interface are delivered into the exchange div (`<div id="bk_exchange">`) and they are governed by [Oracle Data Cloud Platform User Experience Guard \(UXG\)](#). The following example demonstrates an image pixel in the partner interface:

```
http://d.p-  
td.com/r/dd/id/L21rdC80L2NpZC8zMDI40DkxL3QvMi9jYXQvMTY5MDgzMTAhttp://a  
d.yieldmanager.com/pixel?id=1471293&id=1471315&id=1471314&id=1471316&t  
=2http://ad.doubleclick.net/activity;src=2305757;type=ipggr280;cat=ep  
in622;ord=$RAND?
```

3.5.2 Trafficking third-party tags

You can traffic third-party tags using the tag management service in the platform publisher interface. The third-party tags may consist of JavaScript, HTML, or image pixels. Administrators of the publisher interface have the flexibility to schedule the appropriate tags onto a client's website. Tags trafficked using the publisher interface are delivered into individual tag management divs, which are called placements (for example, `<div id="bk_pl_139">` and `<div id="bk_pl_141">`). The tags are governed by the tag management latency and monitoring settings specified by the tag management administrator (for details, see [UXG](#)).

The following examples demonstrate the JavaScript, HTML, and image tags that you can traffic in the publisher interface:

- **HTML:** `castleton.com Home Page`
- **Image:** ` height="1">` For pages with SSL:
` height="1">`
- **JavaScript:** `<script src="http://sampleadnetwork.com/slf/run.js"></script>`

3.5.3 Container tag output

The following image shows the container tag.

```
<html>
<head>
<script type="text/javascript">
var bkObj={ clearDiv:function(divId) { try { var divRef=document.getElementById(divId); divRef.innerHTML="";
} catch (e) {} }; setTimeout("bkObj.clearDiv('bk_pl_139')",1000);
setTimeout("bkObj.clearDiv('bk_pl_148')",1001);</script></head>
<body>
  <div id="bk_exchange">
    
    
    
  </div>
  <div id="bk_pl_139">
    
    
    
  </div>
  <div id="bk_pl_148">
    
  </div>
</body>
</html>
```

The `bk_exchange` and `bk_pl` (placement) divs output by the tag are described as follows:

- `<div id="bk_exchange">`: All third-party image pixels trafficked through partner.bluekai.com fire within the `bk_exchange` div. Best practice is to limit pixel firing inside the `bk_exchange` div to four per page view. Third-party image pixels trafficked into the `bk_exchange` div are governed by UXG.
- `<div id="bk_pl_139">`: All third-party tags trafficked through publisher.bluekai.com inside the Oracle Data Cloud iframe will fire within their own tag management placement div. The tags are governed by the tag management latency and monitoring settings specified by the tag management administrator (for details, see UXG).

Third-party tags trafficked through publisher.bluekai.com but *outside* the Oracle Data Cloud iframe will fire directly onto the client's page. For third-party tags trafficked outside of the iframe,

the *Default Tag Avg. Latency Limit (ms)* and *Tag Avg. Latency Limit Override (ms)* settings are enforced, but the *Max JS-tag execution time (ms)* setting is not.

Note: If a tag is suspended, the platform indicates the suspension by replacing the tag with inert code (for example, ``). This provides an additional visual queue for partners who are monitoring tag firing schedules (for details, see [tag report](#)).

3.5.4 Creating Containers

Oracle Data Cloud platform containers help you to do the following:

- Generate a unique site ID that represents your desktop and mobile websites, mobile apps, ad server log, or offline file where the user's data was collected and associates it with your Oracle Data Cloud platform partner seat.
- Generate HTML and JavaScript tag code that transfers explicitly-defined data from your sites to partners by scheduling tags and pixels on desktop and mobile web pages.
- Manage the firing of tags on your websites.
- Collect user data that is pushed to your DMP.

The site ID enables the platform to recognize incoming data as yours and the data extracted from your site to be mapped to the appropriate categories in your taxonomy via classification rules. When you create a container, two site IDs are generated:

- A site ID for managing your desktop site
- A mobile site ID with `_mobile` appended to the container name to be used to manage your mobile (m.com) site

Important: Use a separate site ID for each of your desktop sites, mobile sites, and mobile apps. If you are collecting data from all three, you will need at least two containers: one for your

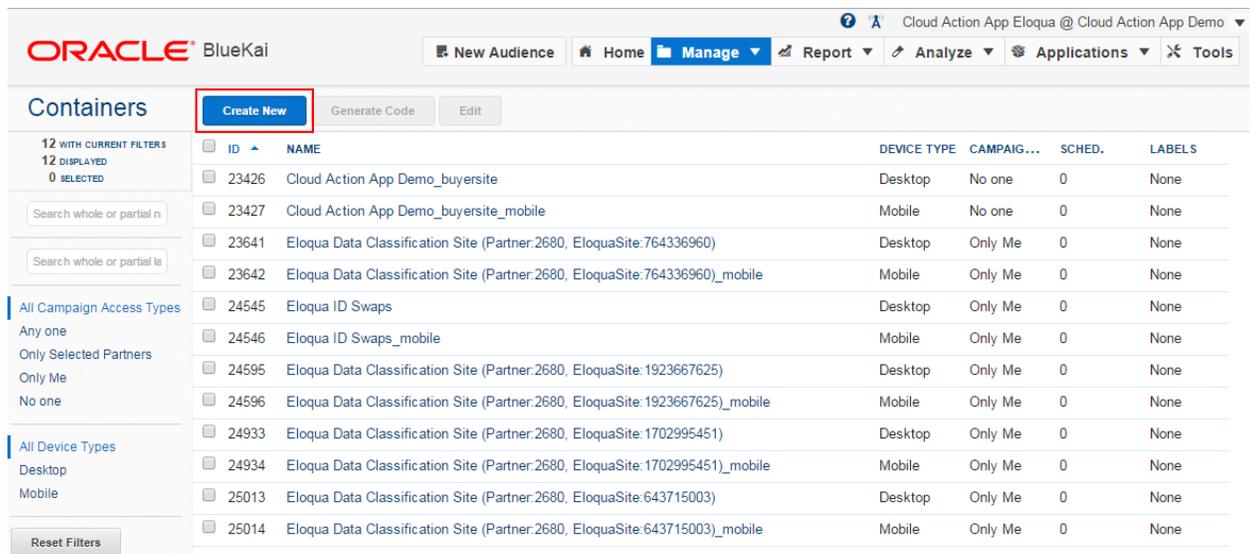
desktop and mobile site, and another for your mobile app. Each mobile app should have its own container and use the mobile site ID.

Creating a container

You can create a container and generate tag code using the container creation tool. The tool includes [different tag types](#) that control how the container is fired and how it collects and transfers user data.

To create a container:

1. Select **Manage > Containers**. The *Containers* page lists all the containers you have created.



ID	NAME	DEVICE TYPE	CAMPAIG...	SCHED.	LABELS
23426	Cloud Action App Demo_buyersite	Desktop	No one	0	None
23427	Cloud Action App Demo_buyersite_mobile	Mobile	No one	0	None
23641	Eloqua Data Classification Site (Partner:2680, EloquaSite:764336960)	Desktop	Only Me	0	None
23642	Eloqua Data Classification Site (Partner:2680, EloquaSite:764336960)_mobile	Mobile	Only Me	0	None
24545	Eloqua ID Swaps	Desktop	Only Me	0	None
24546	Eloqua ID Swaps_mobile	Mobile	Only Me	0	None
24595	Eloqua Data Classification Site (Partner:2680, EloquaSite:1923667625)	Desktop	Only Me	0	None
24596	Eloqua Data Classification Site (Partner:2680, EloquaSite:1923667625)_mobile	Mobile	Only Me	0	None
24933	Eloqua Data Classification Site (Partner:2680, EloquaSite:1702995451)	Desktop	Only Me	0	None
24934	Eloqua Data Classification Site (Partner:2680, EloquaSite:1702995451)_mobile	Mobile	Only Me	0	None
25013	Eloqua Data Classification Site (Partner:2680, EloquaSite:643715003)	Desktop	Only Me	0	None
25014	Eloqua Data Classification Site (Partner:2680, EloquaSite:643715003)_mobile	Mobile	Only Me	0	None

You can open a container to view its client-side tag code for use in to your website.

2. Click **Create New**. The *Create New Container* dialog is displayed.

3. In the *Create New Container* dialog, enter the following properties:

Property	Description
Name	Enter a unique, descriptive name for the container that makes it easy to identify. For example, you can enter the name of your web site.
List Type	<p>Whitelist (enable) or blacklist (disable) data collection for users with IP addresses mapped to the countries selected in the Country List.</p> <p>You can use whitelisting to enable data collection/delivery for a small set of countries (all unselected countries are disabled). You can use blacklisting to disable a small set of countries. Netherlands is blacklisted by default.</p> <div style="border: 1px solid orange; padding: 10px; margin-top: 10px;"> <p>Data Providers Onboarding EU Data. To ingest data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent agreement. If you have not signed the agreement, you can only create containers that are configured for non-EU countries.</p> <p>This means that a blacklist must include the EU region or countries and a whitelist may not; otherwise, the Containers dialog will display an error. By default, new containers will blacklist the EU.</p> <p>Contact your Oracle Account Representative to obtain and sign the agreement. After the agreement has been processed, you can edit your existing containers or create new ones for onboarding EU data.</p> </div>

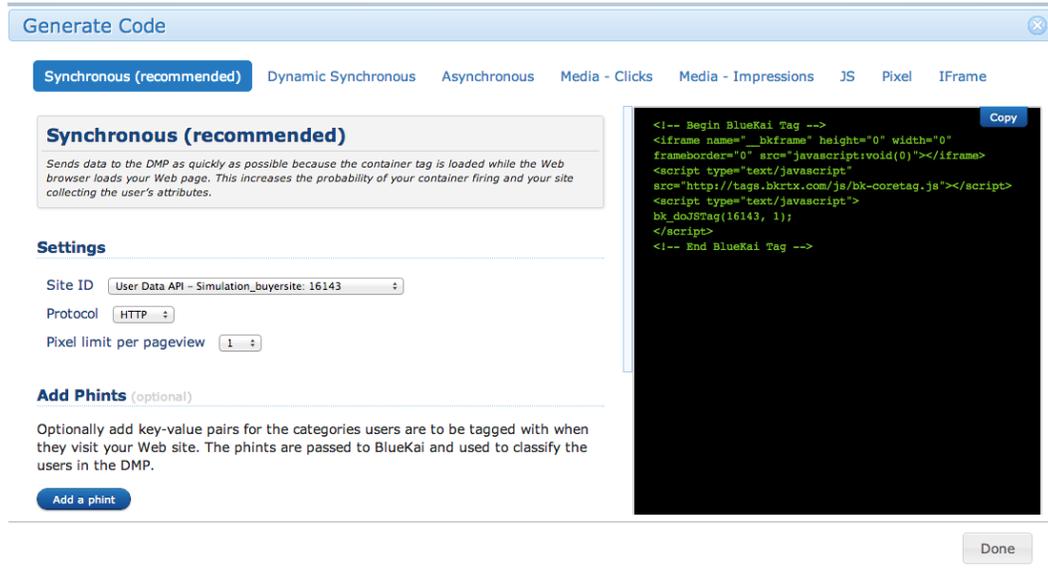
Property	Description
	<p>IP Address - Country Mapping: Oracle uses third parties to map IP addresses to countries and is not responsible for the accuracy of those mappings. Customer is responsible for obtaining the consents from and providing the notices to all users whose data is collected through the services.</p>
Country List	<p>Select one or more countries or regions to be whitelisted or blacklisted based on the selected List Type. You can select all the countries in the EU by selecting the EU region.</p>
Default auction limit	<p>Enter the maximum number of slots available in the container for firing image tags. For DMP clients, this is the number of slots available for transferring first-party data to app partners. For data providers, this is the number of slots available for selling data or executing ID swaps. The default auction limit is 4. You can overwrite this default auction limit in your client-side container tag code. To do this, enter the overriding limit in the Pixel Limit per pageview property within the container tag code generator. The lowest value entered between the <i>Create New Container</i> dialog and the code generator will be the auction limit that is used.</p>
Data transfer enabled	<p>Enables the user data collected from this container to be sold to any partner in the Oracle Data Marketplace. This check box is cleared by default, which means that the data is private and cannot be sold to any partner that has not been whitelisted. You can classify your private data into public categories (for example, Geographic > Self Declared), and only you will get the data delivery or see the inventory.</p>
Performance pixel	<p>Makes this container a performance pixel, which is used only for analytics. This check box is cleared by default.</p>
Campaign access	<p>Specify which of your whitelisted partners can fire image pixels in the container's exchange <div> tag and win campaigns on this site:</p> <ul style="list-style-type: none"> ■ Anyone: All of your whitelisted Partners can win on this site. This is the

Property	Description
	<p>recommended setting for Data Providers who sell data in the Oracle Data Marketplace.</p> <ul style="list-style-type: none"> ■ Only Selected Partners: Only specified whitelisted partners can win on this site. To enable a whitelisted partner to win on your site, click anywhere in the box below and then select the partner. This is the recommended setting for DMP clients who work with a trading desk to run campaigns and need to give them access to their container. ■ Only Me: Only your campaigns can win on this site. This is the default. ■ No One: No campaigns can win on this site. This includes campaigns in your own partner seat. This is useful for onboarding offline data or other scenarios where the site needs to be used exclusively for a specific purpose. <p>This setting takes precedent over the number of slots made available in the default auction limit parameter. For example, if you make four slots available but do not allow any campaigns to win on your site, no image pixels will be allowed to fired within your container.</p> <p>For more details on whitelisting partners, contact My Oracle Support (MOS).</p>
Data transfer boost	<p>Select this check box to re-fire the container tag every n seconds after the initial page load while the user is still on the page. This enables you to increase the number of third-party pixels that can be fired from the container, while exceeding the auction slot limit, but without affecting the performance of your page. The container tag can be re-fired a maximum of 15 times. If you cannot insert an <code><iframe></code> tag on the web page or if a deployment is implemented using JavaScript. It also can be used to track events that are executed after the web page has initially loaded. The frequency in which the container tag is re-fired depends on the data transfer interval.</p> <p>For example, if you set the default auction limit to <code>10</code>, enable data transfer boost, set the data transfer interval to <code>7</code> seconds, and you add 30 third-party pixels to</p>

Property	Description
	<p>the container, the following will occur:</p> <ol style="list-style-type: none"> 1. When the page is initially loaded, the first 10 third-party pixels are fired. 2. After the Oracle Data Cloud platform receives a DomReady event indicating that the page has completed loading, a 7-second countdown begins. 3. If the user is still on the page after the countdown, the next 10 third-party pixels are fired. The next 7-second countdown begins. 4. If the user is still on the page, the last 10 third-party pixels are fired. <div style="border: 1px solid #008000; border-radius: 10px; padding: 10px; margin-top: 10px;"> <p>Note: Data transfer boost is enabled by default for new containers.</p> </div>
Data transfer interval	If you enabled data transfer boost, specify how frequently (in seconds) the container tag is re-fired.
Labels	Enter unique, descriptive tags for your container and then press Enter or click the link for the label that appears after you enter the label name. Labels must be two characters or more. You can use labels to help classify your containers in the <i>Containers</i> page.
Notes	Enter a summary or any other relevant information for your container.

4. Save the container. When you save the container, the system creates two containers: one for your desktop site and another for your mobile (m.com) site. To save the container, do one of the following:
 - Click **Save** to save the container and return to the *Containers* page. To generate the container tag code later on, do one of the following:
 - Select the check box for the container and then click **Generate Code**.
 - Select the check box for the container, click **Edit** to optionally modify the container's settings in the *Edit Container* dialog, and then click **Generate Code**.

- Click **Save and Generate Code** to save the container and immediately open the *Generate Code* dialog, where you can create the tag code to be included in the container.
5. At the top of the *Generate Code* dialog, click one of the [tag types](#), which control how the container is fired. The code corresponding to the selected tag type is displayed in the read-only code box to the right. The tag types support a number of deployments, such as [synchronous](#) for quickly sending user data to the platform or [dynamic synchronous](#) for deploying the container inside another tag manager. You can also add [phints](#) (key-value pairs) to the container for tagging users with categories and sending the user data to the platform. The *Create New Container* tool displays the updates to your container tag code as you modify its settings and add phints. It includes a standard configuration template for deploying your containers on mobile websites and hybrid mobile apps.



6. Under *Settings*, set the following options for the container. The code box to the right is updated as you configure these options:

Option	Description
Site ID	Select the unique site identifier to be used in your tag code. This value overwrites the default auction limit set in the lowest value between the <i>Create New Container</i> dialog and the code generator is the auction limit that is used. The lowest value between the <i>Create New Container</i> dialog and the code generator is the auction limit

Option	Description
	that is used.
Protocol	Keep the default value of HTTP unless your site uses HTTPS.
Pixel limit per pageview	You can enter a lower value for this setting to override the Default auction limit value in the <i>Create New Container</i> dialog. The lower of the two values is used.
Ad server	If you are configuring a Media - Impressions or Media - Clicks tag type, select the ad server to be used, such as DFP .
Creative click thru URL	If you are configuring a Media - Impressions or Media - Clicks tag type, enter the click-thru URL and then click anywhere outside the box or press TAB. The click-thru URL is encoded and added to the tag code.

7. (Optional) Under *Add Phints*, add key-value pairs for the categories user are to be tagged with when they visit your website. The phints are passed to the platform and used to classify the user in the DMP. If you are not using a **Synchronous**, **Dynamic Synchronous**, or **Asynchronous** container, which contain the standard Oracle Data Cloud core tag, you must input the phints directly in your URL. To add a phint to the tag code:
 - i. Click **Add a phint**.
 - ii. In the **Key** and **Value** boxes, enter the unique identifier for the data item and the value of the data item, respectively.
8. If you are configuring a **Synchronous**, **Dynamic Synchronous**, or **Asynchronous** tag type, you can click one of the following server standard templates under *Configuration Template* to automatically configure the tag code with the recommended advanced options:

Generate Code

Synchronous (recommended) Dynamic Synchronous Asynchronous Media - Clicks Media - Impressions JS Pixel IFrame

Configuration Templates

Desktop
Use with sites intended for non-mobile Web browsers.

Mobile
Use with mobile Web sites and hybrid mobile apps.

Advanced Configuration

Allow multiple tagging DEFAULT: FALSE
Allow the tag to be called multiple times for Single Page Applications or on page events.

Suppress multiple tagging DEFAULT: TRUE
Only allow a single tagging call to be made.

Use multiple IFrames DEFAULT: FALSE
Ensure that each request is protected against race conditions for Single Page Apps.

Fire inside and outside IFrame DEFAULT: TRUE
Prohibit tags from being scheduled directly on the page, outside of the IFrame.

```
<!-- Begin BlueKai Tag -->
<iframe name="_bkframe" height="0" width="0"
frameborder="0" src="javascript:void(0)"></iframe>
<script type="text/javascript"
src="http://tags.bkrtx.com/js/bk-coretag.js"></script>
<script type="text/javascript">
bk_doJSTag(16143, 1);
</script>
<!-- End BlueKai Tag -->
```

Copy

Done

- Desktop:** The container will be deployed on sites intended for non-mobile web browsers. Clicking this button clears any check boxes you have selected under *Advanced Configuration*.
- Mobile:** The container will be deployed on mobile web sites and hybrid mobile apps. Clicking this button enables the following options under *Advanced Configuration*: **Allow Multiple Tagging** and **Use Multiple IFrames**.

- (Optional) Configure the tag code by setting [advanced options](#).
- In the code box to the right, click **Copy** to copy the container tag to the clipboard so you can directly paste it into your web pages or save them in a text file. The status of the box changes to **Copied to Clipboard**.

Note: The code is not saved in the *Generate Code* dialog when you click **Done**. This dialog is only serves as a tag code generator.

- Click **Done**.

Tag types

The *Create New Container* tool can generate eight different tag types that control how the container is fired and how it collects and transfers user data. All of the following example container tags indicate

that the site ID is `15415`:

- **Synchronous** (recommended): Sends data to the Oracle Data Cloud platform as quickly as possible because the container tag is loaded while the web browser loads your web page. This increases the probability of your container firing and your site collecting the user's attributes.

```
<!-- Begin BlueKai Tag -->
< iframe name = "__bkframe"
height = "0"
width = "0"
frameborder = "0"
style = "display:none;position:absolute;clip:rect(0px 0px 0px
0px)"
src = "about:blank" > < /iframe> < script type =
"text/javascript"
src = "http://tags.bkrtx.com/js/bk-coretag.js" > < /script>
< script type = "text/javascript" >
    bk_addPageCtx('Key', 'Value');
bk_doJSTag(15415, 1); < /script>
<!-- End BlueKai Tag -->
```

- **Dynamic Synchronous**: Enables the container to be deployed inside another container tag. When the container tag code is executed, it dynamically creates an iframe. This tag type is useful when your web page calls the Oracle Data Cloud core tag, the site ID enables the platform to recognize the incoming data as yours, identifies the type of user (desktop or mobile), and the data extracted from your web page to be mapped to the appropriate categories in your taxonomy.

```
<!-- Begin BlueKai Tag in body-->
< script type = "text/javascript"
src = "http://tags.bkrtx.com/js/bk-coretag.js" > < /script> <
script type = "text/javascript" >
```

```

    bk_addPageCtx('Key', 'Value');
BKTAG
    .doTag({
        site_id: 15415,
        pixel_limit: 1
    },
    function() {}); < /script>
<!-- End BlueKai Tag -->

```

- **Asynchronous:** Enables your site to control when the container tag is fired by calling the `window.bk_async = function()` of the container tag code.

```

<!-- Begin BlueKai Tag -->
< script type = "text/javascript" >
    window.bk_async = function() {
        bk_addPageCtx('Key', 'Value');
        BKTAG.doTag(15415, 1);
    };
(function() {
    var scripts = document.getElementsByTagName('script')[0];
    var s = document.createElement('script');
    s.async = true;
    s.src = "http://tags.bkrtx.com/js/bk-coretag.js";
    scripts.parentNode.insertBefore(s, scripts);
})(); < /script>
<!-- End BlueKai Tag -->

```

- **Media Clicks:** Supports [audience analytics](#) for users who click on your ads. Generate this tag and add it to the front of your click-through URLs within your selected ad server. This tag does not support the [advanced configuration options](#).

```
http://analytics.bluekai.com/site/15415?phint=event%3Dclick&phint=aid%3D%eadv!&phint=pid%3D%epid!&phint=cid%3D%ebuy!&phint=crd%3D%ecid!&done=INCLUDE_URL%3D%ENCODED_URL&phint=Key%3DValue
```

- **Media Impressions:** Supports media ingest for [audience analytics](#) users who view your impressions. Embed this tag on media creatives within your selected ad server. This tag does not support the [advanced configuration options](#).

```
http://analytics.bluekai.com/site/15415?phint=event%3Dimp&phint=aid%3D%eadv!&phint=pid%3D%epid!&phint=cid%3D%ebuy!&phint=crd%3D%ecid!&phint=Key%3DValue
```

- **JS (JavaScript):** Returns campaign data in JSON format. This tag type is primarily used for data transfer (data is not sent to the DMP). This tag does not support data collection or the [advanced configuration options](#).

```
<script type="text/javascript"
src="http://tags.bluekai.com/site/15415?ret=js&limit=1&phint=Key%3DValue">
</script>
```

- **Pixel:** Returns a single image pixel. This tag type is primarily used for data collection, with minimal data transfer support (because it can only redirect to another pixel). This tag does not support the [advanced configuration options](#).

```

</img>
```

Note: You can use the pixel and JS tag types to capture mouse click events on desktop and mobile web pages (for example, clicks on Add To Cart, Play Video, or other buttons). For details, see [using pixel and JS tags to capture mouse click events](#).

- **IFrame:** Enables you to do both data collection and return multiple pixels for sending data to multiple partners. This is a legacy tag type. This tag does not support the [advanced configuration options](#).

```
<iframe name="__bkframe" height="0" width="0" frameborder="0"
title=""
src="http://tags.bluekai.com/site/15415?ret=html&limit=1&phint=Key%3DValue">
</iframe>
```

Important: All URIs are assumed to be [percent-encoded](#) on the client side.

Advanced configuration options

For synchronous, dynamic synchronous, and asynchronous tags, you can manually configure the tag code by setting the following advanced configuration options in the *Generate Code* dialog:

Option	Description	Default
Allow multiple tagging	<code>bk_allow_multiple_calls=true</code> The container tag can be called multiple times for single page applications or page events when this option is selected.	FALSE: The container tag can only be called once.
Suppress multiple tagging	Allows only a single tagging call to be made per page. If you select this check box, multiple calls are not suppressed: <code>bk_suppress_multiple_calls=false</code>	TRUE: The container tag can only make a single call.
Use multiple iframes	<code>bk_use_multiple_iframes=true</code> Ensures that each request is protected against race conditions for single page apps.	FALSE: The container tag can only use a single IFrame.
Fire inside and outside iframe	<code>bk_ignore_outside_iframe=false</code> Prevents tags from being scheduled directly on the page, outside the iframe that is populated within the container.	TRUE: Tags may only be scheduled inside the iframe.
Disable	<code>bk_ignore_meta=true</code>	FALSE: Metadata, including

Option	Description	Default
metadata	Prevents your site from passing the title, referrer, and URL to the container.	page title, page referrer, and page URL is passed to the platform by default without setting these as explicit phints.
Extract named meta elements	<code>bk_meta_vars=[]</code> Configure this parameter to allow your site to send meta data stored in the HEAD element of a web page (for example, segment, web_section_id, page_content, and so on).	N/A
Extract named global variables	<code>bk_js_list=['navigator.appName']</code> Configure this parameter to allow your site to send page variables.	N/A
Use first-party cookies	<code>bk_use_first_party=true</code> Sets a cookie (bkrid) in the domain of the page that the container tag is hosted on (first-party cookie). The container will read this cookie value as a stable identifier on the user.	FALSE: First-party cookies are not used.
Suppress first-party cookies	The default setting prevents the platform from ever setting a cookie (bkrid) in the domain of the page that the container tag is hosted on. If you select this check box, first-party cookies are not suppressed: <code>bk_suppress_first_party=false</code>	TRUE: First-party cookies may not be set.
Enable debugging	<code>bk_is_debug=true</code> Enables your site to pass additional debugging information to the platform.	FALSE. Debugging information is not sent to the platform.
Allow unlimited GET request length	<code>bk_limit_get_length=false</code> The platform supports unlimited GET requests without truncating the URL. If your site has a significant number of IE6 users, normalize the URL at less than 2000 characters.	TRUE: The length of the GET request is not restricted.
Suppress event scheduling	Disables all postMessage support. This will prohibit you from being able to support client-side event handling such as firing tags on onClick events. If you select this check box, event scheduling is not suppressed: <code>bk_suppress_event_scheduling=false</code>	TRUE: Events cannot be scheduled.
Suppress cache busting	<code>bk_suppress_cache_busting=true</code> Prevents the forcing of the cache to be broken if the same parameters are sent.	FALSE. Sending the same parameters breaks the cache

Using pixel and JavaScript tags to capture mouse click events

You can use the image pixel and JavaScript container tags to capture mouse click events on desktop and mobile web pages (for example, clicks on "Add To Cart", "Play Video", "Check Out", or any other

button). This is useful for tracking users' interactions on AJAX web pages where clicking a button performs an action, but does change the page URL.

Note: For desktop web pages, the image pixel tag is recommended for capturing mouse click events. For mobile web pages, you must use the JavaScript tag.

JavaScript event handler examples

The following examples demonstrate how to implement the pixel and JS container tags in a click event handler in a JavaScript environment. In these examples, a click event listener is attached to an "Add To Cart" button. The "Add To Cart" button has an ID named "addToCart", and the container tag is fired with a few phints (key-value pairs) that describe the event.

Pixel container tag type (for desktop web pages)

```
<script type='text/javascript'>
if(typeof addEventListener != "undefined") {
var element = document.getElementById("addToCart");
element.addEventListener('click', function() {
var bk_event_handler_pixel = new Image(); //create new image pixel

//add in additional key/value pairs as needed (for example,
phint=event%3DAddToCart)
bk_event_handler_
pixel.src="http://tags.bluekai.com/site/
siteID?phint=event%3DAddToCart";
}, false);
} else {
var element = document.getElementById("addToCart");
element.attachEvent('onclick', function() {
var bk_event_handler_pixel = new Image(); //create new image pixel

//add in addition key/value pairs as needed (for example,
phint=event%3DAddToCart)
bk_event_handler_
pixel.src="http://tags.bluekai.com/site/
siteID?phint=event%3DAddToCart";
});
}
}</script>
```

JS container tag type (for mobile web pages)

```

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-
coretag.js"></script>
<script type='text/javascript'>
if(typeof addEventListener != "undefined") {
var element = document.getElementById("addToCart");
element.addEventListener('click', function() {
bk_addPageCtx('eventType', 'Add To Cart'); //describe the click event
bk_addPageCtx('productName', 'Blue Sweater'); //provide the product
name
bk_addPageCtx('productCategory', 'Women Tops'); //provide the product
category

// bk_addPageCtx(<<Key1>>, <<Value1>>); //add in key value pairs as
needed
bk_doJSTag(<<site ID>>, 0);
}, false);
} else {
var element = document.getElementById("addToCart");
element.attachEvent('onclick', function() { //event handler for I.E.
bk_addPageCtx('eventType', 'Add To Cart'); //describe the click event
bk_addPageCtx('productName', 'Blue Sweater'); //provide the product
name
bk_addPageCtx('productCategory', 'Women Tops'); //provide the product
category

// bk_addPageCtx(<<Key1>>, <<Value1>>); //add in key value pairs as
needed
bk_doJSTag(<<site ID>>, 0);
});
}
</script>

```

jQuery event handler examples

The following examples demonstrate how to implement the pixel and JS container tags in a click event handler in a jQuery environment. UI developers that can use third-party JavaScript libraries often use jQuery as it enables them to easily attach event listeners to button clicks. As in the JavaScript example, a click event listener is attached to an "Add To Cart" button, the "Add To Cart" button has an id named "addToCart", and the container tag is fired with a few prints (key-value pairs) that describe the event.

Pixel container tag type (for desktop web pages) - pre-jQuery v1.7

```

<script type='text/javascript'>

```

```

$( "#addToCart" ).bind( "click", function() {
//add in additional key/value pairs as needed (i.e.
phint=event%3DAddToCart)
var bk_event_handler_pixel =
"http://tags.bluekai.com/site/siteID?phint=event%3DAddToCart";
//create new image pixel src

$('<img />').on('load').attr('src',bk_event_handler_pixel)
});
</script>

```

Pixel container tag type (for desktop web pages) - post-jQuery v.1.7

```

<script type='text/javascript'>
$( "#addToCart" ).on( "click", function() {
//add in additional key/value pairs as needed (i.e.
phint=event%3DAddToCart)
var bk_event_handler_pixel =
"http://tags.bluekai.com/site/siteID?phint=event%3DAddToCart";
//create new image pixel src

$('<img />').on('load').attr('src',bk_event_handler_pixel);
});
</script>

```

JavaScript container tag type (for mobile web pages) - pre-jQuery v1.7

```

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-
coretag.js"></script>
<script type='text/javascript'>
$( "#addToCart" ).bind( "click", function() {
bk_addPageCtx('eventType', 'Add To Cart'); //describe the click event
bk_addPageCtx('productName', 'Blue Sweater'); //provide the product
name
bk_addPageCtx('productCategory', 'Women Tops'); //provide the product
category
// bk_addPageCtx(key1, value1); //add in key value pairs as needed
bk_doJSTag(siteID, 0);

```

```
});  
</script>
```

JavaScript container tag type (for mobile web pages) - post-jQuery v1.7

```
<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-  
coretag.js"></script>  
<script type='text/javascript'  
$( "#addToCart" ).on( "click", function() {  
bk_addPageCtx('eventType', 'Add To Cart');  
bk_addPageCtx('productName', 'Blue Sweater'); //provide the product  
name  
bk_addPageCtx('productCategory', 'Women Tops'); //provide the product  
category  
// bk_addPageCtx(key1, value1); //add in key value pairs as needed  
bk_doJSTag(siteID, 0);  
});  
</script>
```

3.5.5 Creating a tag

To create a new tag with the tag management system:

1. Select **Manage > Tags**. The *Tags* page is displayed.

STATUS	ID	NAME	TYPE	SCHED.	CREATED
✓	6	Image	Non-secure	2	02/26/201
✓	11	Multi-Image Test	Non-secure	1	02/28/201
✓	13	fake js call	Non-secure	1	03/01/201
✓	14	Analytics Tag	Both	0	03/06/201
✓	16	New Tag	Non-secure	2	03/22/201
✓	19	brand new new tag	Non-secure	1	03/23/201
✓	27	GA Test_MP	Non-secure	0	04/14/201
✓	39	Testing New Tag	Non-secure	0	04/29/201
✓	44	Castleton IMR	Non-secure	1	05/17/201
✓	58	chris m	Non-secure	0	06/08/201
!	59	Sample Ad Network Printer Buyers Conversion Page Pixel	Non-secure	0	06/08/201

2. Click **Create New**. The *Create New Tag* dialog is displayed.

Create New Tag

Name:

HTML:

Performance Managed: False

Region: North America

HTTP Type: Non-Secure

Isolate JavaScript: False

Labels: Add or select labels

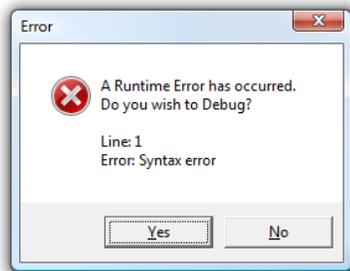
3. In the **Name** box, enter a unique name for the tag.
4. In the **HTML** box, enter the HTML code for the tag.
5. Set the **Performance Managed** option to include (**True**) or exclude the tag (**False**) from being monitored and controlled by [User Experience Guard](#).
6. If you set **Performance Managed** to **True**, select your closest monitoring location from the **Region** list. The default value is **North America**.

7. In the *HTTP Type* list, select the HTTP type in which you want the tag to execute:
 - **Non-Secure**: Delivers campaign data to a site via HTTP.
 - **Secure**: Delivers campaign data to a secure site via HTTPS.
 - **Either**: The protocol used to deliver campaign data (HTTP or HTTPS) depends on the destination's domain. Make sure the HTTP type matches the actual tag. If you select the wrong HTTP type, you can create problems with both the delivery of the tag and the user experience in the browser.

8. Set the **Isolate JavaScript** option to true or false.

Warning: Third-party code can be capable of executing malfunctioning and potentially harmful content calls in your JavaScript tags. To keep such content from maliciously altering pages, stealing sensitive information, or causing other harm, set the **Isolate JavaScript** option to **True**. This option is only intended for JavaScript tags and may alter standard tags that contain otherwise valid HTML code. This setting will be tracked and appear on the account activity page as "Tag Isolation Setting Changed."

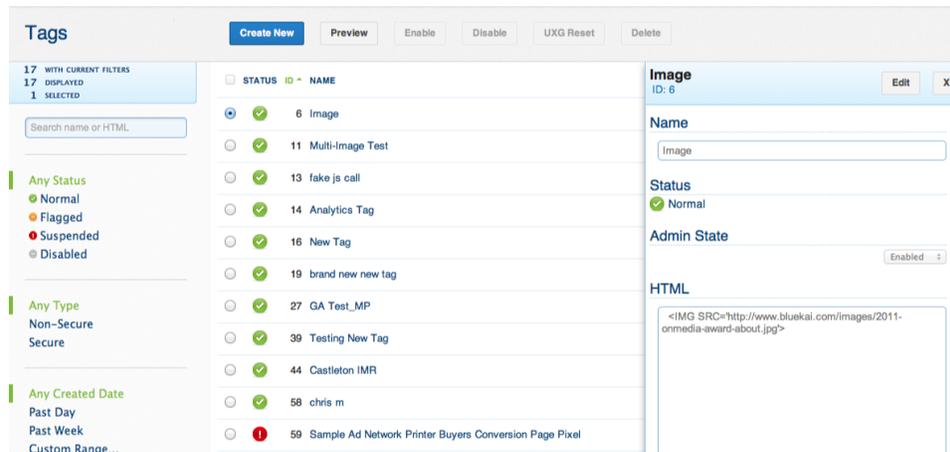
- Set to **False** to place the tag in the schedule *exactly* as you typed it in the HTML box.
- Set to **True** to wrap the JavaScript tag in additional code that will catch potential scripting errors, isolate them, and suppress a client-facing warning, similar to this one:



9. Click **Save**. Your new tag is added to the list of tags on the *Tags* page.

Managing tags

After you [create a tag](#), you can use the **Manage > Tags** page to manage them.



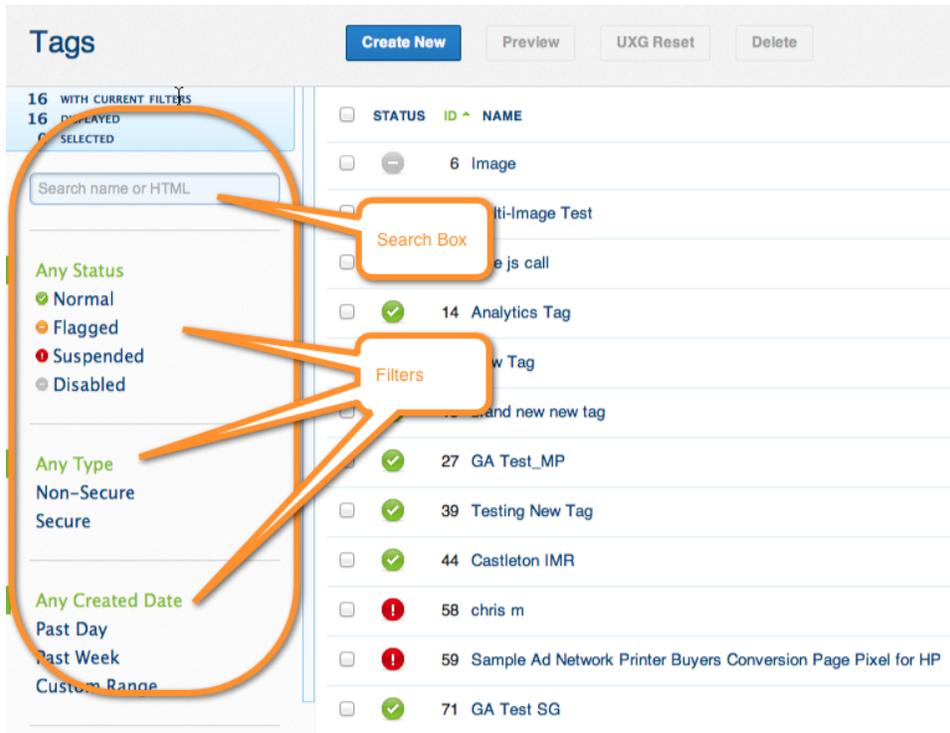
The screenshot displays the Oracle Tag Management console. At the top, there are buttons for 'Create New', 'Preview', 'Enable', 'Disable', 'UXG Reset', and 'Delete'. The main area is divided into three sections:

- Left Panel:** Shows filter options for 'Any Status' (Normal, Flagged, Suspended, Disabled), 'Any Type' (Non-Secure, Secure), and 'Any Created Date' (Past Day, Past Week, Custom Range...).
- Center Panel:** A table of tags with columns for 'STATUS', 'ID', and 'NAME'. The table contains 17 rows, with the first row selected. The tags listed are: 6 Image, 11 Multi-Image Test, 13 fake js call, 14 Analytics Tag, 16 New Tag, 19 brand new new tag, 27 GA Test_MP, 39 Testing New Tag, 44 Castleton IMR, 56 chris m, and 59 Sample Ad Network Printer Buyers Conversion Page Pixel.
- Right Panel:** A detailed view of the selected tag 'Image' (ID: 6). It shows the 'Name' field with the value 'Image', the 'Status' set to 'Normal', and the 'Admin State' set to 'Enabled'. The 'HTML' field contains the code: ``

Filtering tags

The *Tags*, *Containers*, *Targets*, and *Schedules* pages allow you to quickly find the items you want to work with. These features include:

- Endless scroll, with indications of how many items in your list are currently displayed
- Search
- Filters
- Performance information



You can search, sort, and filter your lists by the following:

- Status
 - Any status
 - Normal: The tag is scheduled and is firing.
 - Disabled: The tag is created, but not scheduled.
 - Warning
- Tag creation date
 - One day ago
 - One week ago
 - A custom date range

Sorting tags

After filtering your tag list, you can sort the list by clicking on the column header. For example, if you want to sort by status, click the **Status** heading and the tag list will be sorted alphabetically.

In the top left corner, the *Tags* page displays the number of tags listed based on your filtering. The *Displayed* number indicates how many items are displayed based on the position of the scroll bar. In the previous figure, there is only 1 tag filtered and displayed. In some instances, you might have filtered to 50 tags, but only 25 are displayed because you have not scrolled to view all tags on the page.

To clear or reset your search, click **Reset Search**.

Viewing tag status icons

The tag status icons help you quickly identify the status of your tags, targets, and schedules. These icons are shown below:



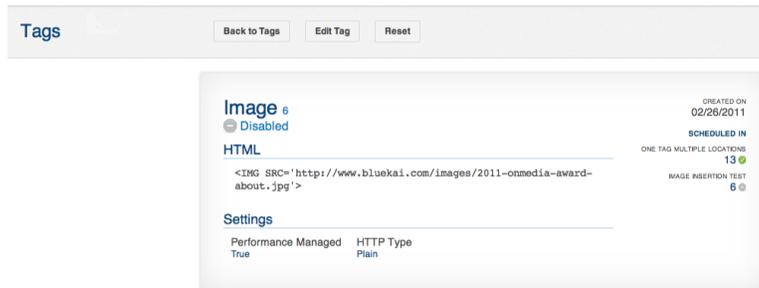
Other icons that are used in tag management are listed in the following table:

Icon	Description
	Click to open the tag latency settings
	Click to review your account activities
	Click to log out of tag management
	Click to open the platform help
	Click to close the dialog you are viewing

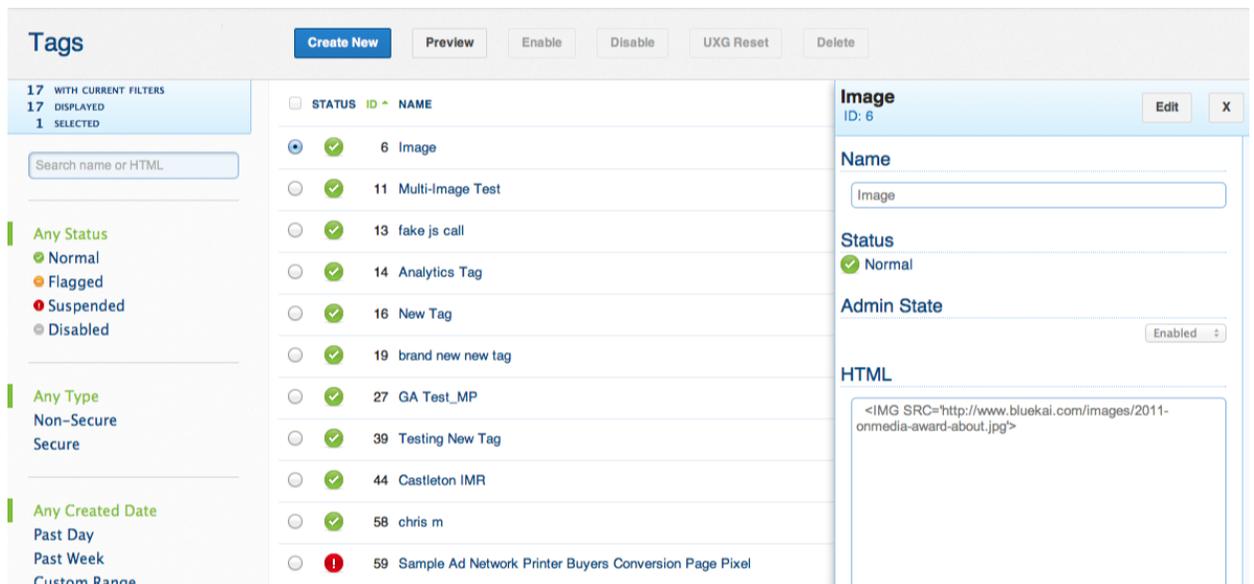
Previewing and editing tags

Tag management also provides flexibility in the way that you can preview and edit tags, containers, targets, and schedules. You can preview by choosing either of two methods:

- Click directly on the name of the object. The *Tags* preview opens, where you can edit the tag.



- Select the check box for the tag, and then click **Preview**. The *Tags* preview pane, where you can edit the tag, slides open.

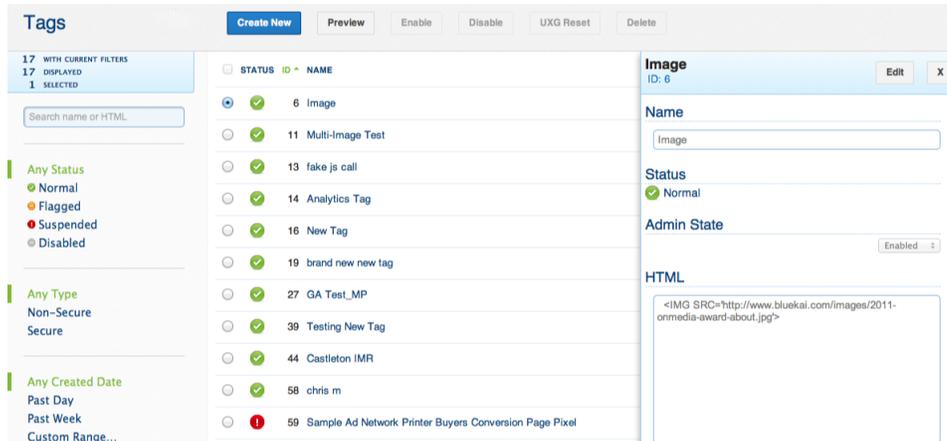


Viewing and editing tags

You can view a tag's schedule; edit its name, HTML, performance managed settings, and HTTP type; and manually disable it or change its status to Normal or Warning. You can view and edit a tag either from the **Manage > Tags** index page or from the *Tags* detail page.

To view and edit a tag from the *Tags* page:

1. Select **Manage > Tags**. The **Tags** index page opens.
2. Select the check box for the tag to be previewed, and then click **Preview**. The *Tags* preview pane slides open.



3. Click **Edit**.
4. Edit the **Name**, **Status** (using the **Manage** or **Admin State** selector to indicate **Disabled** or **Enabled**), **HTML**, **Performance Managed**, **HTTP Type**, and **Isolate JavaScript** settings as needed.
5. Click **Update** to save your changes.

Using the Tags detail page to view and edit a tag

To view and edit a tag from the *Tags* details page:

1. Select **Manage > Tags**. The *Tags* page opens.
2. Double-click the tag to be previewed. The *Tags* details page opens.

3. Click **Edit Tag**.

4. Edit the **Name**, **Status** (using the **Manage** or **Admin State** selector to indicate **Disabled** or **Enabled**), **HTML**, **Performance Managed**, **HTTP Type**, and **Isolate JavaScript** settings as needed.
5. Click **Update** to save your changes.

Warning: Make sure the HTTP Type matches the actual tag. If you select the wrong HTTP Type here, you can create problems with both the delivery of the tag and the user experience in the browser.

Status icon	Description
	Normal
	Disabled
	Flagged
	Suspended

Disabling a tag

If a tag's load time has exceeded thresholds established in the latency settings or in the schedule settings, the tag can flag or ultimately be suspended. The suspended or flagged icons will appear in the *Status* column of the tag on the *Tags* page. You can then either [reset the UXG monitor](#) or disable the tag entirely. You can also disable tags with a normal status.

To disable a tag:

1. On the *Manage* tab, click **Tags**. *The Tags page appears.*
2. On the *Tags* page, select the check box for the suspended tag that you want to disable. The **Disable** button is now available.
3. Click **Disable**. A confirmation message appears to confirm that you want to disable the selected tag.
4. Click **Disable Tag**. The tag is disabled and the status for the tag is now disabled.

Enabling a disabled tag

If you had previously disabled a tag, because of latency problems or you simply no longer wanted a tag to be active, you can enable that tag to begin firing again. Disabled tags are identified by having the disabled icon in the *Status* column.

To enable a disabled tag:

1. On the **Manage** tag, click **Tags**. The *Tags* page appears.
2. Select the check box for the disabled tag that you want to enable. The **Enable** button is now available.
3. Click **Enable**. A confirmation message appears asking you to confirm that you want to enable the selected tags.
4. Click **Enable tags**. The tag status is now normal, and the normal icon appears in the *Status* column.

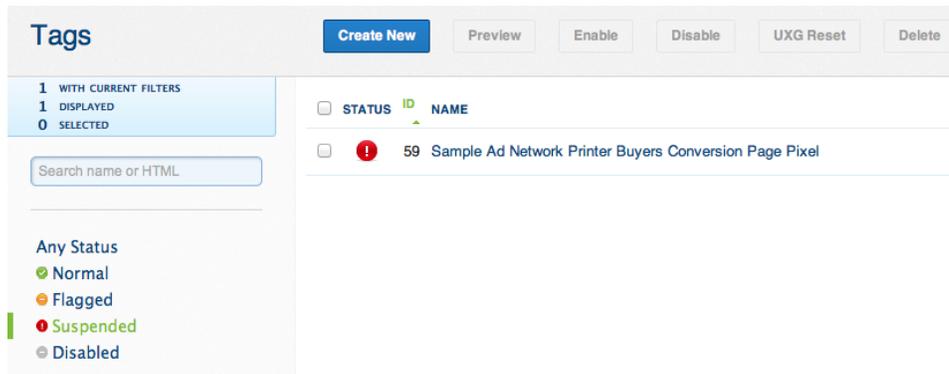
Resetting the UXG for flagged or suspended tags

If a tag is having difficulty firing, the tag's status will indicate that it is flagged. If the tag's load time has exceeded thresholds established in the *Latency Settings* or in the *Schedule Settings*, the tag can be suspended and you will be notified by email of the tag's suspension or flagging. Clicking **UXG Reset** on the **Manage > Tags** index page resets the tag's status to normal. The UXG monitor will continue to show the entire day's latency statistics. The latency samples taken before the reset will not be included for tag flag or suspension calculations.

Tip: You can view the missed tag fire opportunities that a suspended tag causes in the [tag report](#).

To reset UXG threshold counting:

1. Select **Manage > Tags**. The *Tags* index page opens.
2. Review the list of tags to identify those with a flagged or suspended status.



STATUS	ID	NAME
!	59	Sample Ad Network Printer Buyers Conversion Page Pixel

3. Select the check box for the tag you want to reset and click **UXG Reset**.
4. The tag's status is changed to normal and the latency samples taken before the reset will not be included for tag flag or suspension calculations.

Deleting a tag

Important: Make sure that you want to delete the tag before doing so. Deleting a tag will delete the tag from any schedule in which the tag appears

To delete a tag:

1. On the *Manage* tab, click **Tags**. The *Tags* page appears.

STATUS	ID	NAME	TYPE	SCHED.	CREATED
<input type="checkbox"/>	6	Image	Non-secure	2	02/26/201
<input type="checkbox"/>	11	Multi-Image Test	Non-secure	1	02/28/201
<input type="checkbox"/>	13	fake js call	Non-secure	1	03/01/201
<input type="checkbox"/>	14	Analytics Tag	Both	0	03/06/201
<input type="checkbox"/>	16	New Tag	Non-secure	2	03/22/201
<input type="checkbox"/>	19	brand new new tag	Non-secure	1	03/23/201
<input type="checkbox"/>	27	GA Test_MP	Non-secure	0	04/14/201
<input type="checkbox"/>	39	Testing New Tag	Non-secure	0	04/29/201
<input type="checkbox"/>	44	Castleton IMR	Non-secure	1	05/17/201
<input type="checkbox"/>	58	chris m	Non-secure	0	06/08/201
<input type="checkbox"/>	59	Sample Ad Network Printer Buyers Conversion Page Pixel	Non-secure	0	06/08/201

2. Select the check box for the tag you want to delete and click **Delete**. A message appears asking you to confirm deletion of the tag.
3. Click **OK** to delete the tag.

3.5.6 Targeting conditions

You can use targets to fire tags on your site based on number of different criteria without contacting your IT team to change the code. A target is a set of conditions in a schedule that determine whether a tag is fired. The conditions in the target are based on the first-party categories in the user's anonymous profile or on the page. For example, you can either create an "Autos" *site* target that enables you to fire a tag every time a page view registers on an Autos page, or you can create an "Autos" *user* target that fires a tag anytime a user has been previously tagged as an Autos browser.

Target types

Target types specify the manner in which the targeted attribute was obtained. There are two target types: Site and User.

- **Site:** *"I want to fire a tag because of an attribute that is [picked up] on this page."*
This setting indicates the target condition will be satisfied if the current page contains the category specified in the target.
- **User:** *"I want to fire a tag because of an attribute that a user in an audience came to this page with, or that is [picked up] on this page."*

This setting indicates the target condition will be satisfied if the user's cookie contains the category specified in the target. Categories attributed to the user's cookie on the current page view will satisfy an "User" target condition for that page view, meaning "User" is a super set of the "Site". For example, setting "*User = CatA & Site = CatA*" is the same as setting "*User = CatA*".

Target use cases

You can use targets to fire a tag in the following cases:

- On your home page
- On every page except my checkout page
- On every women's shoes page but not men's shoe pages
- On your Black Friday or your Cyber Monday promo pages

- On every page-view if the user has visited your Black Friday promo
- If your DMP flagged the user as in-market for a specific type of shoe

Using tag frequency targeting

After specifying your target by [selecting the specific categories](#) you want to include in your segments and audience, you can further identify your target audience by [specifying a threshold](#) that those users must meet to be part of your targeted audience. The count begins when the user is first tagged.

Note: Frequency targeting is different than frequency capping, which is a term commonly associated with media buys in which the advertiser targets the number of times a user should be exposed to an ad or creative.

When targeting by frequency:

- The frequency targeting number is available for *each segment* in your audience and each segment can have its own frequency targeting number. Segment 1 might have a target of **4** and segment 2 might have a target of **Any**.
- The frequency targeting number is applied to *all the categories in the segment*. For example, segment 1 contains two categories (**In-Market > Lexus** or **In-Market > BMW**). The frequency targeting is **5**. The user needs to be tagged for either Lexus five times OR BMW five times.
- The frequency targeting number can be a range, including a lower and upper frequency setting. Using the previous example, if the frequency targeting is a range of 2-10. The user needs to be tagged for either Lexus OR BMW between 2 and 10 times.
- If you do not set a frequency targeting number, the setting defaults to **Any** and the user will be part of your audience regardless of the number of times the user qualifies for the category in the segment.
- The frequency and the ad recency settings do NOT intersect. The time counting used to compare against the frequency setting starts when user is first tagged. It is not within the recency setting window.

Adding targets to schedules

After you create a target, you can add it to any of the schedules in the tag management service. When the schedule is active, your tags will be fired only when the conditions set in your targets are met. For details, see [scheduling tags](#).

Creating targets

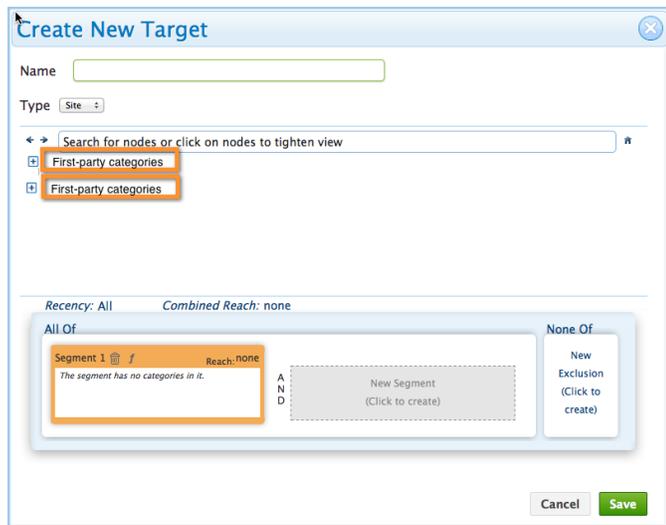
You can create targets to fire tags on your site based on the first-party categories in the user's anonymous profile or on a page.

To create a target:

1. Select **Manage > Targets**. The *Targets* page opens.

ID	NAME	TYPE	REACH	SCHED.	CREATED
24	Target ABCD	User	228,386,760	0	05/02/20
156	Females who like cars	User	76,223,520	4	03/07/20
163	Happy Users	User	27,152,400	0	03/07/20
165	Target in Full	User	27,971,040	0	03/07/20
166	Go kart owners who want golf carts	User	0	1	03/07/20
168	Work Target	User	172,783,320	0	03/07/20
169	Users	User	1,462,859,760	0	03/07/20
171	In-market for Arcade, Jukeboxes & Pinball	User	0	0	03/07/20
172	Newest Target	User	null	0	03/07/20
177	Target B: User Based Target (based on visiting GM)	User	0	0	03/08/20
210	Has been to Landing Page	User	1,078,200	0	04/04/20
211	Has been to microsite	User	1,078,200	1	04/04/20

2. Click **Create New**. The *Create New Target* dialog appears.



3. In the **Target Name** box, enter a unique name for the target.
4. In the **Type** list, select the type of target:
 - **Site** for site-based actions. This setting indicates the target condition will be satisfied if the current site page contains the category specified in the target
 - **User** for user-based action. This setting indicates the target condition will be satisfied if the user's cookie contains the category specified in the target.
5. Use the search bar to search for first-party nodes in your company's private taxonomy, or use the taxonomy tree to navigate to the categories you want to target.

Warning: If third-party categories are listed in the taxonomy, you should only select those categories in the private, first-party section of the taxonomy tree. If you select a third-party category, the target and schedule will never qualify to fire a tag.

6. To add a segment to your audience:
 - i. In the *All Of* section, click a **New Segment** box.
 - ii. Select the category check box in the category tree to add the category to the segment. The category is added to Segment 1 in the *My Audience* section.

- To OR the segment, click the segment box in the *All Of* section. Select a category check box in the tree. The category is added to the segment list in the *My Audience* section.
 - To AND the segment, click a **New Segment** box in the *All Of* section. Select the segments from the category tree.
 - To edit a segment in the *My Audience* section, point your cursor over the segment and click to edit. You can edit segments in both the *All Of* and *None Of* sections.
- iii. To set the frequency targeting for a segment, click the frequency  icon. The *Change Frequency* dialog appears.

iv. Use the slider:



- To set a minimum number of times a user should be tagged with any of the categories in your segment to be included in your audience, drag the left side of the slider to the specific number. If you do not set up a maximum number, the frequency would be 3+, for example.
- To set a minimum and a maximum a user should be tagged with any of the categories in your segment to be included in your audience, drag the left side of the slider to set the minimum number and the right side of the slider to set the maximum number.
- To set an exact number, move both sliders to the number you want to set.

7. To exclude/NOT a segment from your audience:

- i. In the *None Of* section, click the **New Exclusion** box.
- ii. Select the check box in the category tree to add the category to the excluded segment. The category appears in the exclusion segment in the *None Of* section.

Warning: If you use the exclude segment option, you must also select an include option. If you *only* exclude a segment and do not include one, you will not target any users.

8. Choose one of the following to edit your segments.
 - To OR the segment, click the segment box in the *All Of* section. Select a category check box in the tree. The category is added to the segment list in the *My Audience* section.
 - To AND the segment, click the **New Segment** box in the *All Of* section. Select the segments from the category tree.
 - To edit a segment in the *My Audience* section, point your cursor over the segment and click to edit. You can edit segments in both the *All Of* and *None Of* sections.
9. Observe the *Combined Reach* value, which represents a 30-day projection of the number of deduped unique users that match your audience. You do not want this number to be too small to reach any impression goals you may have. For example, a combined reach of 10,000 unique users will not allow you to deliver 1,000,000 impressions over a 30-day period on any media source.
10. Click **Save**. The *Targets* page is displayed and the target you created is added to the list of targets.

Viewing and editing targets

You can view and edit a target's composition, type, or tag frequency targeting from either the **Manage > Targets** index page or from the *Targets* detail page.

Using the targets page to view and edit a target

To view and edit a tag from the *Targets* page:

1. Select **Manage > Targets**. The *Targets* page opens.

ID	NAME	TYPE	REACH	SCHED.	CREATED
24	Target ABCD	User	228,386,760	0	05/02/201
156	Females who like cars	User	76,223,520	4	03/07/201
163	Happy Users	User	27,152,400	0	03/07/201
165	Target in Full	User	27,971,040	0	03/07/201
166	Go kart owners who want golf carts	User	0	1	03/07/201
168	Work Target	User	172,783,320	0	03/07/201
169	Users	User	1,462,859,760	0	03/07/201
171	In-market for Arcade, Jukeboxes & Pinball	User	0	0	03/07/201
172	Newest Target	User	null	0	03/07/201

2. Select the check box for the target to be previewed, and then click **Preview**. The *Targets* preview pane slides open.

Target ABCD
ID: 24

Name: Target ABCD

Type: User

Audience Composition: Target ABCD (3 - In-Market (f: 3-8))

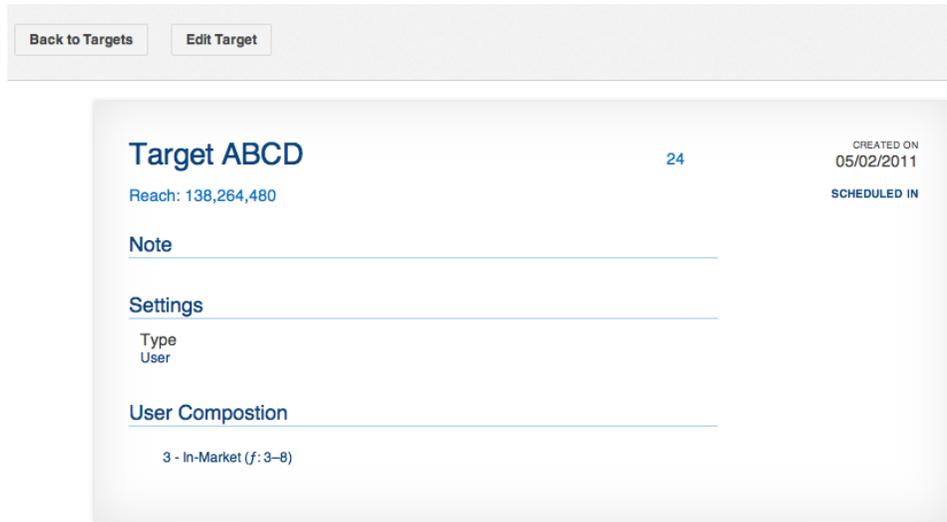
Note: Add a note to this object

3. Click **Edit**.
4. Update the **Name**, **Type**, and **Composition** of the target, as needed, following the steps described in [creating targets](#).
5. Click **Update** to save your changes.

Using the targets detail page to view and edit a target

To view and edit a tag from the *Targets* details page:

1. Select **Manage > Tags**. The *Targets* index page opens.
2. Double-click the tag to be previewed. The *Targets* details page opens.



Back to Targets Edit Target

Target ABCD 24

CREATED ON 05/02/2011

Reach: 138,264,480 SCHEDULED IN

Note

Settings

Type
User

User Composition

3 - In-Market (f: 3-8)

3. Click **Edit Target**.
4. Update the **Name**, **Type**, and **Composition** of the target, as needed, following the steps described in [creating targets](#).
5. Click **Update** to save your changes.

Deleting a target

Warning: Before deleting a target, consider any schedules in which the target is used. If you delete a target that is the only one in a schedule, the tag will always fire because there are no conditions.

To delete a target:

1. On the **Manage** tab, click **Targets**. The *Targets* page opens.

ID	NAME	TYPE	REACH	SCHED.	CREATED
24	Target ABCD	User	228,386,760	0	05/02/201
156	Females who like cars	User	76,223,520	4	03/07/201
163	Happy Users	User	27,152,400	0	03/07/201
165	Target in Full	User	27,971,040	0	03/07/201
166	Go kart owners who want golf carts	User	0	1	03/07/201
168	Work Target	User	172,783,320	0	03/07/201
169	Users	User	1,462,859,760	0	03/07/201
171	In-market for Arcade, Jukeboxes & Pinball	User	0	0	03/07/201
172	Newest Target	User	null	0	03/07/201

2. Select the check box for the target to be deleted, and then click **Delete**.
3. Click **Delete** to confirm the deletion.

3.5.7 Scheduling tags

Schedules provide instructions for firing tags. They specify where, when, and for whom third-party tags are fired from an Oracle Data Cloud platform container. Creating a schedule entails selecting the tags, containers, and targets you previously created and then configuring the maximum load time, priority, and other quality of service controls for the tag.

To schedule a tag:

1. [Create a schedule.](#)
2. [Select a tag.](#)
3. [Select a container.](#)
4. [Select a target.](#)
5. [Configure schedule settings.](#)

Create a schedule

You can use the schedule wizard in the tag management service to specify where, when, and for whom third-party tag are fired from your container. To create the schedule, you select the tags, containers, and targets you previously created, and then configure the maximum load time, priority, and other quality of service controls for the tag. This enables you to ensure the optimum performance for all of the tags contained in your container.

To create a schedule:

1. Select **Manage > Schedules**. The *Schedules* page opens.

The screenshot displays the 'Schedules' management page. On the left, there are filters for 'Any Status' (Active, Creating, Disabled, Updating) and 'Any Start Date' (Past Week, Past Month, Custom Start Date...). The main area shows a table of schedules with columns for STATUS, ID, PRI., NAME, and TARGETS. The selected schedule (ID: 5015) is highlighted in blue. A detailed view of this schedule is shown on the right, including fields for Name, Status (Active), Priority (100), Start Date (07/27/2016), End Date, Labels, Site Target, and User Target.

STATUS	ID	PRI.	NAME	TARGETS
Active	1554	100	mySchedule	Both
Active	2214	100	Test BKUIID Schedule	None
Active	2937	100	Google Analytics ID Swap Tag Schedule	Site
Active	5015	100	Criteo ID Swap Tag Schedule	None
Disabled	5145	100	Survata ID Swap Tag Schedule	None

ID: 5015

Name
Criteo ID Swap Tag Schedule

Status
Active

Priority
100

Start Date
07/27/2016

End Date

Labels
None

Site Target
None

User Target
None

2. Click **Create New**. The *Create New Schedule* wizard opens.

The screenshot shows the 'Create New Schedule' wizard with the 'Tag Selection' tab selected. The wizard has five tabs: 'Tag Selection', 'Container Selection', 'Target Selection', 'Schedule Settings', and 'Review and Save'. The 'Tag Selection' section contains a 'Name' text box, a 'Note' text box with the placeholder 'Add a note to this object', and a 'Labels' text box with the placeholder 'Add new labels here'. Below these is a 'Tag Selection' section with a yellow instruction box: 'Select the tags that you would like this schedule to fire by using the plus buttons on each row. To remove a tag already in this schedule, just use the minus button on its row. You may also drag the tags in a schedule to reorder them. If you don't have any tags, you will need to [create a new tag](#).' At the bottom are 'Reset Form', 'Cancel', and 'Save' buttons.

3. In the **Name** box, enter a unique name for the schedule that makes it easy to identify.
4. In the *Tag Selection* section, click one more tags to be fired. If you have not created any tags, click **create a new tag** to [create a new tag](#).
5. To change the sequence in which the tags are fired, drag the tags to the desired order.
6. In the *Container Selection* section, click the containers from which the selected tag is to be fired. You can manage tags across multiple domains by adding them to different containers.

The screenshot shows the 'Create New Schedule' wizard with the 'Container Selection' tab selected. The 'Container Selection' section has a yellow instruction box: 'Select the containers in which you like to fire your tags by dragging the available containers into the selected container box.' Below this is a table with a search bar and 'Add all' and 'Remove all' buttons. The table shows four containers with plus signs in the right column.

Search	Add all	0 items selected	Remove all
2206: David Wiener_buyersite		+	
4349: David_Dummy_Test		+	
4925: wienerPYOPtest		+	
4926: Test2		+	

- Specify on which targets (users, sites, and phint conditions) to fire the selected tag.

The screenshot shows the 'Create New Schedule' interface with the 'Target Selection' tab active. The interface is divided into four sections: 'Tag Selection', 'Container Selection', 'Target Selection', and 'Schedule Settings', followed by a 'Review and Save' button. The 'Target Selection' section is further divided into three sub-sections: 'User Target', 'Site Target', and 'Phint Targeting'. The 'User Target' section has a dropdown menu set to 'None'. The 'Site Target' section has a dropdown menu set to '933: myTarget'. The 'Phint Targeting' section has two rows of input fields. The first row has 'favoriteDrink' in the key field, 'equals' in the operator field, and 'coffee' in the value field, with a 'Delete' button to the right. The second row has 'favorireDrink' in the key field, 'equals' in the operator field, and 'tea' in the value field, with a 'Delete' button to the right. A green box highlights the 'OR' button between the two rows. The 'AND' buttons between the 'User Target' and 'Site Target' sections, and between the 'Site Target' and the first 'Phint Targeting' row, are also visible.

Important:

Multiple target selections (user, site, and phints) creates an AND condition: *all* specified conditions must evaluate to TRUE for the tag to be fired.

Multiple phint targets creates an OR condition: only one of the phint conditions must evaluate to TRUE to meet the phint targeting criteria. For example if you enter phint conditions for "favoriteDrink = coffee" and "favoriteDrink = tea", the tag will fire as long as one of these key-value pairs matches one of the specified phint conditions (the key-value pairs passed into the container as phints are "favoriteDrink = coffee" OR "favoriteDrink = tea"), AND they meet all other target selection criteria (they are in the audience segment specified in the user target and/or site target).

8. Select the **User** targets on which you which you want to fire your tags.

Create New Schedule

Tag Selection Container Selection **Target Selection** Schedule Settings Review and Save

User Target: Select the user target in which you would like to fire your tags.
None

AND

Site Target: Select the site target in which you would like to fire your tags.
None

AND

Phint Targeting: Select the Phint Keys and Values to target. When any of them are present, your tag will fire your tags.
Key equals Value Add

Schedule Settings

General Settings
Status

Reset Form Cancel Save

With user targeting, your tag always fires as long as the user's profile includes the category. This means that the tag will fire if the category you are targeting is created on *any* page view, including the current one. For example, if a user is tagged with "Tablet Shopper" on a prior page view and you select a user target for "Tablet Shoppers", the tag will fire. For more details, see [creating a target](#).

9. Select the **Site** targets and on which you want to fire your tags. With site targeting, your tag only fires if the category you are targeting is created on that *same* page view. For example, if a user is tagged with "Tablet Shopper" on the current page view and you select a site target for "Tablet Shoppers", the tag will fire. However, if the "Tablet Shopper" category is minted on a previous page view, the tag will not fire.
10. Specify the **Phint Targeting** to be used for conditionally firing the tag. You can specify which raw phints (key-value pairs) must be passed into the Oracle Data Cloud core tag in order for the tag to be fired. This feature supports a number of use cases including targeting users based on highly granular product attributes such as exact price, SKU, or model number, and firing affiliate tags that generate conversions on your site. Your phint-based logic is always executed—even if you don't accept cookies.
 - i. In the **Key** box, enter a string. The key may be a maximum of 256 characters, and it may include underscores, spaces, and other special characters.

- ii. Select a conditional operator (the default is **equals**).
- iii. In the **Value** box, enter a string, integer, or float. Strings are case-sensitive (for example, "True" and "true" are different values). The maximum value for integers and floats is 2^{53} or 9007199254740992.

Repeat these steps for additional phint conditions you want to evaluate for the firing of your tag.

11. Under *General Settings*, configure the following settings:

The screenshot shows a 'Create New Schedule' dialog box with the 'Schedule Settings' tab selected. The 'General Settings' section contains the following fields:

- Status:** A dropdown menu with 'Active' selected.
- Priority:** A text input field containing '100'.
- Start Date:** A date picker field showing '05/01/2017'.
- End Date:** A text input field containing 'None'.

The 'Advanced Settings' section is currently empty. At the bottom of the dialog, there are three buttons: 'Reset Form', 'Cancel', and 'Save'.

- In the **Status** list, select **Active** to immediately enable the tag or **Disabled** to schedule the tag, but enable it at a later time.
- In the **Priority** box, enter a unique number that will determine the order of firing based on the page capacity if there are multiple containers to be fired. The lower the value, the higher the priority. For example, 10 is a higher priority than 50.
- In the **Start date** box, enter the date on which the tag delivery should start.
- In the **End date** box, enter the date on which the tag delivery should end. If you do not enter an end date, the tag will always fire.

12. (Optional) Under *Advanced Settings*, configure the following settings:

The screenshot shows a 'Create New Schedule' dialog box with the 'Schedule Settings' tab selected. The 'Advanced Settings' section is expanded, showing the following configuration:

- Tag Selection:** None
- Advanced Settings:**
 - Inside IFrame:**
 - Override: Tag Avg. Latency Limit (ms):** 5000
 - Override: Max Schedule Execution Time (ms):** 1000
 - Frequency:** Is Always On

Buttons at the bottom include 'Reset Form', 'Cancel', and 'Save'.

- To place the tag content directly on the first-party page, clear the **Inside IFrame** check box .

Warning: For enhanced security, the default **Inside IFrame** setting is cleared and will fire tags inside an iframe. Changing the default requires a special container tag. Before changing this setting, contact My Oracle Support ([MOS](#)).

- In the **Override: Tag Avg. Latency Limit (ms)** box, enter the maximum average number of milliseconds in which the scheduled tag should render. Average response time is measured as a running average of the last seven measurements. If a scheduled tag does not render within a specified load time, the tag will automatically shut itself down. The platform tracks the specific number of timeouts per tag for the majority of common browsers.

Important: If you set a different **Override: Tag Avg. Latency Limit (ms)** than one that is established in the [global tag latency settings](#), the more restrictive setting will apply. For example, if the **Global Default Tag Avg. Latency Limit (ms)** uses a max load time of 5000 ms (the default) and you set the **Override:**

Tag Avg. Latency Limit (ms) in the schedule at 6000 ms, the 5000 ms max load time is used.

- In the **Override: Max. Schedule Execution Time (ms)** box, enter the maximum number of milliseconds in which scheduled tags should render or the tag will shut down.

Important: If you set a different **Override: Max. Average Tag Execution Time (ms)** than the [global tag latency settings](#), the more restrictive setting will apply. For example, if the **Global Max Schedule Execution Time (ms)** uses the default value of 1,000 and you set **Override: Max Schedule Execution Time (ms)** to 900 ms, 900 ms is used.

- In the *Frequency* section, choose one of the following:
 - Select **Is Always On** if the tag is part of an always on delivery, in which case tags in the schedule are fired as long as targeting conditions are met. If you select **Is Always On**, settings in the frequency will be ignored.
 - Establish the frequency by clicking the radio button above the frequency settings and entering the number of times and the number of days per user for which the tag is eligible to be fired. For example, if you select 1 time per 30 days, your third-party tags will be fired once per user within a 30 day period.

13. After you have verified the settings, click **Save**.

Editing a schedule

To change the settings of a schedule, enable/disable the schedule, or update the containers, tags, or targets in the schedule:

1. Select **Manage > Schedules**. The *Schedules* page opens.
2. Either click the schedule or select its check box and click **Preview**.

The screenshot displays the 'Schedules' management interface. At the top, there are buttons for 'Create New', 'Preview', and 'Delete'. A summary box on the left indicates '15 WITH CURRENT FILTERS', '15 DISPLAYED', and '1 SELECTED'. Below this is a search bar and filter sections for 'Any Status' (Active, Disabled), 'Priority' (with a range selector), 'Any Start Date' (One Week ago, One Month ago, Custom Start Date...), and 'Any End Date' (Today, In One Week, Custom End Date...). The main table lists schedules with columns for STATUS, ID, PRI, and NAME. The 'Castleton IMR schedule' (ID: 51) is selected. A right-hand pane provides details for this schedule, including its Name, Status (Active), Priority (100), Start Date (NaN/NaN/NaN), End Date (12/31/1969), Site Target, User Target, Tags Selection (44: Castleton IMR), Containers Selection (3609: Tag Demo Site), Tag Avg Latency Limit (5000), and Inside IFrame.

3. Click **Edit**.

The 'Edit Schedule' dialog box is shown with the 'Tag Selection' tab selected. It features a 'Name' field containing 'One Tag Multiple Locations' and a 'Note' field with the placeholder 'Add a note to this object'. The 'Tag Selection' section includes a yellow instruction box: 'Select the tags that you would like this schedule to fire by using the plus buttons on each row. To remove a tag already in this schedule, just use the minus button on its row. You may also drag the tags in a schedule to reorder them. If you don't have any tags, you will need to create a new tag.' Below this is a list of tags: '11: Multi-Image Test' (selected with a plus button) and '6: Image' (with a minus button). At the bottom, there are 'Reset Form', 'Cancel', and 'Save' buttons.

4. Update the tag, container, target, and schedule settings, as desired, following [creating a schedule](#).

Important: If you remove a tag from an active schedule that contains only that one tag, the schedule will be disabled.

5. Click **Save**.

Deleting a schedule

Warning: Deleting a schedule will no longer fire the tags contained in the schedule.

To delete a schedule:

1. Select **Manage > Schedules**. The *Schedules* page appears.
2. Select the check box of the schedule to be deleted, and then click **Delete**.
3. Click **Delete** to confirm the deletion.

Disabling and enabling schedules

You disable a schedule to stop the firing of a tag in it, and you can enable a disabled schedule to begin firing the tag in that schedule again.

Disabling a schedule

To disable a schedule:

1. Select **Manage > Schedules**. The *Schedules* index page appears.
2. Select the check box for the schedule to be disabled, and then click **Disable**.
3. Click **Disable Schedule** to confirm that you want to disable the selected schedule. The schedule is disabled and the Status for the schedule is now disabled 

Enabling a schedule

To enable a disabled schedule:

1. Select **Manage > Schedules**. The *Schedules* index page appears.
2. Select the check box for the disabled schedule that you want to enable (disabled schedules are identified by having the Disabled icon  in the Status column), and then click **Enable**.
3. Click **Enable Tags** to confirm that you want to enable the selected schedule. The schedule status is now active, and the active icon appears in the *Status* column. .

Tip: You can also disable and enable schedules in the *Schedule Settings* section of the schedule wizard. See [creating a schedule](#) for more information.

3.5.8 User experience guard (UXG)

Oracle monitors third-party tag execution performance with an in-house tool called the User Experience Guard (UXG). The Oracle Data Cloud platform features two different versions of the UXG: one for the exchange (partner interface), and one for tag management (publisher interface).

UXG for the partner interface

UXG was originally designed to protect the page load time of data provider partner sites that provide data to the Oracle Data Cloud platform. Providing data to the platform requires the firing of third-party image pixels of partners that may not have a direct relationship with the data provider.

Latency of third-party data campaign pixels are monitored using UXG. This system regularly pings all pixels and measures the round-trip response time. If the average response time of a pixel exceeds the client's desired UXG threshold (e.g., 600 ms), that pixel is suspended until it returns to health (its average latency falls beneath the UXG threshold). Average response time is measured as a running average of the last seven measurements taken by the UXG system.

UXG for tag management (publisher interface)

UXG for tag management specifically accommodates a more flexible variety of settings. Clients typically have a trusted relationship with third-party partners whose tags need to be scheduled within the tag management system. For example, the tag management system supports a wider variety of

tags (for example, image pixels, JavaScript and raw HTML code, versus only image pixels). A tag scheduled within tag management may have business critical uses such as conversion tracking or analytics reporting, so the publisher system offers more control with UXG than disabling tags.

To monitor and manage individual third-party tags, UXG provides the following features for latency management, latency monitoring, and tag resets:

- **Automatic timeouts:** You can set an absolute timeout (in milliseconds) for every scheduled tag within the scheduling function.
- **Latency thresholds:** You can set an average latency threshold that will alert you by email in the event that average load times exceed the set threshold.
- **Monitoring:** The [tag latency report](#) provides trends and snapshot latency (as measured by the platform) for any given tag within the tag management service.

Latency management features

You can establish the following [global tag latency settings](#):

- **Global Default Tag Avg. Latency Limit (ms):** Prevents an individually monitored tag from being fired if its average latency exceeds the specified value. This setting is the default value used for all tags in the seat. If the **Override: Tag Avg. Latency Limit (ms)** is also [set in a schedule](#), the more restrictive setting will be honored. This is primarily used when a client wants to enforce a global average latency threshold that all third-party tags must abide by.
- **Global Max Schedule Execution Time (ms):** Prevents succeeding JavaScript tags from firing if the cumulative execution time of the preceding tags in the placement exceeds the specified value. This setting is not applied if there is only one tag in the placement or if the placement includes image tags only.
 - **setTimeout("bkObj.clearDiv('bk_pl_139')",1000):** This element prevents succeeding JavaScript tags from firing if the cumulative execution of the preceding tags exceed the specified value. The timeout threshold used in this example is 1,000 milliseconds (1 second) and is set using the **Global Max Schedule Execution Time (ms)**. Upon opening the placement, the browser will sequentially call scheduled JS script tags until 1,000 milliseconds have elapsed. At the conclusion of 1,000 milliseconds, Oracle Data

Cloud platform code collapses the individual placement div, preventing the browser from calling any additional tags. This setting prevents the placement from slowing down a page by loading tags that cumulatively exceed latency expectations but individually fall within latency standards. Each setTimeout latency setting corresponds to an individual tag management placement div (e.g., <div id="bk_pl_139"> or <div id="bk_pl_148">) as scheduled by the tag management administrator.

You can establish the following [tag latency overrides](#):

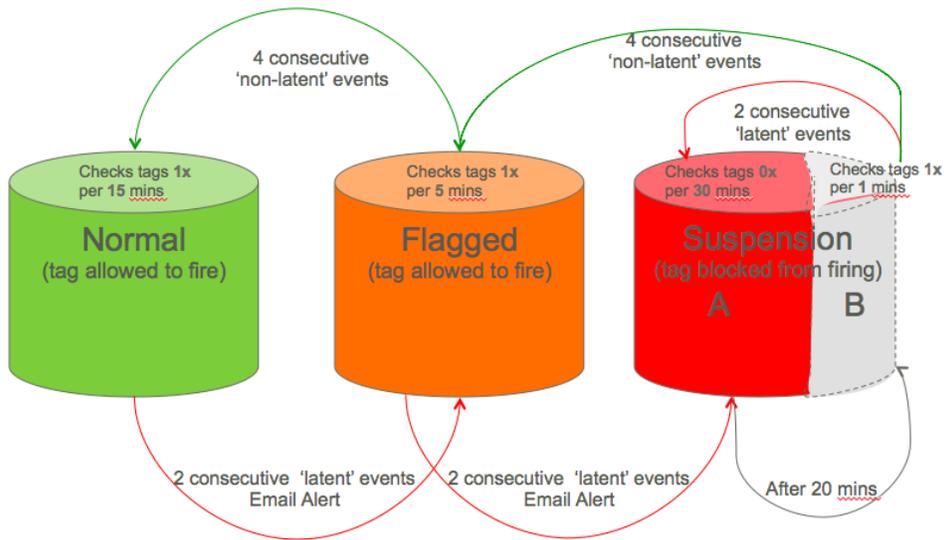
- **Override: Tag Avg. Latency Limit (ms)**: Prevents an individually monitored tag from being fired if its average latency exceeds the specified value. This setting is the same as **Global Default Tag Avg. Latency Limit (ms)** but is only valid for the schedule in which the tag is placed. If conflicting values are set in **Global Default Tag Avg. Latency Limit (ms)** and **Override: Tag Avg. Latency Limit (ms)**, the more restrictive setting will be honored. This is primarily used when a given schedule is set to fire on a sensitive page, or a page where stricter latency requirements are in place.
- **Override: Max. Schedule Execution Time (ms)**: Prevents succeeding JavaScript tags from firing if the cumulative execution time of the preceding tags in the placement exceeds the specified value. This setting does not apply if there is only one tag in the placement or if the placement includes image tags only. This setting is the same as **Global Max Schedule Execution Time (ms)** but is only valid for the schedule in which the tag is placed. If conflicting values are set in the [global tag latency settings](#) and in the [tag latency overrides](#), the more restrictive setting will be honored.

Latency monitoring features

- **Global Tag Avg. Latency Warning (ms)**: When used in conjunction with "Send Alerts," this feature will send the account owner emails if a monitored tag has exceeded the specified value twice within the latency monitoring period. If the **Send alerts?** check box is not selected, this setting is ignored. This setting does not automatically disable tags, it only monitors them.
- **Send alerts?**: Provides automated email alerts to the tag management administrator when third-party tags exceed the **Global Tag Avg. Latency Warning (ms)**.

- **Report > Tag Latencies:** Provides daily monitoring of minimum, maximum, and average latency for each tag scheduled.

The following diagram illustrates how tag latency events can trigger email alerts and move the tag into a flagged or suspended state.



UXG reset feature

The UXG uses the latency monitoring and setting features to also indicate the status of the tag on the *Tags* page. Two statuses indicate that your tags are experiencing problems firing:

- Flagged
- Suspended

If you are aware of the latency issues and resolved the problem, you can click the **UXG Reset** button on the *Tags* page. When you click **UXG Reset**, the monitoring for that particular day is reset and the flagged or suspended status should return to normal.

Setting global tag latencies

You can establish global timeouts and threshold settings for the firing of tags on the Tag Latency Settings page. By defining these settings, you establish the maximum and the average maximum number of milliseconds in which all tags must render. This prevents latency problems with your site. If

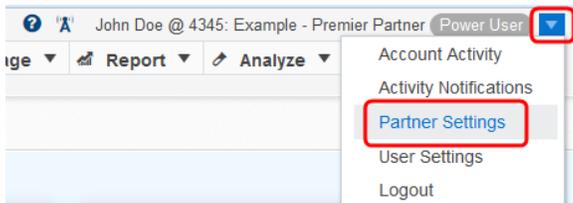
a scheduled tag does not render within a specified load time, an email alert will be sent to you. The Oracle Data Cloud platform tracks the specific number of timeouts per tag for the majority of common browsers.

Tip: The global latency settings apply to all tags. However, you can set more restrictive latency thresholds within a tag schedule. To set more restrictive latency thresholds at the schedule level, refer to [scheduling a tag](#).

In addition to setting a global absolute timeout, you can set an average latency threshold that will alert you by email in the event that average load times exceed the set threshold.

To set global latency settings:

1. In the upper right hand corner, click the down arrow next to your user role and then select **Partner Settings**.



The *Tag Latency Settings* page is displayed.

Tag Latency Settings

Global Default Tag Avg. Latency Limit (ms)

minimum 100ms

Global Max Schedule Execution Time (ms)

minimum 100ms

Global Tag Avg. Latency Warning (ms)

minimum 100ms

Send alerts?
Send alerts when response time of a tag crosses Tag Average Latency Warning threshold.

2. In the **Global Default Tag Avg. Latency Limit (ms)** box, select the average number of milliseconds by which all tags should load. The default value is 5000 ms.
3. In the **Global Max Schedule Execution Time (ms)** box, select the number of milliseconds in which a tag should render. The default value is 1000 ms.
4. In the **Global Tag Avg. Latency Warning (ms)** box, select the maximum average number of milliseconds in which tags are firing before a warning email is sent. The default value is 3000 ms.
5. Select the **Send Alerts?** check box to be notified if the average load time exceeds the threshold set in the **Global Tag Avg. Latency Warning** box. An email notification will be sent informing you that the threshold has been exceeded.
6. Click **Update**.

Using the tag latencies report

You can use the tag latency report to monitor and display the minimum, maximum, and average load timing per tag. You can then identify and remove non-responsive or abnormally slow tags. Global and schedule-specific latency thresholds are measured against the *Avg (ms)* column.

To use the tag latencies report:

1. Select **Report > Tag Latencies**. The *Tag Latencies* page opens.

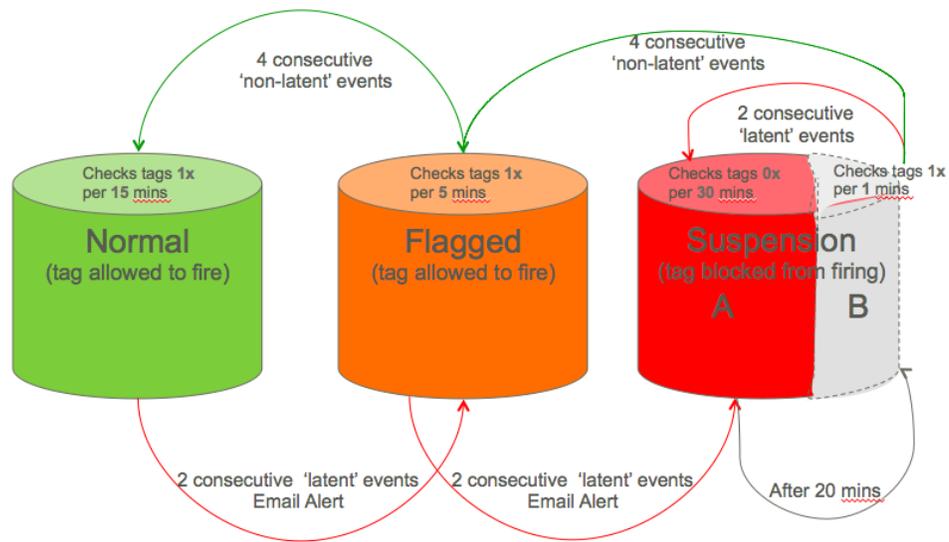
Tag Latencies						
71 WITH CURRENT FILTERS 25 DISPLAYED	STATUS	ID -	NAME	MIN (ms)	MAX (ms)	AVG (ms)
<input type="text"/>	✓	6	Image	8	8	2016
Whole or partial name then enter	✓	6	Image	8	8	101
	✓	6	Image	8	8	31308
Any Status	✓	6	Image	9	9	289
Normal	✓	6	Image	9	9	100
Disabled	✓	6	Image	9	9	9644
Flagged	✓	6	Image	9	9	
Suspended	✓	6	Image	9	9	

2. The following status indicators appear in the *Status* column.

Status icon	Description
	Normal
	Disabled
	Flagged
	Suspended

Tip: You can view the missed tag fire opportunities caused by a suspended tag in the [tag report](#).

The following diagram illustrates how the UXG uses tag latency to move a tag's status from a **Normal** to **Flagged** to **Suspended** state:



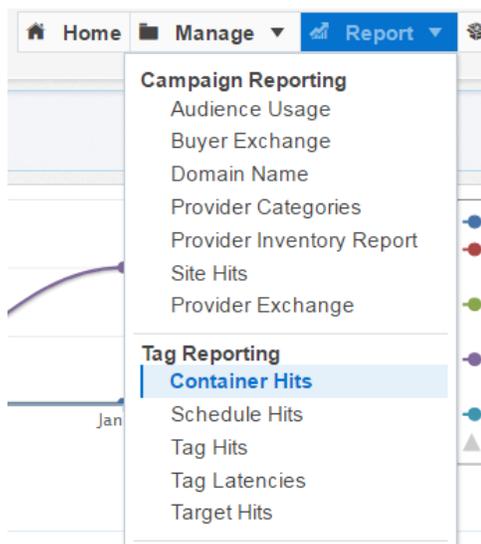
3. The tag latencies report includes the following columns:

Column	Description
ID	The system-assigned identification number for the tag. Click to sort the tag list by the tag ID.
Name	The user-assigned name for the tag. Click to sort the Tag list by the Tag Name.
Min (ms)	The minimum observed latency period, in milliseconds, for the tag in the specified time interval. Click to sort the tag list by the Minimum latency.
Max (ms)	The maximum observed latency period, in milliseconds, for the tag in the specified time interval. Click to sort the tag list by Maximum latency.
Avg (ms)	The average observed latency, in milliseconds, for the tag in the specified time interval. Click to sort the tag list by the Average Latency.
Date	The date and time interval (by hour) for the specified tag.

3.5.9 Generating tag delivery reports

To generate reports for the delivery and performance of containers, tags, targets, and schedules:

1. Click **Report**, and then click one of the following reports under *Tag Reporting*:



- [Container Hits](#)
- [Schedule Hits](#)
- [Tag Hits](#)
- [Tag Latencies](#)
- [Target Hits](#)

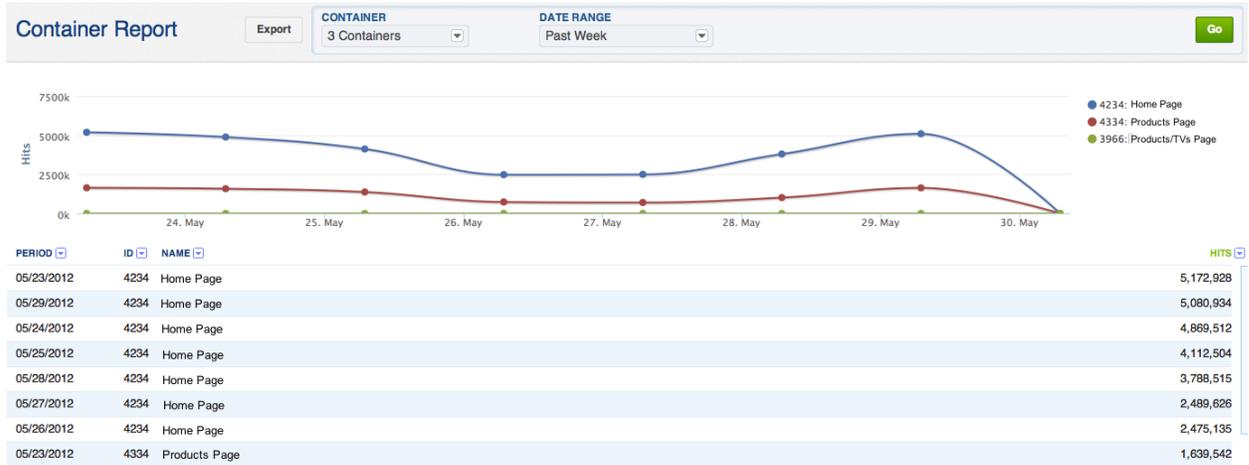
2. Filter the date range for the report by choosing any of the following filters:
 - Today
 - Yesterday
 - Past Week
 - Custom Range, where you can define a start date and an end date.
3. Filter the report to include or exclude any combination of dimensions (for example, Tags, Targets, and so on).
4. Click on an item in the report legend to remove a line item in the chart. When you click on an item in the legend, the corresponding line on the chart is removed and the item is dimmed in the legend.
5. To export any report to a CSV file, click **Export**.

	A	B	C	D	E
1	BlueKai Tag Report				
2					
3	Generation time	8/15/2012 18:01			
4	Partner	Sample.com			
5	Creator	Robert Landry			
6	Start	6/15/2012			
7	End	6/30/2012			
8					
9					
10	Id	Tag Name	Suspended	Hits	Period
11	218	Sample.com sample comparison pge	0	41,085	6/23/2012
12	218	Sample.com sample comparison pge	0	70,978	6/24/2012
13	218	Sample.com sample comparison pge	0	56,507	6/25/2012
14	218	Sample.com sample comparison pge	0	46,506	6/26/2012
15	218	Sample.com sample comparison pge	0	41,411	06/27/2012/
16	218	Sample.com sample comparison pge	0	36,906	6/28/2012
17	218	Sample.com sample comparison pge	0	32,438	6/29/2012
18	218	Sample.com sample comparison pge	29,857	0	6/30/2012
19	218	Sample.com sample comparison pge	49,943	0	7/1/2012
20	218	Sample.com sample comparison pge	51,274	0	7/2/2012
21	218	Sample.com sample comparison pge	2,199	48,424	7/3/2012
22	218	Sample.com sample comparison pge	0	61,173	7/4/2012
23	218	Sample.com sample comparison pge	0	55,841	7/5/2012
24	218	Sample.com sample comparison pge	0	0	7/6/2012

Container hits report

You can use the container hits report to view the number of times a container was called (or hit) within a specific time range.

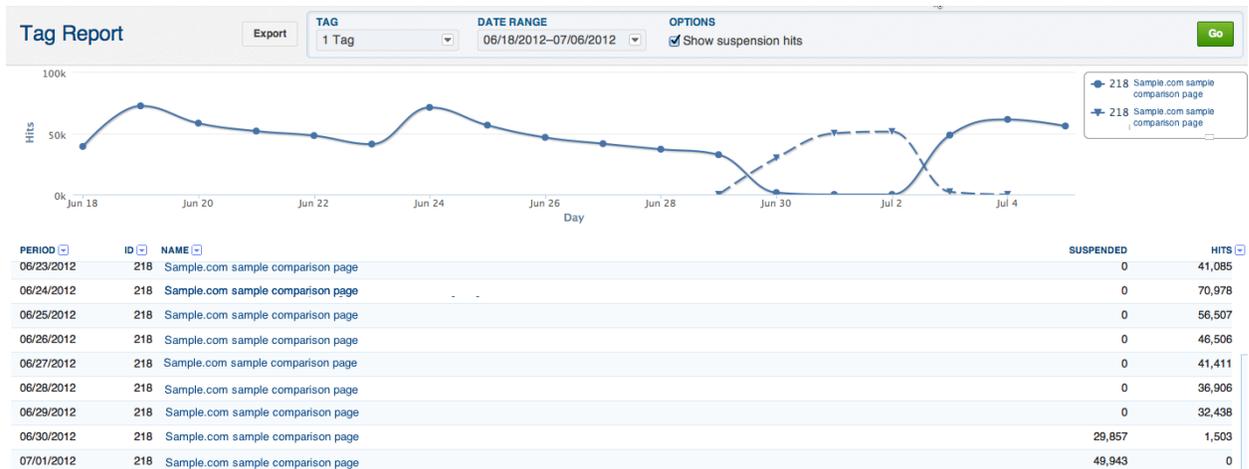
To view the report, select **Report > Container Hits**.



Tag hits report

You can use the tag hits report to view the total number of hits for each tag within a specified time range.

To view the report, select **Report > Tag Hits**.



You can view the number of times a tag qualified for firing but was not fired due to a [UXG](#) suspension by selecting **Show Suspension Hits** check box. This is available on all your performance-monitored tags. You can filter and sort to isolate tags with suspensions to help identify trends.

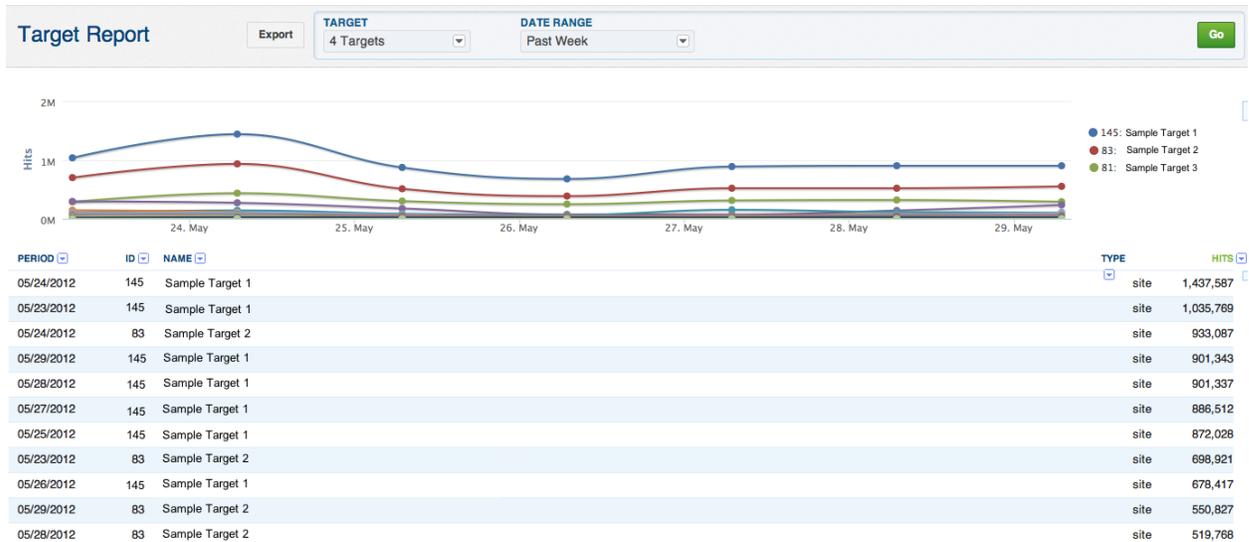
Move your cursor over the graph to view tool tips for each tag.

Note: The suspension is also indicated in the container with the insertion of inert code, such as `` in place of where the tag would normally appear. This provides an additional and queue for partners who monitor our schedules for tag fires.

Target hits report

You can use the target hits report to view the number of hits for a target within a specified time range.

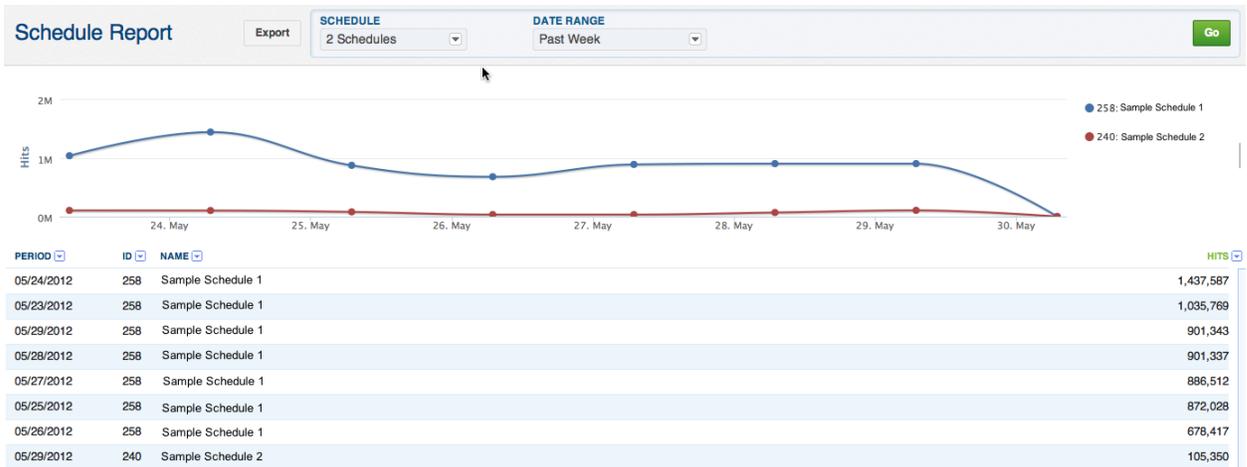
To view the report, select **Report > Target Hits**.



Schedule hits report

You can use the schedule hits report to view the number of hits on a tag schedule within a specified time range.

To view the report, select **Report > Schedule Hits**.



3.6 Running reports

You can run the following reports to monitor, analyze, and debug the ingest and delivery of your data in the Oracle Data Cloud platform.

Report	Description
Audience usage	View the number of impressions delivered against all the audiences you have created and the audiences you have shared with media partners.
Buyer exchange	Analyze the amount and cost of your data usage over specific intervals.
Inventory Trend Report	Monitor the current number of unique user profiles in your 1st-party categories and how the inventory has ramped over time. This new report deprecates the Provider Inventory Trend Report. It features quicker, more accurate user profile counts as it is updated daily (around 12PM GMT) and is unsampled.
Provider category	View your top 20 revenue-generating categories.
Provider exchange	See how well your data is being sold on the Oracle Data Marketplace and the amount of revenue you can expect to receive.
Site hits	Check the number of times a tag has been fired from your web site.

3.6.1 Running the Audience Usage Report

You can run the audience usage report to view the number of impressions delivered against all the audiences you have created and the audiences you have shared with media partners. The report lists the ID and name for each of your audiences, the name of the partner who used the audiences, and how many impressions were delivered against the audiences.

To run the audience usage report:

1. Select **Report > Audience Usage**. Alternatively, [run the audience usage report for a single audience](#) from the *Audiences* page by selecting **Manage > Audiences**, selecting the check box of the audience, and then clicking **Reports > Audience Usage**.
2. In the *Select Data Range* section, choose one of the following options:
 - In the drop-down, choose **All, Today, Yesterday, Last 7 Days, or Last 30 Days**.
 - In the boxes, enter a custom date range.
3. In the *Frequency* section, choose one of the intervals for which you want site data aggregated: **Daily, Monthly, or Quarterly**.
4. From the **Partner** list, select the partner for which you want to view the audience delivery statistics or select **All**.

Audience Usage Report

Set Date Range: -

Frequency: Hourly Daily Monthly Quarterly

Partner:

Dimensions:
 Partner

- Click **Create Report**. The audience usage report opens.

Date	Audience ID	Audience Name	Partner Name	Stamps
07-07-2015	79845	Responsys PEG Test - RQ Audience	Responsys PEG - Product Ops - RQ	5
07-01-2015	79845	Responsys PEG Test - RQ Audience	Responsys PEG - Product Ops - RQ	5
Total:				10

- To export the report to a spreadsheet file, click **Export**.

3.6.2 Running the Buyer Exchange Report

- [Open the buyer exchange report.](#)
- [Create the report query.](#)
- [View the report output.](#)
- [Manage exchange report templates.](#)

You can create a buyer exchange report to analyze your data usage and cost over a specific interval. For example, you can view the impressions and pixel calls for a given campaign over a daily or monthly interval to evaluate the amount and cost of the data that the campaign is winning. After you configure your buyer exchange report, you can export it to a tab-separated value (TSV) file or run it in your web browser.

DATE	CAMPAIGN NAME	STAMPS	SPEND
total		343	\$0.00
3/18/2015	46791 BK_Retargeting_Consumers_022714	83	\$0.00
3/17/2015	46791 BK_Retargeting_Consumers_022714	69	\$0.00
3/16/2015	46791 BK_Retargeting_Consumers_022714	49	\$0.00
3/15/2015	46791 BK_Retargeting_Consumers_022714	36	\$0.00
3/14/2015	46791 BK_Retargeting_Consumers_022714	38	\$0.00
3/13/2015	46791 BK_Retargeting_Consumers_022714	68	\$0.00

Opening the buyer exchange report

To open the buyer exchange report:

- Select **Report > Buyer Exchange**. The *Exchange Reports* page lists all the exchange reports you have previously saved as templates. For details, see [managing exchange report templates](#).

ID	NAME	LABELS	CREATED BY	CREATED	UPDATED	SNAPSHOT
363	BK Corporate - All Campaigns			03/19/2015	03/19/2015	No snapshot
362	BK Corporate Site - Retargeting Consumers Campaign			03/19/2015	03/19/2015	03/19/2015

Creating the report query

The exchange report query specifies the range of dates for which you want to check the audience and campaign data and the interval in which to list your report data.

To create the report query:

1. Click **Create New**. The *Exchange Report* dialog is displayed.

2. Select the range of dates and the interval for your the report following these steps:
 - i. In the **Date Range** list, select for which range of days or dates to report the exchange data. Select one of these date ranges:
 - **Yesterday**
 - **Past 7 Days (default)**
 - **Past 30 Days**
 - **Custom Range:** If you select this option, enter the start and end dates in the **Date From** and **Date To** boxes, or select them using the calendar.

- ii. Under *Interval*, specify the time range used to display the data in the report. An interval represents a period of time in which the individual data records are summed and provided as a single result for the whole time. You can select the following intervals: **Hourly**, **Daily**, **Monthly**, or **Quarterly**. The interval that is the most appropriate for the **Date Range** specified in step 1 is selected by default. For example, if you select the **Today** or **Yesterday** date ranges, the default interval is **Hourly**; if you select the **Past 7 Days**, **Past 30 Days**, or **Custom Range**, the default is **Daily**.
3. Under *Display Columns*, select check boxes for dimensions to be added as columns in the report. To speed the report configuration process, the dimensions are logically grouped into the following categories: **Most Popular**, **Audience Related**, and **Campaign Related**. When you select a dimension, a tab for the dimension is added to *Dimension Column Order* at the bottom left. If filtering was applied to the dimension, its tab is highlighted green. Some dimensions include multiple check boxes for each format you want to include in the report, such as name, ID, or path. Dimensions that include a box under *Filters* can optionally be narrowed to a specific type. If you do not specify a filter, all the applicable data for that dimension is included in the report. You can add the following dimensions to your exchange report:

Dimension	Description
Campaign	Select the data campaigns you used to purchase and target an audience. You can include the ID and name for each selected campaign.
Category	Displays the category in the target audience that is associated with the data campaigns. You can include the ID, name, or path of the category.
Data Source	Select the data source used for the campaigns: <ul style="list-style-type: none"> ■ Any (default) ■ Retargeted (first-party) data ■ Prospecting (third-party) data
Target Country	The countries selected in the audience builder and targeted by the data campaign
Campaign Country	Displays the countries targeted by the campaigns.

Dimension	Description
Campaign Type	Displays the campaign type: <ul style="list-style-type: none"> ■ Any (default) ■ Internal ■ Certified
Country Won	The country code and name of the users won by the data campaign. Geolocation data is based on the IP addresses of online users and country locations specified for offline users.
Current Status	Displays the status of the campaigns: <ul style="list-style-type: none"> ■ Any (default) ■ Active ■ Idle
Max Bid	Displays the maximum bid prices specified for the campaigns.
Order	Displays the name of the order associated with the campaign. The order specifies the total budget for one or more campaigns.
Order Type	Select the order type: <ul style="list-style-type: none"> ■ Any (default) ■ Normal ■ Time based ■ Bulk
Pacing Goal	Displays the pacing goal for the campaign in dollars (\$) or impressions per time period format. The actual format depends on the pacing type used for the campaign.
Pacing Type	Displays the pacing type used for the campaign: <ul style="list-style-type: none"> ■ Any (default)

Dimension	Description
	<ul style="list-style-type: none"> ■ No Restriction ■ Budget Per Day ■ Budget Per Campaign Lifetime ■ Stamps Per Day ■ Stamps Per Campaign Lifetime ■ Cost Per 1000 impressions (CPM) ■ Audience On
Pixel URL	Displays the URL of the pixel used to trigger an ID swap or transfer the user with their category.

- Select check boxes for the metrics you want to include as columns in your report. When you select a metric, a tab for the metric is added to the **Metric Column Order** box at the bottom right of the page.

Metric	Description
Cost Per 1000 Stamps	The average spend per 1,000 impressions (including finance-entered adjustments)
Cost Per Stamp	The average spend per stamp
Spend	The total cost of the campaign
Stamps	Number of times a user was sold with a category based on the campaign's target audience

If you include the cost per stamp or spend metrics in your report with an hourly interval, they will not return any data (they will display a series of zeroes).

- After you select dimensions and metrics, you can change how their columns are ordered in the report. The dimensions and metrics are listed from left to right in the order in which you selected them. Drag its tab to the desired position within its respective **Column Order** box.

6. Click **Run** to generate the report. Alternatively, you can:
 - i. Click [Export](#) to generate and download the report as a tab-separated value (TSV) file.
 - ii. Click [Save as Template](#) to save the report and download it to a TSV file. Saving a report as a template stores the configuration, including date range, interval, dimensions, metrics, and column ordering so that you can run the report without having to recreate it. When you save a report as a template, a snapshot of the report is created each time you run it. You can view or download the snapshot to analyze the data as it existed when the snapshot was created.

Exporting the report

You can export an exchange report from the report query page or the output page.

To export an exchange report:

1. Click **Export**.
2. A new tab opens and the report is generated. A TSV file is then downloaded to your computer.
3. Save the report.
4. You can open and view the report using a spreadsheet or text application.
5. Click **Close** to close the new tab that opened when you ran your report.

Saving the report as a template

You can save an exchange report as a template so that you can re-run the report whenever needed. When you save a report as a template, a snapshot of the report is created each time the report is run. You can view or download the snapshot to analyze the data as it existed when the snapshot was created. After you create a template, you can clone it to create new templates with varied configurations or different scheduling.

To save an exchange report as a template:

1. Click **Save as Template**. The *New Exchange Report Template* dialog is displayed.
2. In the *Basic Information* section, configure the following properties:

Property	Description
Name	Enter a descriptive name for the template.
Labels	(Optional) Enter an alias name or nickname for the report that can be used to filter the exchange report templates.
Notes	(Optional) Enter a description, purpose, use case, instructions, or any other text to be associated with the exchange report.

The screenshot shows a dialog box titled "New Exchange Report Template". Inside, there is a section labeled "Basic Information" containing three input fields: "NAME" (filled with "BK Corporate Site - Retargeting Cons"), "LABELS" (empty), and "NOTES" (empty). At the bottom right, there are "Cancel" and "Save" buttons.

3. Click **Save**. Your report is added to the main exchange report page. See [managing exchange templates](#) for more information on viewing, copying, and editing your templates.

Viewing the report output

When you run an exchange report, the report opens in a new tab in your web browser. It includes a summary at the top and a table that lists the exchange data.

Viewing the report summary

The exchange report includes at a summary at the top that lists the dimensions selected in the report. You can click **Details** to view additional information such as the report name (if saved as a template),

the selected date range and interval, the snapshot ID, the date the report was last run, and any labels associated with the report. In addition, the details includes the filters applied to the provider, site, and category dimensions. Click **Export** to export the exchange report to a TSV file.

Exchange Report
 BK Corporate Site - Retargeting Consumers Campaign
 Date: 03/12/2015 - Range: 03/18/2015 Interval: Daily
 Snapshot: 2075ee8161014296

Dimensions (2)
 Campaign Id, Campaign Name

Metrics (2)
 STAMPS, SPEND

Filtered by (2)
 Campaign: BK_Retargeting_Consumers_022714
 Campaign Type: INTERNAL

Details **Export**

Viewing the report table

The bottom of the exchange report includes lists the exchange data and interval within the specified date range. The columns are listed in the order you specified in the report query.

DATE	STAMPS	SPEND
3/18/2015	83	\$0.00
3/17/2015	69	\$0.00
3/16/2015	49	\$0.00
3/15/2015	36	\$0.00
3/14/2015	38	\$0.00
3/13/2015	68	\$0.00
total	343	\$0.00

To sort and filter the exchange data:

1. Click the filter icon in a column. Each columns have sliders to adjust the value.
2. To specify a specific value, click on the value at either end of the filter and then type the desired value.
3. Click **Apply** to filter the data.

Managing exchange report templates

After you save an exchange report template, it is added to the list of templates in the exchange report index page. You can then view, copy, edit, and delete your templates.

Viewing templates

To view the exchange reports you saved as templates:

1. (Optional) Sort the exchange report templates using one or more of the following column headers: **ID**, **Name**, **Labels**, **Created By**, **Created**, or **Updated**.

2. (Optional) Filter exchange report templates using one or more of the following properties listed in the left sidebar:
 - **Name:** Enter the name of the bookmarked report, and then press Enter.
 - **Created Date:** Display only Exchange Report templates created in the **Past Day**, **Past 7 Days**, **Past 30 Days**, or for a **Custom** date range. To specify a **Custom** date range, click the **From** and **To** boxes and select the start and end dates from the calendar.
 - **Created By:** Display only Exchange Report templates that are **Created by Me** or by **Created by Any User**.

Note: To clear the filter applied to a property, click the **Any** <property> option. To clear all the filters, click **Reset Filters**.
3. To view a detailed summary of your exchange report template, click the template's **Name**. An exchange report template details page opens.
4. The top of the page lists the template's status, ID, name, creation date, and last update. It then includes sections for the following properties:

Property	Description
Report columns	<p>This section lists the following properties:</p> <ul style="list-style-type: none"> ■ Dimensions: The number and names of the dimensions included in the report ■ Filtered by: The filtering used to includes the specified providers, sites, and categories in the report ■ Metrics: The number and names of the metrics included in the report
Report snapshots	<p>The number of snapshots taken of the report. A snapshot is created each time the report is generated from the template. This section includes a timestamp and ID for each snapshot. Click View to open the snapshot of the exchange report. Click Download to export the report snapshot to a TSV file on your computer.</p>

Property	Description
Date range	The range of days or dates for which exchange data is reported
Interval	The period of time over which the exchange data is summed and provided as a single result
Labels	The labels used for sorting and filtering this template
Notes	Any user-specified notes entered for this template

5. Click **Run** to manually generate the report. This also creates a snapshot.
6. Click **Copy to Create New** to create a copy of the exchange report template. By default, the copy will have the same query as the original. You can modify the copy's date range, interval, dimensions, metrics as needed, and then create a new template and/or run the report.
7. Click **Edit** to configure the basic information of the report.
8. Click **Back** to return to the main exchange reports template page.

Copying templates

You can copy an exchange report template to create a new exchange report that has the same query as the template. You can then modify the copy's date range, interval, dimensions, metrics as needed, and then create a template for the copied report or run it. This is useful for quickly creating nuanced or specialized versions of an existing exchange report.

To copy a template:

1. Select the check box for the template to be copied.
2. Click **Copy to Create New**.
3. Modify the report query, as needed.
4. [Export the exchange report to a TSV file](#), [run the report in your web browser](#), or [save it as a template](#).

Editing templates

To edit the basic information and schedule for an exchange report template:

1. Select the check box for the template for you want to edit.
2. Click **Edit**.
3. In the *Edit Exchange Report Template* dialog, modify the template's name, label, and notes).
4. Click **Save**.

Deleting templates

To permanently remove an exchange report template:

1. Select the check box for the template for you want to delete.
2. Click **Delete**.
3. Click **OK** to confirm the deletion of the template.

3.6.3 Using the Inventory Trend Report

You can use the Inventory Trend report to monitor the current number of unique user profiles in your 1st-party categories and how the inventory has ramped over time. The Inventory Trend report lists and visualizes historical daily inventory, for both new and all unique users, over daily intervals. The report is updated daily (around 12PM GMT) with the previous day's inventory data, and it is unsampled.

This report is especially useful for confirming inventory is building when onboarding new data. For example, if inventory is significantly lower than expected, you may need to check your implementation of the Oracle Data Cloud core tag, or check whether the classification rules, which map your user attributes to your categories, have been created.

To use the Inventory Trend report:

1. [Open the Inventory Trend report](#).
2. [Create the report query](#).
3. [View the report output](#).
4. (Optional) [Manage Inventory Trend report templates](#).

Opening the Inventory Trend report

To open the Inventory Trend report:

1. Select **Report > Inventory Trend Report**.
2. All the Inventory Trend reports you have previously saved as templates are listed.

ID	NAME	LABELS	CREATED BY
1245	test4		Saraswathi Cr
1242	test		Saraswathi Cr
1241	test4		Saraswathi Cr
1227	test2		Saraswathi Cr
1225	test123		Saraswathi Cr

Creating the report query

The Inventory Trend report query specifies the range of dates for which you want to check inventory and the interval in which to list your report data.

To create the query:

1. Click **Create New**. The *Inventory Trend Report Query* dialog opens.

DATE RANGE: Past 7 Days

INTERVAL: DAILY

DIMENSIONS

Category:

Include child categories

Include site details

Include country details

METRICS

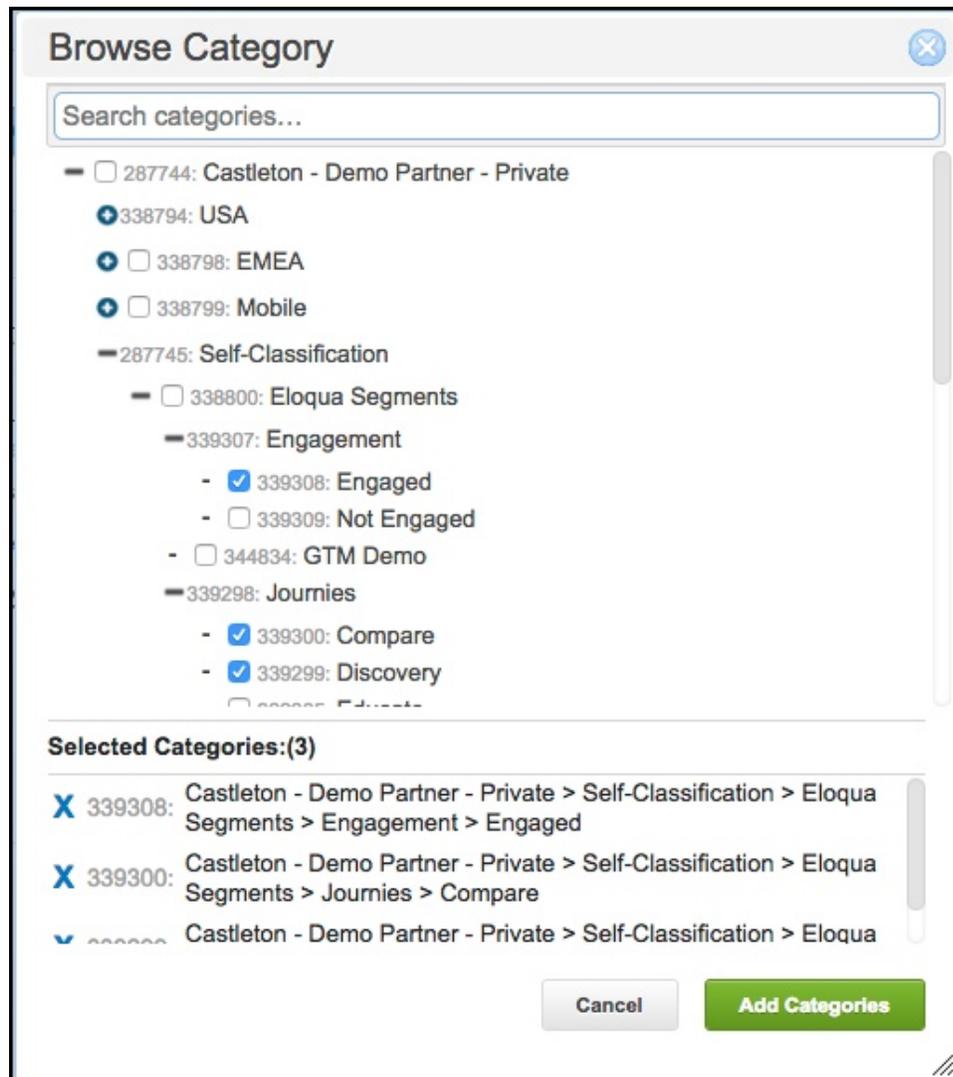
Existing Profiles

Newly Tagged Profiles

Buttons: Save as Template, Export, Run

2. In the *Date Range* list, select for which range of days or dates to report inventory: **Yesterday**, **Past 7 Days**, **Past 30 Days**, or **Custom Range**. If you specify a Custom Range that is longer than 90 days, you cannot select the **Daily** interval.
3. Under *Interval*, specify the time interval used to display the data in the report. An interval represents a period of time in which the individual data records are summed and provided as a single result. The **Daily** interval is selected by default.
4. In the *Category* dimension, select up to 20 categories to include in the report. To select categories, enter a comma-separated list of category IDs in the box, or click **Browse Categories** and then select the categories following these steps:
 - a. Select the check boxes from the Category tree for your 1st-party categories to include in the report.
 - b. To search for a category, enter the name of the category or its ID in the **Search Categories** box. To search by the category ID, enter "`=<categoryId>`". The categories are filtered by your search criteria. To clear the search filter, click the x icon.
 - c. The Selected Categories box below displays how many categories out of the maximum 20 that you have selected, and it lists the IDs and paths of the categories you have selected. Click the x icon to remove a category.

- d. Click **Add Categories**. The selected categories are added to the box.



5. Optionally, you can add child categories, containers/site IDs, and countries to your report by selecting the following check boxes.
- **Include Child Categories.** Includes all the child nodes under the selected categories in the report. Child nodes do not count against the 20-category limit.
 - **Include Site Details.** Lists inventory by the containers (site IDs) used to collect your user data.

- **Include Country Details.** Lists inventory by the countries where the user profiles originated (user profile locations are derived from the IP address included in the header field in calls to tags.bluekai.com).
6. Under **Metrics**, both the **Existing Profiles** and **Newly Tagged Profiles** check boxes are selected and cannot be cleared. This means that, for the selected interval, your reports will always include the existing users in the category and new users that were classified into the category for the first time. These metrics are useful for tracking how inventory is incrementally building over time.
 7. Click **Run** to generate the Inventory Trend report. Alternatively, you can do the following:
 - Click [Export](#) to generate the Inventory Trend report and download it to a tabbed-separated value (TSV) file.
 - Click [Save as Template](#) to save the Inventory Trend report as a template that you can run at your convenience without having to configure it again. In addition, when you save a report as a template, a snapshot of the report is created each time you run it. You can view or download the snapshot to analyze the data as it existed when the snapshot was created.

If your report contains more than 20,000 categories, you can only export it to a TSV file. If it contains more 1 million rows, it will not be generated.

Exporting the report

You can export an Inventory Trend report from the report query page or the output page following these steps:

1. Click **Export**.
2. A new tab opens and the report is generated. A TSV file is downloaded to your computer.
3. You can open and view the report using a spreadsheet or text application.

Saving the report as a template

You can save an Inventory Trend report as a template so that you can manually re-run the report whenever needed or schedule the report to run automatically in a recurring daily, weekly, or monthly pattern. When you save a report as a template, a snapshot of the report is created each time the report is run. You can view or download the snapshot to analyze the data as it existed when the snapshot was created. You can also copy a template to create a new template with varied configurations.

To save an Inventory Trend report as a template:

1. Click **Save as Template**. The *New Inventory Trend Report Template* dialog opens.
2. In the **Basic Information** box, configure the following properties:

Property	Description
Name	Enter a descriptive name for the template.
Labels	(Optional) Enter an alias name or nickname for the report that can be used to filter the Inventory Trend report templates.
Notes	(Optional) Enter a description, purpose, use case, instructions, or any other text to be associated with the Inventory Trend report.

The screenshot shows a dialog box titled "New Inventory Trend Report Template" with a close button in the top right corner. The dialog is divided into three sections: "NAME", "LABELS", and "NOTES". The "NAME" section has a text input field containing "Coffee Lovers 7-Day Inventory Tren". The "LABELS" section has a text input field containing "x coffee". The "NOTES" section has a text area containing "Inventory trend report for Coffee Lovers category (category ID...)" with a scroll bar on the right. At the bottom of the dialog, there are two buttons: "Cancel" and "Save".

3. Click **Save**. Your report is added to the main Inventory Trend report page.

Viewing the report summary

When you run an Inventory Trend report, the report opens in a new tab in your web browser. The report includes a table that lists the Inventory Trend data within the specified date range. The columns are listed in the following order: **Period**, **Category ID**, **Category Path**; **Site Name** (this is the name of the container) and **Site ID** if you selected the **Site Details** option in the query; **Country Name** (if you selected the **Country Details** option in the query); and **Existing Profiles** and **Newly Tagged Profiles**.



PERIOD	CATE...	CATEGORY PATH	EXISTING PRO...	NEWLY TAGG...
Total	-	-	-	-
11/29/2017	377407	ROOT>BlueKai/Oracle Test Partner - Private	19,048,328	23,242
11/30/2017	377407	ROOT>BlueKai/Oracle Test Partner - Private	19,441,934	333,204
12/01/2017	377407	ROOT>BlueKai/Oracle Test Partner - Private	18,395,061	92,452
12/02/2017	377407	ROOT>BlueKai/Oracle Test Partner - Private	18,552,430	209,220
12/03/2017	377407	ROOT>BlueKai/Oracle Test Partner - Private	19,600,283	988,481
12/04/2017	377407	ROOT>BlueKai/Oracle Test Partner - Private	19,443,882	102,547

Click **Export** to export the Inventory Trend report to a TSV file.

To filter the Inventory Trend data:

1. Click the filter icon in a column. All columns except **Period** and **Category ID** can be filtered.
2. Enter the value to be used for filtering.
3. Click **Apply** to filter the data.

Managing Inventory Trend report templates

After you save an Inventory Trend report template, it is added to the list of templates in the Inventory Trend report index page. You can then view, copy, edit, and delete your templates.

Viewing templates

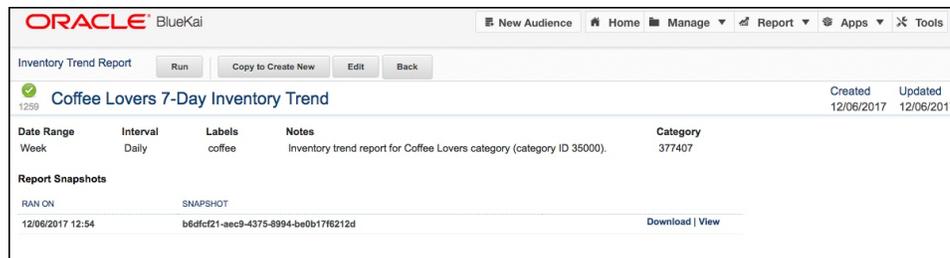
To view the Inventory Trend reports you saved as templates:

1. (Optional) You can sort the Inventory Trend report templates using one or more of the following column headers: **ID**, **Name**, **Labels**, **Created By**, **Created**, or **Updated**.

2. (Optional) Filter the Inventory Trend report templates using one or more of the following properties listed in the left sidebar:
 - **Name:** Enter the name of the bookmarked report, and then press ENTER.
 - **Label:** Enter the label name, and then press ENTER.
 - **Created Date:** Display only Inventory Trend report templates created in the **Past Day**, **Past 7 Days**, **Past 30 Days**, or for a **Custom** date range.
 - **Created By:** Display only Inventory Trend report templates that are **Created by Any User** or **Created by Me**.

To clear the filter applied to a property, click the **Any <property>** option. To clear all the filters, click **Reset Filters**.

3. To view a detailed summary of your Inventory Trend report template, click the template's **Name**. An Inventory Trend report template details page opens.



4. The top of the page lists the template's **Date Range**, **Interval**, **Labels**, **Notes**, **Category**, **Created** date, and last **Updated** date. It then includes a section for the **Report Snapshots**, which are created each time the report is generated from the template. This section includes a timestamp and ID for each snapshot. Click **View** to open the snapshot of the Inventory Trend report. Click **Download** to export the report snapshot to a TSV file on your computer.
5. Click **Run** to manually generate the report. This also creates a snapshot.
6. Click **Copy to Create New** to create a copy of the Inventory Trend report template. By default, the copy will have the same query as the original. You can modify the copy's date range, interval, dimensions, metrics as needed, and then create a new template and run the report.
7. Click **Edit** to configure the schedule used auto-generating the report.
8. Click **Back** to return to the main Inventory Trend reports template page.

Copying templates

You can copy an Inventory Trend report template to create a new Inventory Trend report that has the same query as the template. You can then modify the copy's date range, interval, dimensions, metrics as needed, and then create a template for the copied report or run it. This is useful for quickly creating nuanced or specialized versions of an existing Inventory Trend report.

To copy a template:

1. Select the check box for the template to be copied.
2. Click **Copy to Create New**.
3. Modify the report query, as needed.
4. [Export the Inventory Trend report to a TSV file](#), run the report in your web browser, or save it as a template.

Editing templates

You can edit the basic information and schedule for an Inventory Trend report template following these steps:

1. Select the check box for the template for you want to edit.
2. Click **Edit**.
3. In the **Edit Inventory Trend report Template** dialog, modify the template's **Basic Information** (name, label, and notes) and **Schedule Settings** as desired.
4. Click **Save**.

Deleting templates

To permanently remove an Inventory Trend report template:

1. Select the check box for the template for you want to delete.
2. Click **Delete**.
3. Click **OK** to confirm the deletion of the template.

3.6.4 Running the Provider Category Report

For data providers, you can use the provider category report to view your top-20 revenue generating categories in the Oracle Data Marketplace. This report lists the categories from the highest percentage of the monthly revenue total to the lowest. You can view the report for any month that you specify.

Provider Category Report

Select Date Range:

From:

[View Report](#)

[Export to Excel](#)

Rank	Category	Percentage Of Total
1	In-Market → Autos	7.00%
2	In-Market → Autos → Condition → Used Cars	4.77%
3	Custom Categories → Comparison Shoppers	3.73%
4	In-Market → Autos → Classes → Luxury Cars	3.22%
5	In-Market → Autos → Condition → New Cars	3.01%
6	In-Market → Autos → Condition → Used Cars → More than 5 years old	2.90%
7	Custom Categories	2.77%
8	In-Market → Autos → Classes → Midsize Cars	2.73%
9	In-Market → Autos → Classes → Compacts & Sub-Compacts	2.65%
10	In-Market → Autos → Condition → Used Cars → Less than 5 years old	2.51%
11	Geographic → Self-Declared → United States	2.37%
12	In-Market → Autos → Classes → Sedans	2.32%
13	In-Market → Autos → Classes → Crossovers	1.97%
14	In-Market → Autos → Classes → Sports Cars	1.94%
15	In-Market → Autos → Classes → SUVs	1.56%
16	In-Market → Autos → Classes → Full-Size Cars	1.44%
17	Geographic	1.42%
18	In-Market → Autos → Makes & Models → Ford	1.29%
19	In-Market → Autos → Classes → Coupes	1.26%
20	In-Market → Autos → Makes & Models → Chevrolet	1.17%

To run the provider category report:

1. Select **Report > Provider Categories**.
2. In the **From** list, choose the specific month for which you want to view category data.
3. Click **View Report**. The provider category report lists the top 20 data categories that contributed to your revenue share. The report includes the following fields:

Column	Description
Rank	The ordinal ranking of the category by percentage of total revenue earned.
Category	The full category path in the taxonomy
Percentage of Total	The percentage of the total revenue share earned by the specific category.

3.6.5 Running the Provider Exchange Report

For data providers, the provider exchange report provides insight into how well your data is being sold on the Oracle Data Marketplace, and the amount of revenue you can expect to receive. Report data is made available approximately 1-2 months after the end of the month. For example, reporting data for June 2015 will appear in July or August 2015. If you sell data from multiple sites, you can run a single Provider Exchange Report on all of your sites.

Provider Exchange Report

Select Date Range:

From: To:

Select Report Preferences:

Daily Monthly

Site:

[View Report](#)

[Export to Excel](#)

Month ▲▼	Site ▲▼	UU's Received ▲▼	Site Revenue ▲▼	\$ / Thousand UU's Received ▲▼
May 2012	Example.com	6,110,550	\$121,415.64	\$19.87
April 2012	Example.com	6,193,470	\$119,555.78	\$19.30
March 2012	Example.com	6,468,360	\$121,445.93	\$18.78
February 2012	Example.com	6,428,530	\$120,940.33	\$18.81
January 2012	Example.com	6,164,855	\$121,628.33	\$19.73
December 2011	Example.com	5,141,768	\$147,434.33	\$28.67
November 2011	Example.com	5,443,430	\$151,679.64	\$27.86
October 2011	Example.com	5,533,416	\$122,488.45	\$22.14
September 2011	Example.com	5,486,621	\$121,768.30	\$22.19
August 2011	Example.com	5,720,075	\$120,915.35	\$21.14
July 2011	Example.com	5,955,089	\$131,340.12	\$22.06
June 2011	Example.com	5,974,385	\$97,385.00	\$16.30
May 2011	Example.com	6,270,084	\$94,534.26	\$15.08
Totals		76,890,633	\$1,592,531.46	\$

To run the provider exchange report:

1. Select **Report > Provider Exchange**.
2. In the **Select Data Range** property, choose the starting and ending dates for the reporting period you want to view using the **From** and **To** lists. The **To** list may not include one or two months prior to today's date, based on the availability of reporting data from the platform.
3. In the **Select Report Preferences** property, select **Monthly** (daily reports are currently not supported).
4. From the **Site** list, select the site for which you want to view unique users and revenue or select **All**.
5. Click **View Report**. The provider exchange report lists the following information:

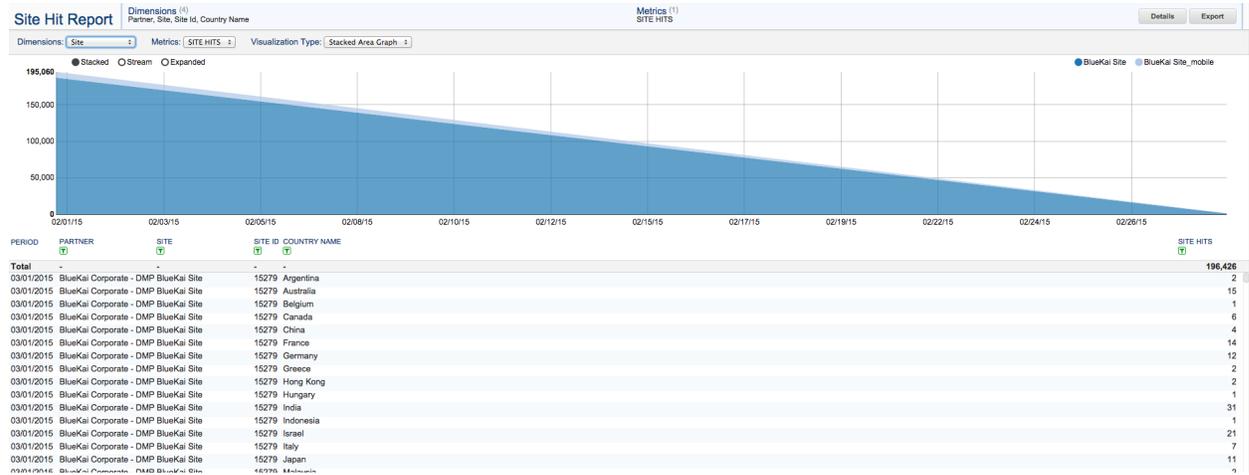
Column	Description
From/To	Allows to you specify the data range of the report. Reporting dates are available as soon as the platform makes them available, approximately 1-2 months after the end of a month.
Select Report Preferences	Aggregates the data by month. Daily reporting is currently not available in the Provider Exchange Report.
Site	Lists all of the sites for which you are selling data. You can also select All to view reporting for all sites. You can then sort by Site in the report table.
Month	The month and year of the Exchange activity.
Site	The site from which data is being sold on the Oracle Data Marketplace.
UU's Received	The number of unique user impressions that were sold in the Oracle Data Marketplace.
Site Revenue	The amount of revenue shared with you by Oracle Data Cloud, based on specific contract agreements and amount of data sold from the site.
\$/ Thousand UU's	The effective CPM, calculated by dividing the Site Revenue by the UU's Received, and multiplying by 1,000.

6. Use the sort features to sort the report by any column.

- Click **Export to Excel** to export the report to a spreadsheet file.

3.6.6 Using the Site Hit Report

You can use the site hit report to check the number of times a tag has been fired from your web site.



To use the site hit report:

- [Open the site hit report.](#)
- [Create the report query.](#)
- [View the report output.](#)
- (Optional) [Manage site hit report templates.](#)

Opening the site hit report

To open the site hit report:

- Select **Report > Site Hits**.
- All the site hit reports you have previously saved as templates are listed.

Creating the report query

The site hit report query specifies the range of dates for which you want to check the site hits and the interval in which to list your report data.

To create the query:

1. Click **Create New**. The *Site Hit Report Query* dialog opens.

The screenshot shows the 'Site Hit Report' dialog box. At the top, there's a title bar with 'Site Hit Report' and a 'Back' button. Below that, there are two sections: 'DATE RANGE' with a dropdown menu set to 'Past 7 Days' and 'INTERVAL' with radio buttons for 'HOURLY', 'DAILY', 'MONTHLY', and 'QUARTERLY'. The 'DAILY' option is selected. The main area is divided into four sections: 'DIMENSIONS' with checkboxes for 'Container', 'ID', 'Name', and 'Type'; 'DISPLAY COLUMNS' with checkboxes for 'Name' and 'Type'; 'FILTERS' with two input fields, both set to 'All'; and 'METRICS' with a checked checkbox for 'Site Hits'. At the bottom, there are two horizontal lists: 'DIMENSION COLUMN ORDER' with 'SITE' and 'METRIC COLUMN ORDER' with 'SITE HITS'. At the bottom right are three buttons: 'Export', 'Run', and 'Save as Template'.

2. In the *Date Range* list, select for the range of days or dates to report on.
3. Under *Interval*, specify the time interval used to display the data in the report. An interval represents a period of time in which the individual data records are summed and provided as a single result for the whole time. You can select the following intervals: **Hourly**, **Daily**, **Monthly**, or **Quarterly**. The interval that is the most appropriate for the **Date Range** specified in step 1 is selected by default. For example, if you select the **Yesterday** date range, the default interval is **Hourly**; if you select the **Past 7 Days**, **Past 30 Days**, or **Custom Range**, the default is **Daily** and Hourly is not an option.
4. In the *Container* dimension enter one or more site IDs or container names to search for and select the specific containers to be included in the report. You can optionally select one or more of the following check boxes for the dimensions related to the containers deployed on your sites:
 - **ID**: The unique site ID auto-generated for the container. The site ID is used in the Oracle Data Cloud platform to identify and manage the data collected from your desktop and

mobile sites.

- **Name:** The name specified when you [created your container](#)
 - **Type:** Identifies whether the container is used to manage a **Desktop** or **Mobile** site.
5. In the *Country* dimension, enter the name or the [two-letter code for the country](#) by which to limit the report data, such as US (user locations are derived from the IP address included in the header field in the calls from your site to tags.bluekai.com).
 6. When you select the desired dimensions, you can change how their columns are ordered in the site hit report. To move a dimension or metric, drag its tab to the desired position within its respective **Dimension Column Order** box. The dimensions you filter are highlighted green. Dimensions without filtering are colored gray. By default, the dimensions are listed in the order in which they were selected.
 7. Click **Run** to generate the site hit report. Alternatively:
 - Click [Export](#) to generate the site hit report and download it to a tabbed-separated value (TSV) file.
 - Click [Save as Template](#) to save the site hit report as a template that you can run at your convenience without having to configure it again. In addition, when you save a report as a template, a snapshot of the report is created each time you run it. You can view or download the snapshot to analyze the data as it existed when the snapshot was created.

Exporting the report

You can export a site hit report from the report query page or the output page following these steps:

1. Click **Export**.
2. A new tab opens and the report is generated. A TSV file is downloaded to your computer.
3. You can open and view the report using a spreadsheet or text application.

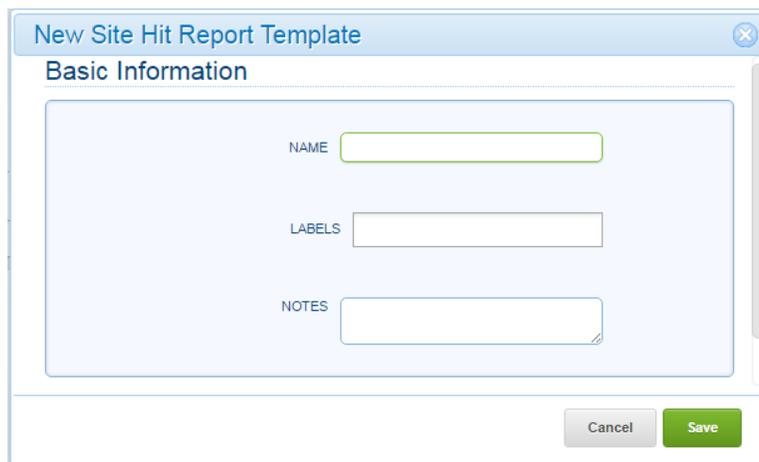
Saving the report as a template

You can save a site hit report as a template so that you can manually re-run the report whenever needed or schedule the report to run automatically in a recurring daily, weekly, or monthly pattern. When you save a report as a template, a snapshot of the report is created each time the report is run. You can view or download the snapshot to analyze the data as it existed when the snapshot was created. You can also copy a template to create a new template with varied configurations.

To save a site hit report as a template:

1. Click **Save as Template**. The *New Site Hit Report Template* dialog opens.
2. In the **Basic Information** box, configure the following properties:

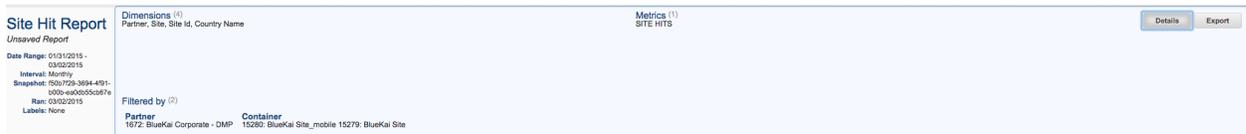
Property	Description
Name	Enter a descriptive name for the template.
Labels	(Optional) Enter an alias name or nickname for the report that can be used to filter the site hit report templates.
Notes	(Optional) Enter a description, purpose, use case, instructions, or any other text to be associated with the site hit report.



3. Click **Save**. Your report is added to the main site hit report page.

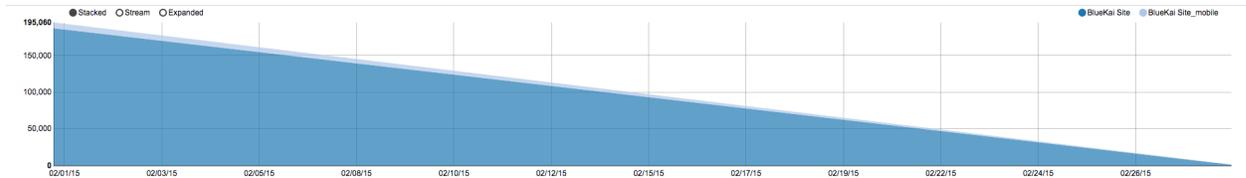
Viewing the report summary

When you run a site hit report, the report opens in a new tab in your web browser. The report includes a summary at the top, an interactive graph that visualizes the site hit data, and then a table that lists the site hit data. You can click **Details** to view additional information such as the report name (if saved as a template), the selected date range and interval, the snapshot ID, the date the report was last run, and any labels associated with the report. In addition, the details includes the filters applied to the provider, site, and category dimensions. Click **Export** to export the site hit report to a TSV file.



Using the report graph

The site hit report includes an interactive graph that visualizes the site hit data. You can select a single dimension from your report, and the graph will display the site hit figures over the specified date range. This is useful for comparing the traffic between different sites, analyzing trends over time, and detecting issues.



To use the site hit graph:

1. From the **Dimensions** list, select the site or country dimension to be plotted on the graph.
2. From the **Visualization Type** list, select the graph to be used for displaying the site hit data:
Stacked Area or **Line Graph**. Stacked area graphs are useful for comparing how individual sites or countries contributed to the cumulative total. Line graphs are useful when comparing the dimensions to the total is not important. If you select a **Stacked Area** graph, the site hit data will be displayed on a **Stacked** graph by default. You can also change the area graph to a **Stream** graph or an **Expanded** graph. The following describes each of these three graphs:

- **Stacked**: Represents the site hits in a flowing, organic shape that is useful for viewing the overall ebb and flow of tag calls from your site.
 - **Expanded**: Displays the percentage of site hits that each site or country contributed to the cumulative total.
3. You can move your mouse pointer over the graph to display the site hits and date for a site or country at that specific point in time.
 4. You can filter the dimensions displayed on the graph by clearing their entries in the graph's legend. When you clear an entry, the graph and site hit figures are updated instantly. You can select a dimension's entry in the legend to re-display it on the graph.

Viewing the report table

The bottom of the site hit report includes lists the site hit data and interval within the specified date range. The columns are listed in the order you specified in the report query.

PERIOD	PARTNER	SITE	SITE ID	COUNTRY NAME	SITE HITS
(1)	(2)	(3)	(4)	(5)	(6)
Total	-	-	-	-	156,426
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	Argentina	2
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	Australia	15
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	Belgium	1
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	Canada	6
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	China	4
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	France	14
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	Germany	12
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	Greece	2
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	Hong Kong	2
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	Hungary	1
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	India	31
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	Indonesia	1
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	Israel	21
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	Italy	7
03/01/2015	BlueKai Corporate - DMP	BlueKai Site	15279	Japan	11

To sort and filter the site hit data:

1. Click the filter icon in a column. Each columns have sliders to adjust the value.
2. To specify a specific value, click on the value at either end of the filter and then type the desired value.
3. Click **Apply** to filter the data.

Managing site hit report templates

After you save a site hit report template, it is added to the list of templates in the site hit report index page. You can then view, copy, edit, and delete your templates.

Viewing templates

To view the site hit reports you saved as templates:

1. (Optional) You can sort the site hit report templates using one or more of the following column headers: **ID**, **Name**, **Labels**, **Created By**, **Created**, or **Updated**.
2. (Optional) Filter the site hit report templates using one or more of the following properties listed in the left sidebar:
 - **Name**: Enter the name of the bookmarked report, and then press ENTER.
 - **Created Date**: Display only site hit report templates created in the **Yesterday**, **Past 7 Days**, **Past 30 Days**, or for a **Custom** date range.
 - **Created By**: Display only site hit report templates that are **Created by Me** or by **Created by Any User**.
 - **Schedule**: Display only site hit report templates that are automatically generated **Daily**, **Weekly**, **Monthly**, or do not have any scheduling (**None**).

To clear the filter applied to a property, click the **Any** <property> option. To clear all the filters, click **Reset Filters**.

3. To view a detailed summary of your site hit report template, click the template's **Name**. A site hit report template details page opens.
4. The top of the page lists the template's status, ID, name, creation date, and last update. It then includes sections for the following properties:

Property	Description
Report Columns	<p>This section lists the following properties:</p> <ul style="list-style-type: none">■ Dimensions: The number and names of the dimensions included in the report■ Filtered By: The filtering used to includes the specified providers, sites, and categories in the report.■ Metrics: The number and names of the metrics included in the report.

Property	Description
Report Snapshots	The number of snapshots taken of the report. A snapshot is created each time the report is generated from the template. This section includes a timestamp and ID for each snapshot. Click View to open the snapshot of the site hit report. Click Download to export the report snapshot to a TSV file on your computer.
Date Range	The range of days or dates for which site hit data is reported.
Interval	The period of time over which the site hit data is summed and provided as a single result.
Labels	The labels used for sorting and filtering this template.
Notes	Any user-specified notes entered for this template.

5. Click **Run** to manually generate the report. This also creates a snapshot.
6. Click **Copy to Create New** to create a copy of the site hit report template. By default, the copy will have the same query as the original. You can modify the copy's date range, interval, dimensions, metrics as needed, and then create a new template and run the report.
7. Click **Edit** to configure the schedule used auto-generating the report.
8. Click **Back** to return to the main site hit reports template page.

Copying templates

You can copy an site hit report template to create a new site hit report that has the same query as the template. You can then modify the copy's date range, interval, dimensions, metrics as needed, and then create a template for the copied report or run it. This is useful for quickly creating nuanced or specialized versions of an existing site hit report.

To copy a template:

1. Select the check box for the template to be copied.
2. Click **Copy to Create New**.
3. Modify the report query, as needed.

4. [Export the site hit report to a TSV file](#), run the report in your web browser, or save it as a template.

Editing templates

You can edit the basic information and schedule for a site hit report template following these steps:

1. Select the check box for the template for you want to edit.
2. Click **Edit**.
3. In the **Edit site hit report Template** dialog, modify the template's **Basic Information** (name, label, and notes) and **Schedule Settings** as desired.
4. Click **Save**.

Deleting templates

To permanently remove a site hit report template:

1. Select the check box for the template for you want to delete.
2. Click **Delete**.
3. Click **OK** to confirm the deletion of the template.

3.6.7 Reporting Oracle Data Cloud Third-Party Data Usage

1. Reporting Requirements

Oracle Data Cloud partners are paid on a per-use basis; therefore, each partner must provide us with the data required to allocate revenue back to each data category and to our data providers accurately, efficiently, and in a timely manner. The partner agrees to provide us with a monthly report in a standard format for each integration (AT/BK/CW/DLX) by the 15th day of the following month.

If you plan to use Oracle Data Cloud third-party data in advertising placed on Facebook, the reporting requirements are somewhat different. See [Reporting ODC Third-Party Data Usage for Facebook](#).

Report Format Requirements

The file must include the following columns in the specified order. For all columns, you must include blank values if you are not reporting data in them. For example, if you are not reporting the Vendor Segment ID, insert blank values in column 8.

To make reporting data usage easy, download the [ODC Rev Rec Reporting 3.1 Template](#) and use it for your reports.

Col #	Entries	Business Division	Required/Optional	Description
1	ActivityDate		Required	The month when impressions occurred (in YYYY-MM format).
2	PartnerID		Required	The Partner ID of the data buyer submitting the report. Contact your account manager for a list of partner IDs.
3	Impressions		Required	Number of impressions for the specified list of campaign, audience, or vendor segment.
4	CPM		Required (except for Rev Share partners)	Cost per thousand (impressions).
5	CategoryIDs	AT	Required	AT Barcode. Example: 325447
		BK	One of columns 5 - 8 is required.	Pipe-separated list of category IDs that were both targeted and used in the audience segment.
		DLX	Required	Pipe-separated DLX Segment ID or Fulfillment Code.

			Example: X1234 A1=True X56=1
6	CampaignID	Typically, you provide data in column 5 rather than in these columns.	The ID of a single campaign.
7	AudienceID		The ID of the single audience.
8	VendorSegmentID		The segment ID of the data buyer or audience injection partner. When a client delivers an audience to an audience injection partner, they can supply a vendor segment ID instead of a category ID.
9	CountryID	Required	The ISO 2-letter country code of the country where the data transaction occurred.
10	Device Type	Required	The device type for the impressions. Acceptable values are: m (Mobile), d (Desktop), t (Tablet), tv (TV), or a (All).
11	AgencyID	Required if you report AgencyName .	The ID of the agency.
12	AgencyName	Required	The name of the agency.
13	AdvertiserID	Required if you report AdvertiserName .	The Client/Channel ID of the advertiser.
14	Advertiser Name	Required	The name of the advertiser purchasing the data.
15	PartnerCampaignID	Required (if available)	The campaign ID of the partner.
16	PartnerCampaignName	Required if your report PartnerCampaignName .	The name of the campaign.
17	Media Cost	Required (if available)	The cost of the media associated with the targeted

18	SpendFromCustomer*	Required	data. The total spend computed and provided by the partner.
19	Product Type	Required	Contact your account manager for information about product types.
20	Pricing Type	Required	Contact your account manager for information about pricing types.
21	Spend	Admin use only	
22	PartnerSegmentName	Required for reports that provide segment name.	The name of the segment provided by the partner. Example: DLX>Retail>Outdoor Gear
23	MediaPartnerName	Required (if available)	The Media Partner or "Buyer" column reported by the partner. Example: Valassis buying data on Google
24 - 32	<i>Flex columns</i>	Optional Contact your account manager before using these columns.	If there is additional data you want to track, use flex columns. Make sure to place the same data in the same column every month. Example: Partner Business Division.

* Field can be overridden by Admin.

Remember to include a copy of the Raw Report and email from the partner that your Rev Rec file is based on. This is important to include to tie back revenue.

Report Naming Requirements

Once you create your monthly file, you need to save it using the following naming convention:

<businessdivision>-<partnerName>-<PartnerID>-yyyy_mm

- **businessdivision**: The division associated with the usage. For example: AT, BK, or DLX
- **partnerName**. The name associated with your partner seat.
- **partnerID**. The unique ID associated with your partner seat.
- **yyyy_mm**. The activity date of the report.

For example, if a partner named "YourCompany" with a partner ID of 1234 through DLX systems is reporting their data usage for July activity, the file name would be as follows: **DLX-YourCompany-1234-2016-07**.

2. Sending your Report to Oracle Data Cloud Finance

Email your report files to Oracle Data Cloud Finance:

- odc_partner_reports_us_grp@oracle.com

Reporting Oracle Data Cloud Third-Party Data Usage for Facebook

If you use Oracle Data Cloud third-party DLX data for advertising targeted to the Facebook platform, your reporting requirements are slightly different from those for other targets. Your reports need to include the information in the following table instead of the information mentioned in the following document: [Reporting Oracle Data Cloud Third-Party Data Usage](#). Follow the standard instructions aside from that difference.

All reports should be emailed to your account manager and to odc_partner_reports@oracle.com.

Billing Attribution

If an Oracle Data Cloud audience is used in an Adset, you are required to provide reporting that accounts for a daily Adset view. This ensures that audience usage is properly accounted for when an Oracle Data Cloud audience is used for a portion of the billing month. The percent of media rate of the most expensive Oracle Data Cloud audience in the Adset (premium or standard) should be applied to the entire Adset spend regardless of audience mix or usage.

There are two audience types, Premium and Standard. Audience usage is billed based on the designated rate. The audiences included in each type are outlined in the following list.

- **Premium Audiences:** B2B, Claritas/Nielsen, comScore, CPG, MasterCard, Polk Auto, Retail, TransUnion, Visa, all Oracle custom audiences.
- **Standard Audiences:** BuyerProfile, Consumer Tech, Demos, Finance, Hobbies and Interests, Philanthropy, Politics, Proximity, Seasonal, Subscription Services, Telecommunications and Travel.

Reporting Requirements

Use the following table for information about what you must include in your reports to Oracle Data Cloud.

Col #	Entries	Required/Optional	Description
1	Digital Audience Type	Required	The type of Oracle Powered Facebook Custom Audience being used in the ad set. Use the value in the Facebook UI. If no value is available, leave this column empty.
2	Advertiser Account ID	Required	The client or channel ID of the advertiser.
3	Advertiser Name	Required	The name of the advertiser purchasing the data.
4	Ad Set ID	Required	The ID of the Facebook advertising level at which audience targeting is selected.
5	Ad Set Name	Required	The name of the Facebook advertising level at which audience targeting is selected.
6	Audience Name	Required	The name of the audience.
7	Impressions Delivered	Required	The number of impressions for the specified list of campaign, audience, or vendor segment.
8	Media Spend	Required	The total gross amount you spend on media in connection with Facebook Ad Sets that include Oracle Powered Facebook Custom Audiences and DLX Oracle Powered Facebook Look-a-Like Audiences.

9	Rev Share %	Required	The Facebook Digital Audience Fee applied to an Adset for use of Oracle Data Cloud audiences. Rates are included in Exhibit 1 of the Facebook Ordering Document.
10	Revenue Share \$	Required	The dollar amount the you owe to Oracle Data Cloud for the use of audiences. Calculated by applying Rev Share % to Media Spend .

3.7 Using audience analytics

Use the audience analytics suite to get transactionable audience insights across all events in your data. Audience analytics reports enable you to do pre-campaign analytics to understand your audience composition before running an impression, optimize a current audience on any event (impression, click, conversion, and so on), and verify that you're serving to the audience you want to hit by campaign, by site, and even by placement.

Audience analytics allow you to:

- Profile customers and discover new audiences.
- Model target audiences.
- Profile and grow current visitors to generate look-alike models using demographic, geolocation, interest, and in-market attributes.
- Discover non-intuitive attributes of converters for audience expansion.
- Analyze performance: attribute revenue and gain better insight into customer experience.
- Optimize your audience and media mix based on known first party performers who drive the most valuable parts of your funnel.

To use audience analytics, it must be enabled for your partner seat and your [user role](#). To enable it for your partner seat, contact My Oracle Support ([MOS](#)).

3.7.1 Audience analytics reports

You can use the following audience analytics reports to create, grow, analyze, and optimize audiences and your performance:

- [Discovery reports](#): Identify which audiences, floodlight activities, and sites are working best.
- [Audience profile report](#): Understand how your audience correlates with specific categories when compared to the overall (Oracle Data Cloud platform) internet population.
- [Funnel analysis report](#): Target converting users and extend your campaign to leverage new opportunities.

3.7.2 Discovery reports

The discovery reports help you identify categories that are highly-correlated to a defined audience, media, sites, or conversion (floodlight activities) events. You can use this report to discover new audiences, extend your target audience during campaign planning, improve your campaign performance, and ultimately increase the return on your advertising dollars. The report shows how an audience correlates to the 30,000+ data categories in the Oracle Data Cloud taxonomy. It leverages the entire Oracle Data Cloud universe, including our exclusive inventory of millions of in-market shoppers and keyword searchers.

3.7.3 Audience profile report

The audience profile report is similar to the audience discovery report in that it helps you identify behavioral and demographic information about your audiences. The difference is that the audience profile report shows you how your audiences correlate with certain categories compared to the overall Oracle Data Cloud universe, while the audience discovery report identifies new audiences that are similar to your existing audiences.

3.7.4 Funnel analysis

The funnel analysis report helps you enhance your audiences and go deeper down the sales funnel. The funnel analysis report provides a matrix view of the conversion funnel that helps you understand how to optimize your campaigns and audience targeting. It helps you turn more impressions into clicks, and turn clicks into conversions, and get more users who look like your converters.

3.7.5 Discovery Reports

Discovery reports help you identify categories that are highly-correlated to a defined audience, media, sites, or conversion (floodlight activities) events. You can use this report to discover new audiences, extend your target audience during campaign planning, improve your campaign performance, and ultimately increase the return on your advertising dollars. The report shows how an audience correlates to the 30,000+ data categories in the taxonomy and leverages the entire Oracle Data Cloud universe, including our exclusive inventory of millions of in-market shoppers and keyword searchers.

The discovery reports enable you to:

- **Expand on a specific audience:** The audience discovery report can expose categories that have a strong correlation with a specific, defined and saved audience. It provides suggestions on where an audience can or cannot be found. For example, people that book hotel rooms also tend to be frequent buyers of flowers and gifts. You can use that information to include other categories in your campaign, and expand the size of your audience.
- **Discover and define a new audience:** The audience discovery report helps you discover a new audience by defining segments against thousands of different categories, while also viewing the volume and indexes for categories in your queried audience. For instance, an advertiser could define an audience of in-market cell phone intenders, create an audience discovery report, and then find high positive correlation demographic segments against that cell phone audience to discover the demographic profile of a buyer of cell phones. By doing so, a marketer can then customize their advertising or message based on that audience.

- **Help competitive positioning without ever spending a dollar on data:** When answering RFPs, advertising agencies need an edge against its competitors. The audience discovery report helps marketers quickly learn and discover an audience, while helping an RFP specialist to uncover interesting facts and characteristics about that same audience.
- **Find differences between audiences and drive audience insights:** Compare two different discovery reports to improve your understanding of two separate audiences. For example, use the audience discovery report to find out the defining characteristics between a male and a female Prius buyer.
- **Compare audience sources:** Use this tool to define any audience and have the rest of the data describe it. Use any segment and all of the other data in the Oracle Data Cloud platform will tell you more about that audience. This provides insights and intelligence.
- **Plan across the entire sales funnel:** Use any data point to assist you in planning across the entire sales funnel. For example, you can discover the size of a pre-qualified audience for in-market auto intenders in California and estimate the budget and impressions you should include in media planning.
- **Plan without ever placing tags:** Imagine a network being able to meet with an advertiser and know exactly what data plan to present to them without ever having to put data collection tags in place. For example, if you create an audience discovery report for in-market Blu-ray disc intenders, you can get a pre-qualified audience to target without having to tag the advertiser's conversion page. The audience discovery report allows networks to build data plans like never before.

To generate an [audience](#), [container](#), or [media](#) discovery report, click **Analyze** and then select the report.

Audience Discovery Report

The Audience Discovery report helps you identify buyable categories that are highly-correlated to a one or more audiences you specify. You can use this report to discover new audiences, extend your target audience during campaign planning, improve your campaign performance, and ultimately increase the return on your advertising dollars. The report shows how an audience correlates to the data categories

in the taxonomy and leverages the entire Oracle Data Cloud universe, including exclusive inventory of millions of in-market shoppers and keyword searchers.

Understanding the report content

The Audience Discovery report is displayed in a table format that lists categories. By default, the categories are ranked by an [index](#) that represents the likelihood of an audience member being included.

The screenshot shows the Audience Discovery report interface. At the top, it displays 'AUDIENCES Home Electronics Buyers' and 'INVENTORY 4,888,940 USA BlueKai Mobile Statis...'. Below this, there are tabs for 'Add to Audience', 'Save as Audience', 'Export Report', and 'Discovery View'. A summary bar indicates '0 SELECTED', '50 DISPLAYED', and '27816 MATCHED'. The main table lists categories with the following columns: ID, CATEGORY, VISITORS, VOLUME, CPM, and INDEX. The categories are ranked by their Index value, with 'Home Theater*' having the highest index of 293.

ID	CATEGORY	VISITORS	VOLUME	CPM	INDEX
3351	Home Theater* (In-Market -> Retail -> Electronics -> Audio & Video)	434,880	823,680	\$0.80	293
3370	Gadgets* (In-Market -> Retail -> Electronics)	14,080	26,880	\$0.80	291
384002	Reading (Branded Data -> Omnibus -> Entertainment)	3,200	6,720	\$0.41	265
25802	Home Security & Surveillance* (In-Market -> Retail -> Electronics)	15,360	32,320	\$0.80	264
3413	Batteries & Chargers* (In-Market -> Retail -> Electronics -> Accessories)	7,680	16,640	\$0.80	255
3373	Accessories* (In-Market -> Retail -> Electronics -> Audio & Video)	57,600	125,440	\$0.80	255
352659	Streaming Media Players* (In-Market -> Retail -> Electronics -> Audio & Video -> Home Theater)	12,480	28,160	\$0.80	246
384065	Child Care and Education (Branded Data -> Omnibus -> Life Events)	3,840	8,960	\$0.41	238
324672	HDTV (Branded Data -> Cross Pixel -> Shopping -> Electronics)	251,840	593,600	\$1.15	236
7213	Headphones* (In-Market -> Retail -> Electronics -> Audio & Video -> Accessories)	37,120	88,320	\$0.80	234
3410	GPS Devices* (In-Market -> Retail -> Electronics)	50,560	127,680	\$0.80	220
5037	Headsets (In-Market -> Retail -> Computers -> Accessories & Peripherals -> A/V)	4,160	10,560	\$0.80	219
324671	GPS (Branded Data -> Cross Pixel -> Shopping -> Electronics)	42,560	110,400	\$1.15	214
324673	Home Audio (Branded Data -> Cross Pixel -> Shopping -> Electronics)	83,840	225,600	\$1.15	206
5398	Digital* (In-Market -> Retail -> Electronics -> Cameras & Photography -> Cameras)	3,520	9,600	\$0.80	204
324675	Home Theater (Branded Data -> Cross Pixel -> Shopping -> Electronics)	86,080	234,880	\$1.15	204

The following table describes the information included in the report.

Property	Description
Inventory	The number of unique users the Oracle Data Cloud platform has seen in the queried audience over the last 30 days.
ID	The unique ID assigned to the category.
Category	The name (and taxonomy path) of the category.
Visitors	An integer that represents the overlap between the specified audience this category over the last 30 days. This value indicates how many users in this category you're already targeting.
Volume	An integer that represents the number of unique users the Oracle Data Cloud platform has seen in this category over the last 30 days. This value forecasts how many users are potentially available to target. The difference between Volume and Visitors indicates you how many new users you can reach with this category.
Index	A calculated value that indicates how many more times more likely a member of the specified audience is to be in the category than another user. The higher the index, the more alike the category is to your query.

How the Audience Discovery report ranks audiences

The Audience Discovery report ranks categories based on a calculated index. The index value is an integer that represents how many times more likely an audience is to be in the category than an

average user in a universe you select. The universe can be the entire population in the Oracle Data Cloud universe, a set of one or more audiences, or a set of one or more containers.

The index is calculated by using the following formula:

*# of users from query X in the category (**Visitors**) / # of users in query X (**Inventory**)*

*# of BK users in the category (**Volume**) / # of total users in the selected universe (**Universe**)*

The result of the calculation is rounded to the nearest integer. For example, if the calculated value is 3.1415, the index is 3. If the calculated value is 3.83, the index is 4.

If the result of the calculation is a negative number, the index is set to 0 because there is no chance of a match. If the calculated value is between 0 and 1, the index is set to a negative number. For example, if the calculation returns 0.5, the index is set to -2 to indicate that the user is twice as likely *not* to match as to match.

Example:

Suppose you generate an Audience Discovery report based on these values:

- You select an audience of users in the Site Converters category. This sets the **Inventory** value in the formula to 1 million.
- You set the scope of audience query to include all of your site visitors. This sets the **Universe** value to 5 million.

If the total number of users in that category (**Volume**) is 60,000 and the overlap between the queried audience and a sample category (**Visitors**) is 50,000, the calculation looks like this:

$$\frac{50,000/1,000,000}{0.05} = \frac{0.05}{0.05} = 4.167$$

$$60,000/5,000,000 = 0.012$$

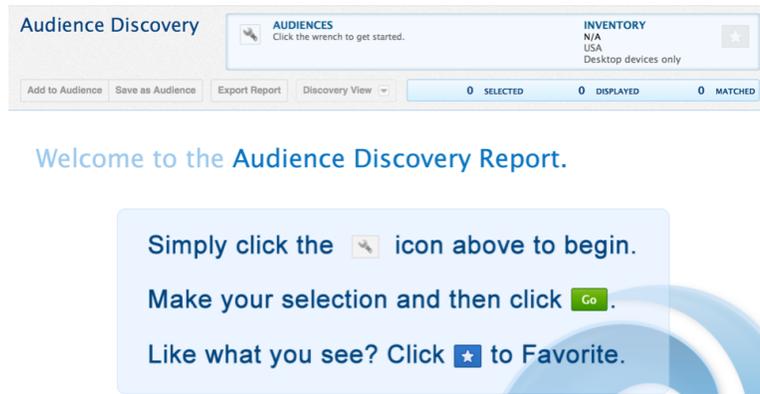
After round, the index is **4**. This index means that a site converter is about 4 times more likely to be in the sample category than a site visitor.

Creating an Audience Discovery report

To create an Audience Discovery report:

1. Select **Analyze > Audience Discovery**.

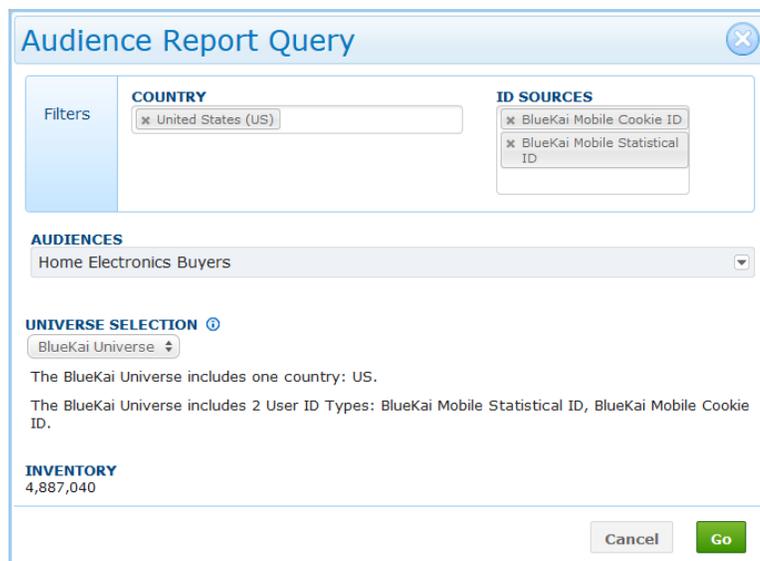
The *Audience Discovery* page is displayed:



If you have not yet created any audiences, a message indicates that you must create audiences in the Oracle Data Cloud platform.

2. Click the **Selector** icon or double-click anywhere in the **Audiences** query bar.

The *Audience Report Query* dialog opens.



3. In the **Country** box, select the countries of your saved audiences to be included in the report.
4. From the **ID Sources** list, select which saved audiences to include in the report based on the target [ID sources](#) specified in the audiences. You can only select those ID sources that have been targeted in your audiences; the other types are unavailable.
5. Under *Audiences*, click **Choose Audiences**.

The Audiences area expands to include selection fields. By default, all active audiences in your seat are displayed but none are selected.

AUDIENCES

KA_africa

Show All | Selected 0 selected

Select All | None

- KA_africa
- KA_test4
- Phingus99

Cancel Update

6. Select audiences for the report:
 - Click the check boxes for audiences you want to include in the report. Click **Select All** to include all of the available audiences.
 - To search for a specific audience, click **Selected** and then enter the name of an audience in the text box. Matching audiences appear as you type.
7. Click **Update**.

The Audiences area collapses back to its original size. The *Inventory* value is displayed with an estimate of the number of unique users seen in the queried audiences over the last 30 days.

8. Under *Universe Selection*, select the scope of your audience query. By default, your query considers the entire population of Oracle Data Cloud platform users; however, you can focus your query on the users in one or more of your audiences or containers (sites). Select one of the following options:

- **BlueKai Universe:** Your audience query considers all Oracle Data Cloud platform users.
- **Audience:** Your audience query considers one or more specified audiences. Select the check boxes for the audiences to be included in the query scope, and then click **Update**. Click **Select All** to include all of your available audiences in the scope. Click **None** to remove all of the selected audiences from the scope. To search for a specific audience, enter the name of the audience in the text box. The audiences are filtered as you type. To clear the filter, click **Show All** or delete the entered text. Click **Show All** to display all the available audiences. Click **Show Selected** to display only the audiences you have selected.
- **Container:** Your query considers one or more specified sites based on a [relative risk calculation](#): Select the check boxes for the sites to be included in the query scope, and then click **Update**. Click **Select All** to include all of your available sites in the query scope. Click **None** to remove all of the selected sites from the scope. To search for a specific site, enter the name of the site in the text box. The sites are filtered as you type. To clear the filter, click **Show All** or delete the entered text.

9. Click **Go**.

The Audience Discovery Report is generated.

Audience Discovery
Results: SAMPLED
Data from the last 30 days.

AUDIENCES
Home Electronics Buyers

INVENTORY
4,885,640
USA
BlueKai Mobile Statistic...

Add to Audience Save as Audience Export Report Discovery View 0 SELECTED 50 DISPLAYED 27816 MATCHED

ID	CATEGORY	VISITORS	VOLUME	CPM	INDEX
3361	Home Theater* (In-Market -> Retail -> Electronics -> Audio & Video)	434,880	823,680	\$0.80	293
3370	Gadgets* (In-Market -> Retail -> Electronics)	14,080	26,880	\$0.80	291
384002	Reading (Branded Data -> Omnibus -> Entertainment)	3,200	6,720	\$0.41	265
25802	Home Security & Surveillance* (In-Market -> Retail -> Electronics)	15,360	32,320	\$0.80	264
3413	Batteries & Chargers* (In-Market -> Retail -> Electronics -> Accessories)	7,680	16,640	\$0.80	256
3373	Accessories* (In-Market -> Retail -> Electronics -> Audio & Video)	57,600	125,440	\$0.80	255
352659	Streaming Media Players* (In-Market -> Retail -> Electronics -> Audio & Video -> Home Theater)	12,480	28,160	\$0.80	246
384065	Child Care and Education (Branded Data -> Omnibus -> Life Events)	3,840	8,960	\$0.41	238
324672	HDTV (Branded Data -> Cross Pixel -> Shopping -> Electronics)	251,840	593,600	\$1.15	236
7213	Headphones* (In-Market -> Retail -> Electronics -> Audio & Video -> Accessories)	37,120	88,320	\$0.80	234
3410	GPS Devices* (In-Market -> Retail -> Electronics)	50,560	127,680	\$0.80	220
5037	Headsets (In-Market -> Retail -> Computers -> Accessories & Peripherals -> AV)	4,160	10,560	\$0.80	219
324671	GPS (Branded Data -> Cross Pixel -> Shopping -> Electronics)	42,560	110,400	\$1.15	214
324673	Home Audio (Branded Data -> Cross Pixel -> Shopping -> Electronics)	83,840	225,600	\$1.15	206
5398	Digital* (In-Market -> Retail -> Electronics -> Cameras & Photography -> Cameras)	3,520	9,600	\$0.80	204
324675	Home Theater (Branded Data -> Cross Pixel -> Shopping -> Electronics)	86,080	234,880	\$1.15	204

Working with Audience Discovery Reports

After you create an Audience Discovery Report, you can filter and update its content in various ways:

- You can [sort](#) and [filter](#) the contents of the report.
- You can [include or exclude](#) specific categories from audiences in the report.
- You can [save the report as a favorite](#), so you can run it again quickly. When you save a report as a filter, your sorting and filtering options are preserved.
- You can [export](#) the report.

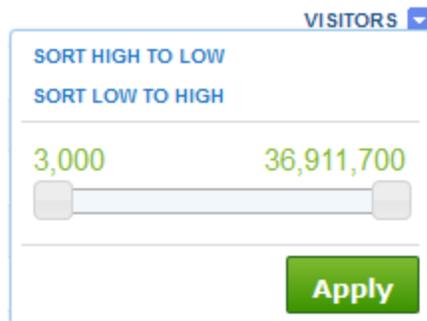
To sort report results:

- Click the filter icon in any column header and select a sort option.

To filter results:

1. Click the filter icon in the **Visitors**, **Volume**, or **Index** column header.

A dialog appears, including a slider for adjusting the value.



2. Use the slider to enter upper and lower limits. Alternatively, enter at either end of the slider.
3. Click **Apply** to filter the data.

To include or exclude categories from the report:

1. Click the green filter icon to the right of the **Category** column.

A dialog including a hierarchical list of categories appears.

SORT A TO Z
SORT Z TO A

Category Name

Enter whole or partial name.

Vertical

SELECT ALL | NONE

- In-Market
 - Autos
 - Other Vehicles
 - Consumer Packaged G...
 - Education
 - Financial Products & S...
 - Real Estate
 - Retail
 - Services
 - Travel
- B2B
- Branded Data
 - Acxiom

Hide Audience Composition
*Remove all categories in the current audience (denoted by *)*

Apply

2. Select the verticals you want to include in the report. You can expand the list to show sub-categories. Categories to which the audience belongs are marked with asterisks. Categories that have no overlap with the selected audience are listed, but are unavailable (grayed-out).
3. Select the **Hide Audience Composition** check box to hide the categories to which the audience already belongs.
4. To filter by category name, enter text in the **Category Name** search box. When you apply the filter, the report will display only categories whose names include the text.
5. Click **Apply** to update the report based on the selected filters.

To export an Audience Discovery report:

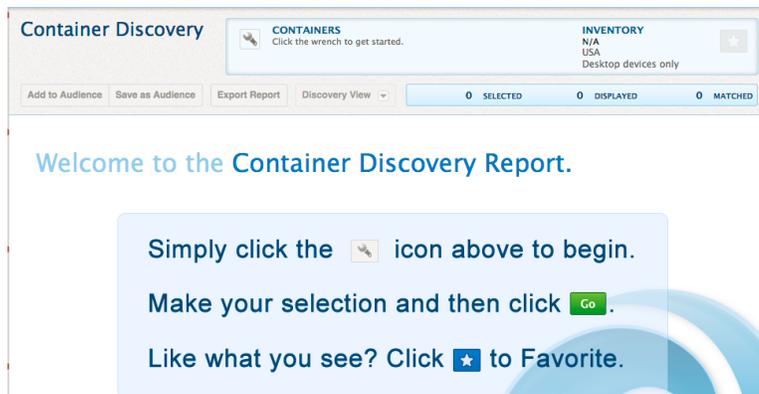
- Click **Export Report** to export the Audience Discovery report to a CSV file.

Creating a Container Discovery Report

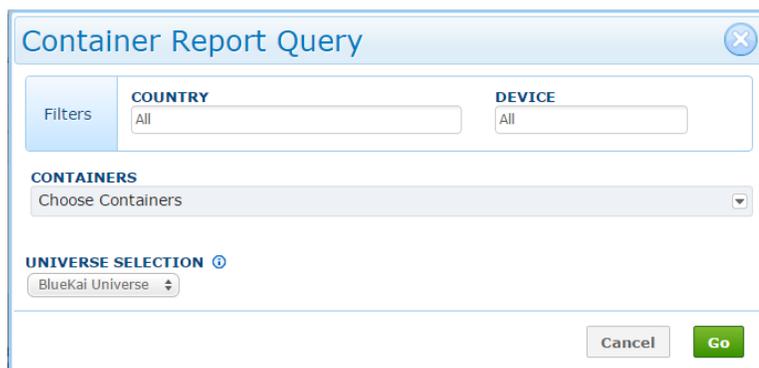
The container discovery report helps you identify buyable categories that are highly-correlated to a site on which you have an analytics tag. You can use this report to discover new audiences, extend your target audience during campaign planning, improve your campaign performance, and ultimately increase the return on your advertising dollars. The report shows how your site correlates to the 30,000+ data categories in the Oracle Data Cloud taxonomy. The report leverages the entire Oracle Data Cloud universe, including our exclusive inventory of millions of in-market shoppers and keyword searchers.

To create a container discovery report:

1. Select **Analyze > Container Discovery**. The **Container Discovery** page opens:



2. Click the **Selector** icon () or double-click anywhere in the **Containers** query bar. The **Container Report Query** dialog opens.



3. Select the audiences to be included in the report:
 - i. From the **Country** list, select which saved audiences to include in the report based on target country specified in the audiences. Select **All** to include those audiences where you targeted all countries. You can only select those countries that have been targeted in your audiences; all other countries are unavailable.

Note: The **Country** list is only available if your Partner seat has been configured for multiple countries.

- ii. From the **Device** list, select which saved audiences to include in the report based on the target device specified in the audiences. You can only select those device types that have been targeted in your audiences; the other types are unavailable. For example, if **All Devices** was selected as the target country in all your audiences, you can only select **All Devices**. If only desktop devices or mobile devices were selected in all your audiences, you can only select **Desktop Devices Only** or **Mobile Devices Only**.
 - **Desktop Devices Only.** Only include the audiences in which you targeted desktop devices.
 - **Mobile Devices Only.** Only include the audiences in which you targeted mobile devices.
 - **All Devices.** Only include audiences in which you targeted both desktop and mobile devices.

Note: The **Device** list is only available if your Partner seat has been configured for multiple devices.

- iii. Under Containers, click **Choose Containers**, select the check boxes for the saved containers to be included in the report, and then click **Update**. Click **Select All** to include all of the available containers in the report. Click **None** to remove all of the selected containers from the report.
 - To search for a specific container, enter the name of the container in the text box. The containers are filtered as you type. To clear the filter, click **Show All** or delete

the entered text.

- Click **Show All** to display all the available containers. Click **Show Selected** to display only the containers you have selected.

iv. Under **Universe Selection**, select the scope of your container query. By default, your query considers the entire population of BlueKai users; however, you can focus your query on the users in one or more of your audiences or containers (sites).

Select one of the following options:

- **BlueKai Universe**: Your audience query considers all BlueKai users.
- **Audience**: Your audience query considers one or more specified audiences. Select the check boxes for the audiences to be included in the query scope, and then click **Update**. Click **Select All** to include all of your available audiences in the scope. Click **None** to remove all of the selected audiences from the scope.
 - To search for a specific audience, enter the name of the audience in the text box. The audiences are filtered as you type. To clear the filter, click **Show All** or delete the entered text.
 - Click **Show All** to display all the available audiences. Click **Show Selected** to display only the audiences you have selected.
- **Container**: Your [relative risk calculation](#) query considers one or more specified sites. Select the check boxes for the sites to be included in the query scope, and then click **Update**. Click **Select All** to include all of your available sites in the query scope. Click **None** to remove all of the selected sites from the scope.
 - To search for a specific site, enter the name of the site in the text box. The sites are filtered as you type. To clear the filter, click **Show All** or delete the entered text.
 - Click **Show All** to display all the available sites. Click **Show Selected** to display only the sites you have selected.

- v. Click **Go**. The container discovery report is generated.

<input type="checkbox"/>	ID	CATEGORY	VISITORS	VOLUME	INDEX
<input type="checkbox"/>	6219	Romance (Interest -> Arts & Entertainment -> Reading)	1,735	172,689	73
<input type="checkbox"/>	36216	Vegetarian (Interest -> Food & Drink -> Cuisine Types)	2,592	330,235	57
<input type="checkbox"/>	5957	Baking (Interest -> Food & Drink)	2,938	384,093	56
<input type="checkbox"/>	36242	Teaching Resources (Interest -> Education)	17,057	3,739,327	33
<input type="checkbox"/>	12246	Education (In-Market)	11,828	3,097,839	28
<input type="checkbox"/>	126905	Florists (In-Market -> Services -> Services)	168	46,241	26
<input type="checkbox"/>	21524	Attorneys (In-Market -> Services -> Services -> Legal)	518	153,504	25
<input type="checkbox"/>	24186	Health & Health-Related Insurance (In-Market -> Financial Products & Services -> Insuran	276	118,331	17
<input type="checkbox"/>	12383	Life Insurance (In-Market -> Financial Products & Services -> Insurance)	115	52,017	16
<input type="checkbox"/>	14840	Executives (B2B -> Bizo (Business Data) -> Seniority)	11,367	5,702,699	15
<input type="checkbox"/>	123914	High Net Worth Professional (B2B -> Bizo (Business Data) -> Professional Groups)	11,503	6,127,867	14
<input type="checkbox"/>	26353	Business Decision Maker (B2B -> Bizo (Business Data))	11,291	5,709,136	14
<input type="checkbox"/>	7295	Canon (In-Market -> Retail -> Electronics -> Cameras & Photography -> Cameras -> Digital -	232	126,260	13
<input type="checkbox"/>	26355	High Net Worth (B2B -> Bizo (Business Data))	11,887	6,756,619	13
<input type="checkbox"/>	73228	Accounting (B2B -> Bizo (Business Data) -> Functional Area -> Finance)	152	88,070	13
<input type="checkbox"/>	36669	42 Sunset Times (Branded Data -> Nielsen -> PSYCLE -> Code)	189	114,647	12
<input type="checkbox"/>	124354	Motorcycles (Branded Data -> Lotame -> Automobiles)	3,550	2,161,537	12
<input type="checkbox"/>	36854	Gearing Up (34) (Branded Data -> Nielsen -> ConneXions -> Lifestage Groups (LG) -> Young	387	244,748	12
<input type="checkbox"/>	36799	34 Gearing Up (Branded Data -> Nielsen -> ConneXions -> Code)	387	244,748	12
<input type="checkbox"/>	36727	Sunset Times (42) (Branded Data -> Nielsen -> PSYCLE -> Lifestage Groups (LG) -> Mature \	189	114,648	12
<input type="checkbox"/>	34251	66 Low-Rise Living (Branded Data -> Nielsen -> PRIZM -> Code)	357	217,416	12
<input type="checkbox"/>	36737	Starter Ranches (51) (Branded Data -> Nielsen -> PSYCLE -> Lifestage Groups (LG) -> Famil	512	351,655	11

4. The **Containers Discovery Report** ranks the categories in the Oracle Data Marketplace by their index, which indicates how much more likely a user in the queried audience is to be in a category than the average user in the selected universe. The report also lists the inventory figures used to calculate the index (**Inventory**, **Visitors**, and **Volume**). The report lists the following information:

Property	Description
Inventory	The number of unique users the platform has seen in the queried audience over the last 30 days.
ID	The unique ID assigned to the category.
Category	The name (and taxonomy path) of the category.

Property	Description
Visitors	The overlap between your queried segment and this category over the last 30 days, which displays how many users you're already targeting. Visitors is always an integer.
Volume	The number of unique users the platform has seen in this category over the last 30 days, which forecasts how many users are potentially available to target. The difference between Volume and Visitors for a given category shows you how many <i>new</i> users you can reach with this category. The volume is always an integer.
Index	<p>The index states that a person in query X is <i>n</i> times more likely to be in the category than another user in the selected universe (the entire BlueKai population, a set of one or more audiences, or a set of one or more containers). The higher the index, the more alike the category is to your query.</p> <p>Formula: The index is devised from the following click the</p> $\frac{\text{\# of users from query X in the category (Visitors)}}{\text{\# of users in query X (Inventory)}}$ <hr/> $\frac{\text{\# of BK users in the category (Volume)}}{\text{\# of total users in the selected universe (Universe)}}$ <p>Example:</p> <p>A report queries an audience containing your site converters (Inventory = 1 million), and focuses the query on an audience containing all of your site visitors (Universe = 5 million). If the overlap between the queried audience and a sample category (Visitors) is 50,000, and the total number of users in that category (Volume) is 60,000, the index would be 4. This means that, in this example, a site converter is 4 times more likely to be in the sample category than a site visitor.</p> $\frac{50,000/1,000,000 \quad 0.05}{60,000/5,000,000 \quad 0.012} = \frac{0.05}{0.012} = 4$

5. To include or exclude certain types of categories, like geographic or demographic categories, or to remove the categories from the queried audiences, click the green filter icon to the right of the **Category** column. Select the verticals you want to include in the report. Optionally, select the **Hide Audience Composition** check box to hide the categories in the queried audience, which are marked with an asterisk (*). Click **Apply** to update the report based on the selected filters.

SORT A TO Z
SORT Z TO A

Category Name

Enter whole or partial name.

Vertical

SELECT ALL | NONE

- In-Market
 - Autos
 - Other Vehicles
 - Consumer Packaged G...
 - Education
 - Financial Products & S...
 - Real Estate
 - Retail
 - Services
 - Travel
- B2B
- Branded Data
 - Acxiom

Hide Audience Composition
*Remove all categories in the current audience (denoted by *)*

Apply

Note: You can use the **Category Name** search box to find certain categories. To exclude categories from the Audience you are using as a basis for discovery, click the **Hide Audience Composition** check box.

6. To filter or sort the report results:
 - i. Click the filter icon in any column to filter or sort the results. The **Visitors**, **Volume**, and **Index** columns have sliders to adjust the value.
 - ii. To specify a specific value, click on the value at either end of the filter and type your own value. For example, if you want the visitor range to be above 50,000,000 in the following example, click the 6,000 and type 50,000.
 - iii. Click **Apply** to filter the data.

Tip: To save the sorting and filtering you have applied to the container discovery

report, click the **Mark as Favorite** icon () to bookmark your report as a

Favorite. When you re-open the report, it will still use the same sorting and

filtering. If you update the sorting and filtering in a saved report, click the **Mark as**

Favorite icon () to save your changes.

7. To add categories to an existing saved audience, or create a new audience, see [Creating an Audience Profile Report](#).
8. To save the Container Discovery report as a favorite, and generate sampled and unsampled reports from it, click the Mark as Favorite icon (). In the **Save New Favorite** dialog, select whether to use sampled or unsampled data, optionally enable and configure the **Email Settings** to email your report to one or more recipients, and then click **Save**. See [using favorite reports](#) for more information.

Tip: When you save a report as a favorite, you can include it and up to three other reports in a comparison report. Comparison reports enable you to instantly analyze your audiences across product lines, media events, and media execution platforms in a single consolidated view. See [Comparing Favorite Reports](#) for more information.

9. Click **Export Report** to export the container discovery report to a CSV file.

Creating a Funnel Analysis Report

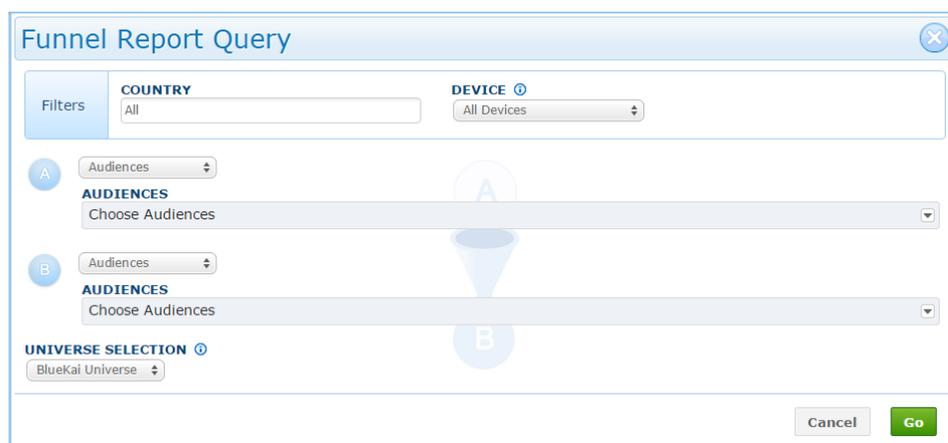
You can use the funnel analysis report to target converters and extend your campaign to leverage new opportunities. The funnel analysis report lets you define report query parameters to show how an audience moves through the sales funnel from segment A to B (for example, from audience to creative, from audience to a site, from a creative to a site, and from site to site). From your report query, the funnel analysis report generates a matrix view of the conversion funnel that shows you how to optimize your campaign and audience targeting, enabling you to move one step further down the sales funnel.

To create a funnel analysis report:

1. Select **Analyze > Funnel Analysis**. The funnel analysis report opens.



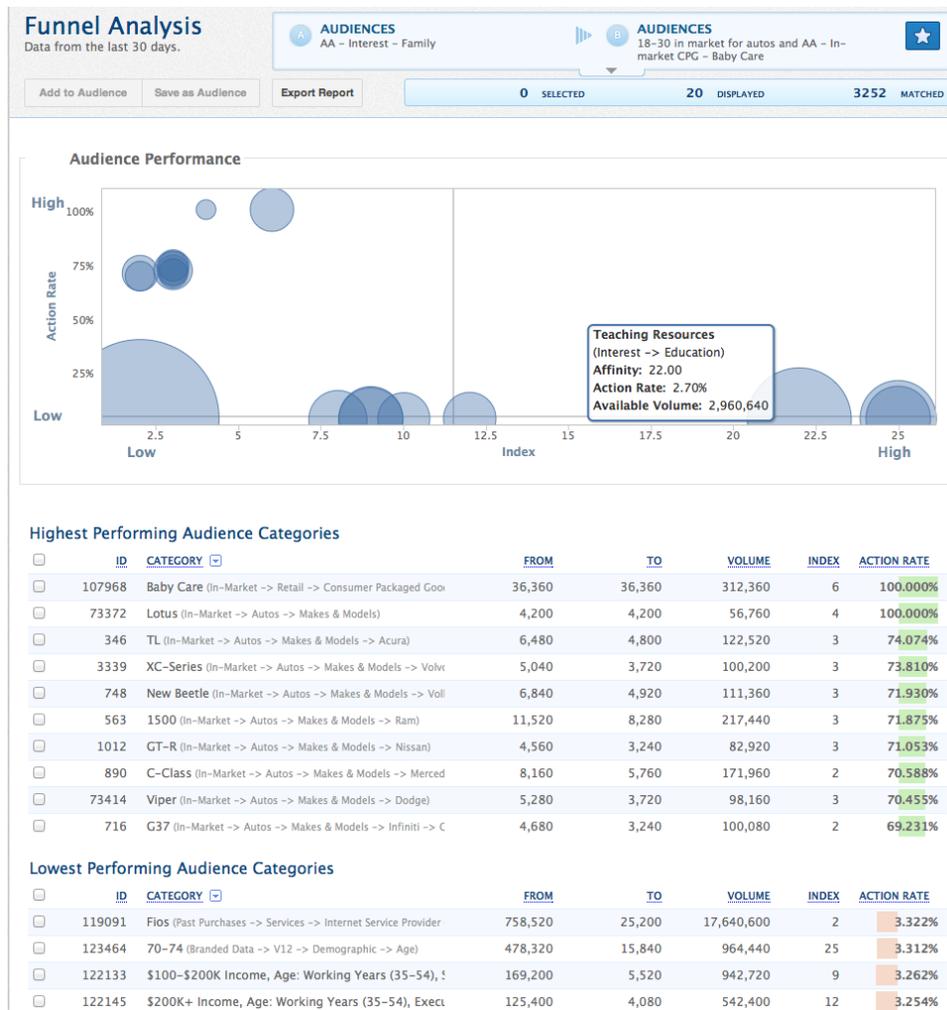
2. Click the Selector icon (). The **Funnel Report Query** dialog opens.



3. In the **Country** box, select specific countries or keep the default of **All**.

4. From the **Device** list, select desktop or mobile only or keep the default of **All Devices**.
5. For **A** and **B**, select **Audiences**, **Containers**, or **Media** depending on what data you want to view in funnel analysis report. Then select the specific items you want to analyze.
6. Select the scope of your funnel analysis report to focus your query on the users in one or more of your audiences or containers. Select one of the following options:
 - **BlueKai Universe**: By default, your report query considers the entire population of users.
 - **Audience**: Your audience query considers one or more specified audiences. Select the check boxes for the audiences to be included in the query scope, and then click **Update**. Click **Select All** to include all of your available audiences in the scope. Click **None** to remove all of the selected audiences from the scope. Click **Show All** to display all the available audiences (clear the filter). Click **Show Selected** to display only the audiences you have selected.
 - **Container**: Your report query considers one or more specified sites. Select the check boxes for the sites to be included in the query scope, and then click **Update**. Click **Select All** to include all of your available sites in the query scope. Click **None** to remove all of the selected sites from the scope. To search for a specific site, enter the name of the site in the text box. The sites are filtered as you type. To clear the filter, click **Show All** or delete the entered text. Click **Show All** to display all the available sites. Click **Show Selected** to display only the sites you have selected.

7. Click **Go**.



The funnel analysis report is generated and shows:

- **y axis:** The likelihood that your audience converts
- **x axis:** The likeness to your targeted audiences
- Categories in order from highest to lowest action rates (if you cleared the **Hide Audience** composition check box, the categories from your queried audience are included with an asterisk * appearing next to the category name).

The report lists the following information:

Property	Description
ID	The unique ID assigned to the category
Category	The name (and taxonomy path) of the category. You can use the list of high and low-performing categories to do the following: <ul style="list-style-type: none"> ■ Create a more targeted campaign for the best converting categories. ■ Examine your site and determine why certain categories are not converting well. ■ Find potential converters.
From (A)	The number of users in segment A
To (B)	The number of users from segment A [AND] segment B
Volume	The number of unique users the Oracle Data Cloud platform has seen in this category over the last 30 days, which forecasts how many users are potentially available to target. The volume is always an integer.
Index	The index states that a person in Segment A is <i>n</i> times more likely to be in the category than another user in the selected universe (the entire BlueKai population, a set of one or more audiences, or a set of one or more containers). You should add users with a high action rate and a low index to your audiences because they are performing but you aren't currently targeting them. Formula: The index is devised from the following: <i># of users from Segment A in the category / # of users in Segment A)</i> ----- <i># of BK users in the category (Volume) / # of total users in the selected universe (Universe)</i>
Action Rate	Shows the response rate of users moving from Segment A to Segment B. This is calculated based on users having been in both segments (for example, users that see an impression AND click, or users that hit the landing page AND convert). The calculation is as follows: (Segment A [AND] Segment B) / Segment A

To further filter and sort the report:

1. Include or exclude certain categories or verticals from the queried audiences by clicking the green filter icon to the right of the *Category* column and then click **Apply**. Optionally, select the **Hide Audience Composition** check box to hide the categories in the queried audience, which are marked with an asterisk (*). to update the report based on the selected filters.

SORT A TO Z
SORT Z TO A

Category Name

Enter whole or partial name.

Vertical

SELECT ALL | NONE

- In-Market
 - Autos
 - Other Vehicles
 - Consumer Packaged G...
 - Education
 - Financial Products & S...
 - Real Estate
 - Retail
 - Services
 - Travel
- B2B
- Branded Data
 - Acxiom

Hide Audience Composition
*Remove all categories in the current audience (denoted by *)*

Apply

You can use the **Category Name** search box to find certain categories. To exclude categories from the audience you are using as a basis for discovery, click the **Hide Audience Composition** check box.

2. To filter or sort the report results:
 - i. Click the filter icon in any column to filter or sort the results. The **Visitors**, **Volume**, and **Index** columns have sliders to adjust the value.
 - ii. To specify another value, click on the value at either end of the filter and type your own value. For example, if you want the visitor range to be above 50,000,000 in the following example, click the 6,000 and type 50,000.
 - iii. Click **Apply** to filter the data.

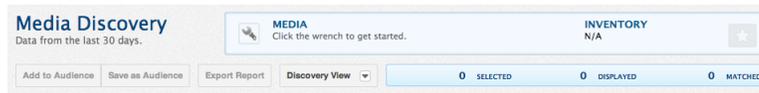
- iv. To save the sorting and filtering, click the mark as favorite icon () to bookmark your report as a favorite. When you re-open the report, it will still use the same sorting and filtering. If you update the sorting and filtering in a saved report, click the **Mark as Favorite** icon () to save your changes.
3. To add categories to an existing saved audience or create a new audience, see [creating an audience profile report](#).
4. To save the funnel analysis report as a favorite and generate sampled and unsampled reports from it, click the mark as favorite icon (). In the **Save New Favorite** dialog, select whether to use sampled or unsampled data, enable and configure the **Email Settings** to email your report to one or more recipients, and then click **Save**.
5. Further optimize your audience by removing poorly performing categories from your audience.
6. Click **Export Report** to export the funnel analysis report to a CSV file.

When you save a report as a favorite, you can include it and up to three other reports in a [comparison report](#), which enables you to analyze your audiences across product lines, media events, and media execution platforms in a single consolidated view.

Creating a Media Discovery Report

You can use the media discovery report to find new audience categories that perform and behave similarly to those in the media campaigns you have run. To create a media discovery report, follow these steps:

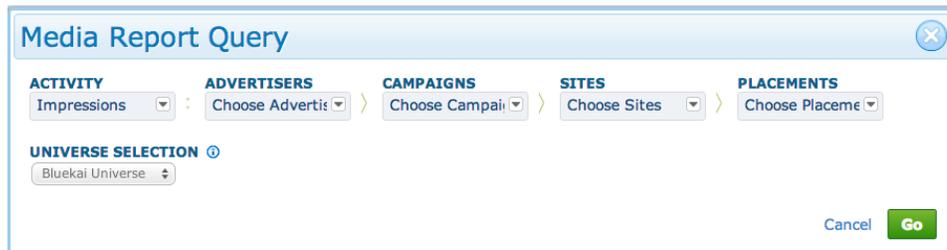
1. Select **Analyze > Media Discovery**. The *Media Discovery* page is displayed.



Welcome to the Media Discovery Report.



2. Click the **Selector** icon () or double-click anywhere in the **Media** query bar. The **Media Report Query** dialog opens.



3. Select any combination of **Activity** (clicks or impressions), **Advertiser**, **Campaign**, **Site**, or **Placement** to generate the report:
 - i. Under *Activity*, select which media event to query: **Clicks** or **Impressions**.
 - ii. Under *Advertiser*, select which ad server to query.
 - iii. Under *Campaigns*, select which Oracle Data Cloud platform data campaign to query.
 - iv. Under *sites*, select the container/site to query.
 - v. Under *Placements*, select which ad placement to query.
 - vi. Under *Universe Selection*, select the scope of your media report query. By default, your query considers the entire population of users; however, you can focus your audience query on the users in one or more of your audiences or containers (sites). Select one of the following options:

- **BlueKai Universe:** Your audience query considers all users.
- **Audience:** Your audience query considers one or more specified audiences.
Select the check boxes for the audiences to be included in the query scope, and then click **Update**. Click **Select All** to include all of your available audiences in the scope. Click **None** to remove all of the selected audiences from the scope. To search for a specific audience, enter the name of the audience in the text box. The audiences are filtered as you type. To clear the filter, click **Show All** or delete the entered text. Click **Show All** to display all the available audiences. Click **Show Selected** to display only the audiences you have selected.
- **Container:** Your [relative risk calculation](#): query considers one or more specified sites. Select the check boxes for the sites to be included in the query scope, and then click **Update**. Click **Select All** to include all of your available sites in the query scope. Click **None** to remove all of the selected sites from the scope. To search for a specific site, enter the name of the site in the text box. The sites are filtered as you type. To clear the filter, click **Show All** or delete the entered text. Click **Show All** to display all the available sites. Click **Show Selected** to display only the sites you have selected.

vii. Click **Go**. The media discovery report is generated.

ID	CATEGORY	VISITORS	VOLUME	INDEX
6219	Romance (Interest -> Arts & Entertainment -> Reading)	49,363	144,928	18
73400	Music (828 -> Bizo (Business Data) -> Industry -> Media & Internet)	29,032	93,780	16
5957	Baking (Interest -> Food & Drink)	91,256	345,682	14
126905	Florists (In-Market -> Services -> Services)	21,886	80,596	14
36216	Vegetarian (Interest -> Food & Drink -> Cuisine Types)	68,624	281,878	13
21524	Attorneys (In-Market -> Services -> Services -> Legal)	54,976	229,910	12
24186	Health & Health-Related Insurance (In-Market -> Financial Products & Services -> Insuran	51,618	255,757	11
27121	Cookies (In-Market -> Consumer Packaged Goods (CPG) -> Food & Beverages -> Snacks, Cook	1,143	6,180	10
6996	Cat Food (In-Market -> Consumer Packaged Goods (CPG) -> Pet Supplies -> Cat Supplies)	156	782	10
75380	Babies (In-Market -> Retail -> Babies & Kids -> Babies & Toddlers -> Clothing, Shoes & Access	1,725	9,479	10
26981	Drink Mixes (In-Market -> Consumer Packaged Goods (CPG) -> Food & Beverages -> Beverage	5,736	29,934	10
30482	Dishwashing Supplies (In-Market -> Consumer Packaged Goods (CPG) -> Household Supplie	23,926	144,531	9
21481	Chocolate (In-Market -> Consumer Packaged Goods (CPG) -> Food & Beverages -> Snacks, Co	1,990	11,540	9
36242	Teaching Resources (Interest -> Education)	482,972	2,790,997	9
7202	Acne Treatments (In-Market -> Consumer Packaged Goods (CPG) -> Health & Beauty -> Beau	896	4,979	9
26761	Vegetables (In-Market -> Consumer Packaged Goods (CPG) -> Food & Beverages -> Produce)	9,679	59,212	9
27367	Feminine Products (In-Market -> Consumer Packaged Goods (CPG) -> Health & Beauty -> Pe	15,969	93,810	9
123896	Japanese (Interest -> Arts & Entertainment -> Pop Culture)	11,008	60,744	9
26875	Refrigerated Doughs (In-Market -> Consumer Packaged Goods (CPG) -> Food & Beverages -	249	1,402	9
27249	Meals & Sandwiches (In-Market -> Consumer Packaged Goods (CPG) -> Food & Beverages ->	1,698	11,713	8
138692	Download/Purchase Movies/TV Shows (Branded Data -> Nielsen -> Smart Profiles -> Hou	614,105	4,212,566	8
138702	Watches Streaming Video (Branded Data -> Nielsen -> Smart Profiles -> Home Office Techr	648,827	4,463,271	8
12719	Breath Fresheners (In-Market -> Consumer Packaged Goods (CPG) -> Health & Beauty -> Per	4,593	29,520	8
138703	Cellular/Wireless (Branded Data -> Nielsen -> Smart Profiles -> Home Office Technology ->	623,239	4,300,861	8
138704	AT&T Yahoo! (Branded Data -> Nielsen -> Smart Profiles -> Home Office Technology -> Inter	639,267	4,418,248	8
138697	Plays Multi-Player Games (Branded Data -> Nielsen -> Smart Profiles -> Home Office Techr	659,901	4,536,810	8
138691	Download/Purchase Games (Branded Data -> Nielsen -> Smart Profiles -> Home Office Tex	631,767	4,333,509	8

4. The media discovery report lists the categories, sorted by the highest-indexing categories. If you cleared the **Hide Audience** composition check box, the categories from your queried Audience are included with an asterisk * appearing next to the category name. Use the pagination tool at the bottom of the report to view additional pages of the report. The report lists the following information.

Property	Description
Inventory	The number of unique users the platform has seen in the queried audience over the last 30 days.
ID	The unique ID assigned to the category.
Category	The name (and taxonomy path) of the category.
Visitors	The overlap between your queried segment and this category over the last 30 days, which displays how many users you're already targeting. Visitors is always an

Property	Description
	integer.
Volume	<p>The number of unique users the platform has seen in this category over the last 30 days, which forecasts how many users are potentially available to target. The difference between Volume and Visitors for a given category shows you how many <i>new</i> users you can reach with this category. The volume is always an integer.</p>
Index	<p>The Index states that a person in query X is <i>n</i> times more likely to be in the category than another user in the selected universe (the entire BlueKai population, a set of one or more audiences, or a set of one or more containers) . The higher the index, the more alike the category is to your query.</p> <p>Formula:Click the</p> $\frac{\text{\# of users from query X in the category (Visitors)}}{\text{\# of users in query X (Inventory)}}$ <hr/> $\frac{\text{\# of BK users in the category (Volume)}}{\text{\# of total users in the selected universe (Universe)}}$ <p>Example:</p> <p>A report queries an audience containing your site converters (Inventory = 1 million), and focuses the query on an audience containing all of your site visitors (Universe = 5 million). If the overlap between the queried audience and a sample category (Visitors) is 50,000, and the total number of users in that category (Volume) is 60,000, the index would be 4. This means that, in this example, a site converter is 4 times more likely to be in the sample category than a site visitor.</p> $\frac{50,000/1,000,000}{0.05} = \frac{60,000/5,000,000}{0.012} = 4$

Note: If you selected **Mobile Devices Only** in the query but the inventory numbers in the report are "0" or "unknown", contact My Oracle Support ([MOS](#)) to set up a Mobile Media Audience Analytics onboard.

- To include or exclude certain types of categories, like Geographic, or Demographic categories, or to remove the categories from the queried audiences, click the green filter icon to the right of the **Category** column. Select the verticals you want to include in the report. Optionally, select the **Hide Audience Composition** check box to hide the categories in the queried audience, which are marked with an asterisk (*). Click **Apply** to update the report based on the selected filters.

SORT A TO Z
SORT Z TO A

Category Name

Enter whole or partial name.

Vertical

SELECT ALL | NONE

- In-Market
 - Autos
 - Other Vehicles
 - Consumer Packaged G...
 - Education
 - Financial Products & S...
 - Real Estate
 - Retail
 - Services
 - Travel
- B2B
- Branded Data
 - Acxiom

Hide Audience Composition
*Remove all categories in the current audience (denoted by *)*

Apply

Tip: You can use the **Category Name** search box to find certain categories. To exclude categories from the audience you are using as a basis for discovery, click the **Hide Audience Composition** check box.

6. To filter or sort the report results:
 - i. Click the filter icon in any column to filter or sort the results. The **Visitors**, **Volume**, and **Index** columns have sliders to adjust the value.
 - ii. To specify a specific value, click on the value at either end of the filter and type your own value. For example, if you want the visitor range to be above 50,000,000 in the following example, click the 6,000 and type 50,000.
 - iii. Click **Apply** to filter the data.

Tip: After you sort and filter the media discovery report, click the **Mark as Favorite** icon () to bookmark your report as a favorite. When you reopen the report, it will still use the same sorting and filtering. If you update the sorting and filtering in a saved report, click the **Mark as Favorite** icon () to save your changes

7. To add categories to an existing saved audience, or create a new audience, see [creating an audience profile report](#).
8. To save the media discovery report as a favorite, and generate sampled and unsampled reports from it, click the mark as favorite icon () . In the **Save New Favorite** dialog, select whether to use sampled or unsampled data, optionally enable and configure the **Email Settings** to email your report to one or more recipients, and then click **Save**. See [using favorite reports](#).

Tip: When you save a report as a favorite, you can include it and up to three other reports in a comparison report. Comparison reports enable you to instantly analyze your

audiences across product lines, media events, and media execution platforms in a single consolidated view. See [comparing favorite reports](#).

9. Click **Export Report** to export the media discovery report to a CSV file.

3.7.6 Creating an Audience Profile Report

The Audience Profile report is similar to the audience discovery report in that it helps you expose audiences, and the behavioral and demographic information about those audience. Whereas the audience discovery report shows you audiences that are similar to an audience you had already defined, the audience profile report shows you how your audience skews/biases more towards certain categories when compared to the overall internet population, specific audiences, or specific containers/sites. You can use your own site's profile to improve marketing campaigns to your own users by doing the following:

- Selecting categories from the site profile and saving as an audience.
- Selecting categories from the site profile to add to an existing audience.

To create an audience profile report:

1. Select **Analyze > Audience Discovery, Media Discovery, or Container Discovery**, and then generate the discovery report following the steps described in the following documents:
 - [Creating an audience discovery report](#).
 - [Creating a container discovery report](#).
 - [Creating a media discovery report](#).

2. Click the **Discovery** view drop-down and click **Profile View**.

The screenshot shows the Audience Discovery interface. At the top, it displays 'Audience Discovery' with 'Results: SAMPLED' and 'Data from the last 30 days.' Below this are buttons for 'Add to Audience', 'Save as Audience', 'Export Report', and a 'Discovery View' dropdown menu which is currently open, showing 'Profile View' as an option. To the right, there is an 'AUDIENCES' section for 'Video Games' and an 'INVENTORY' section showing '246,800' items for 'United States of America' on 'All Devices'. A summary bar indicates '0 SELECTED', '0 DISPLAYED', and '7765 MATCHED'. The main table lists three audience categories with their respective metrics.

<input type="checkbox"/>	ID	CATEGORY	VISITORS	VOLUME	INDEX
<input type="checkbox"/>	63043	Sony (In-Market -> Retail -> Video Games -> Systems)	165,200	168,600	4,750
<input type="checkbox"/>	158752	Games (In-Market -> Retail -> Video Games -> Systems -> Sony -> Vita)	20,600	23,800	4,196
<input type="checkbox"/>	158740	Vita (In-Market -> Retail -> Video Games -> Systems -> Sony)	20,600	23,800	4,196

3. You can use labels to filter the category groups displayed in the Audience Profile report so that it only displays the categories you are interested in. To create labels for a category group, click **Add a Label**, and then enter one or more labels for the group. You can then filter the category groups by entering one or more of the category group labels in the **Labels** box. The report will list only those category groups.

For example, add "demo" and "age" labels to the **Demographic - Age** group and a "demo" label to the **Demographic - Children in Household** group. Enter "demo" in the **Labels** box, and observe that now only the **Demographic - Age** and **Demographic - Children in Household** groups are displayed in the Audience Profile Report. If you enter "age" in the **Labels** box, the **Demographic - Age** category group will be the only one displayed in the report.

Audience Profile
Results: SAMPLED
Data from the last 30 days.

AUDIENCES
Video Games

INVENTORY
246,800
United States of America
All Devices

Labels

0 SELECTED 9 DISPLAYED 229 MATCHED

Demographic - Age

ID	CATEGORY	VISITORS	VOLUME	RELATIVE INDEX
24744	18-19 (Demographic -> Age)	4,800 (1%)	742,200	631%
34061	20-29 (Demographic -> Age)	53,200 (14%)	42,967,600	40%
34062	30-39 (Demographic -> Age)	75,200 (20%)	75,668,400	12%
34063	40-49 (Demographic -> Age)	82,400 (22%)	103,934,400	-10%
34064	50-59 (Demographic -> Age)	67,400 (18%)	94,465,000	-19%
5759	60-64 (Demographic -> Age)	35,800 (10%)	39,325,600	3%
27002	65 & Older (Demographic -> Age)	54,200 (15%)	64,324,800	-5%

Demographic - Children in Household

ID	CATEGORY	VISITORS	VOLUME	RELATIVE INDEX
77	No (Demographic -> Family Composition -> Children in Household)	119,400 (46%)	165,988,600	9%
12	Yes (Demographic -> Family Composition -> Children in Household)	138,800 (54%)	226,322,000	-7%

When you are done adding labels and filtering the category groups in your Audience Profile report, click the **Mark as Favorite** icon (★) to save your labels and filtering. The labels you have created will also be applied globally to all of the Audience Profile Reports in your seat. This means that when you re-run your report, open it from your list of Favorites, or create a new report, the labels you have created will appear with their respective category groups. Note that your saved filters are not applied to new Audience Profile Reports.

Note: If you update the labels or filtering in an Audience Profile report that you have bookmarked as a Favorite, you must click the Mark as Favorite icon to save your changes.

- The audience profile report lists the following information for each category under the demographic, in-market, geographic, and past purchases verticals/category groups:

Audience Profile
 Results: SAMPLED
 Data from the last 30 days.

AUDIENCES
 Video Games

INVENTORY
 249,000
 United States of America
 All Devices

Labels: Hide demo

Add to Audience Save as Audience Export Report Profile View

0 SELECTED 8 DISPLAYED 158 MATCHED

Demographic - Age

ID	CATEGORY	VISITORS	VOLUME	RELATIVE INDEX
34061	20-29 (Demographic -> Age)	44,600 (13%)	48,766,200	45%
34062	30-39 (Demographic -> Age)	67,200 (20%)	86,423,400	23%
34063	40-49 (Demographic -> Age)	93,800 (28%)	172,092,400	-14%
34064	50-59 (Demographic -> Age)	61,000 (18%)	110,034,200	-12%
5759	60-64 (Demographic -> Age)	28,800 (9%)	45,576,800	0%
27002	65 & Older (Demographic -> Age)	42,800 (13%)	73,789,200	-8%

Demographic - Children in Household

ID	CATEGORY	VISITORS	VOLUME	RELATIVE INDEX
77	No (Demographic -> Family Composition -> Children in Household)	115,200 (48%)	229,204,400	8%
12	Yes (Demographic -> Family Composition -> Children in Household)	123,200 (52%)	282,720,600	-6%

Column	Description
ID	The unique system-assigned category identification number.
Category	An audience classification (based on a taxonomy) used to define an audience or advertising segments
Visitors	The overlap between your queried segment and this specific category (18-19) over the last 30 days followed by a percentage contribution to total category group (Demographic > Age). Visitors displays how many users you're already targeting. Visitors is always an integer.
Volume	The number of unique users the platform has seen in this category over the last 30 days. This forecasts how many users are potentially available to target. The difference between volume and visitors for a given category shows you how many new users you can reach with this category. Volume is always an integer.
Relative Index	<p>The relative index calculates the probability of your queried segment to be part of a specific category within a category group. This is then compared against the probability of any user within the selected universe being in that category (for example, Demographic > Age > 20-29) within the category group (Demographic > Age). The higher the percentage, the more alike the category is to your query.</p> <p>The relative index is calculated as follows:</p> $\frac{\text{\# of users from query X in the category}}{\text{of users from query X in the category group}}$

Column	Description
	(# of global users in the category / # of global users in the category group)

5. To add any of the categories to an existing saved audience:
 - i. Select the categories that you want to add to your audience. Remember that a higher index score indicates that the category is more likely to be on your site. Consider also the available volume for the category.
 - ii. Click **Add to Audience**. A list of all your saved audiences opens.



- iii. Select the audience to which you want to add the categories you selected. The *Manage Audiences* page appears and the categories you selected are added to your saved audience.
6. To create a new audience:
 - i. Select the categories that you want to include in your audience. Remember that a higher index score indicates that the category is more likely to be on your site. Consider also the available volume for the category.
 - ii. Enter a name that makes it easy to identify your audience.
 - iii. Click **Save**. The *Manage Audience* page appears and the audience you created appears in the list of audiences.

3.7.7 Using Favorite Reports

After you create an audience analytics report, you can save it as a favorite so that you can instantly view the updated data without having to re-run the report. When you bookmark a report, you select the data set that is saved in the report: **Sampled** or **Unsampled**.

- Sampled reports instantly return the current results for a subset of the user population available in the Oracle Data Cloud platform. Sampled reports can only be run on larger populations (100,000 or more users).
- Unsampled reports return results on the entire population of users, providing more granular reports on users for smaller data sets (5,000 or more users). The unsampled report is typically returned within 24 hours after you initially request it, and the report is then re-run automatically at least once a week. Each time the unsampled report is run, a snapshot of it is taken. The Oracle Data Cloud platform saves the last 15 months (or more) of the snapshots so that you can view the historical unsampled reports and plan your advertising campaigns year over year.

After you save a report as a favorite, you can view it in the **Analyze > Favorites** page, which lists all the reports bookmarked by each user in your workspace. You can then click a report to view the latest data for the categories related to your target audiences.

Creating a favorite report

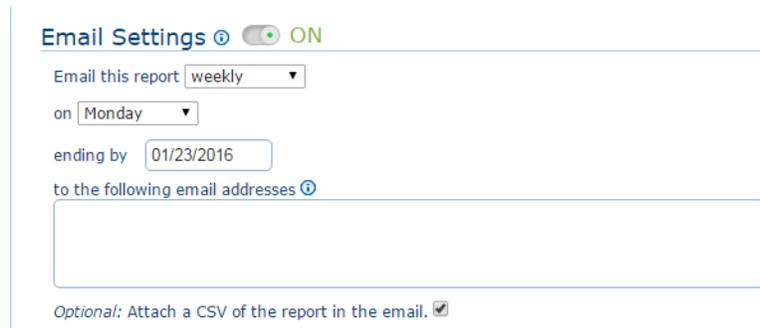
To bookmark a report as a favorite:

1. Create an audience, container, or funnel analytics report. In the report, click the favorites icon in

the upper right-hand corner (). The *Edit Favorite* dialog is displayed.

2. In the **Name** box, enter a unique, descriptive name for the report.
3. In the **Data Set** list, select whether the report saves **Sampled** or **Unsampled** data:
 - **Sampled**. Sampled reports provide the current results for a smaller subset of the audience population. Sampled reports do not use snapshots.
 - **Unsampled**. Unsampled reports provide results for the entire data set. When you initially request an unsampled report, it typically takes up to 24 hours before the unsampled report is returned. Snapshots of the unsampled report are then taken automatically at least once per week. The Oracle Data Cloud platform stores 15 months (or more) of snapshots after the unsampled report is requested. You can view the snapshot to analyze the unsampled report as it existed when the snapshot was created. Snapshots are enabled for unsampled reports by default. You can create a maximum of 50 unsampled reports. If you request a sampled report using the same audience specified in an unsampled report, the report will automatically display the unsampled data. However, you will not be able to view any snapshots of the unsampled report.
4. (Optional) Under **Email Settings**, you can email a favorite report to yourself and others every week or month, or each time the report is created (unsampled reports only). The emailed report lists the best and worst performing categories in the query. (emailed discovery reports include the top 10 first- and 3rd-party categories, funnel reports include the top and bottom 10 categories, and profile reports include the top sets of categories). The report will be sent by 8 AM EST on its scheduled delivery date. In addition, you can send a CSV version of the report with the email. To schedule automatic report emails:

- Toggle the **Email this Report** switch to on (green), and then select how often to email the report: **Weekly**, **Monthly**, or **When Created** (this option is only available for unsampled reports).



Email Settings  **ON**

Email this report:

on:

ending by:

to the following email addresses 

Optional: Attach a CSV of the report in the email.

- From the **On** list, select on which day or date to email the report if you are scheduling weekly or monthly emails. If you are scheduling weekly emails, select Monday-Sunday. If you are scheduling monthly emails, select a date (1--31), the first to last Mon-Sun of the month, or the first to last day, weekday, or weekend of the month.

Note: If you schedule a report to be emailed on the current day or date, it will be delivered that same day within 2 hours.

5. In the **Ending By** box, enter the date on which to stop emailing the report (in YYYY-MM-DD format). The default stop date is 18 months after the current date.
6. In the **To the Following Email Addresses** box, enter a comma, semi-colon, or space-separated list of the email recipients.
7. A CSV version of the report will be attached to the email by default. Optionally, you can clear the **Attach a CSV of the Report in the Email** check box to exclude this attachment.
8. Click **Save**. When an unsampled report is initially generated, its status is **Creating**. The unsampled report is returned within 24 hours and its status changes to **Active+Snapshot**.

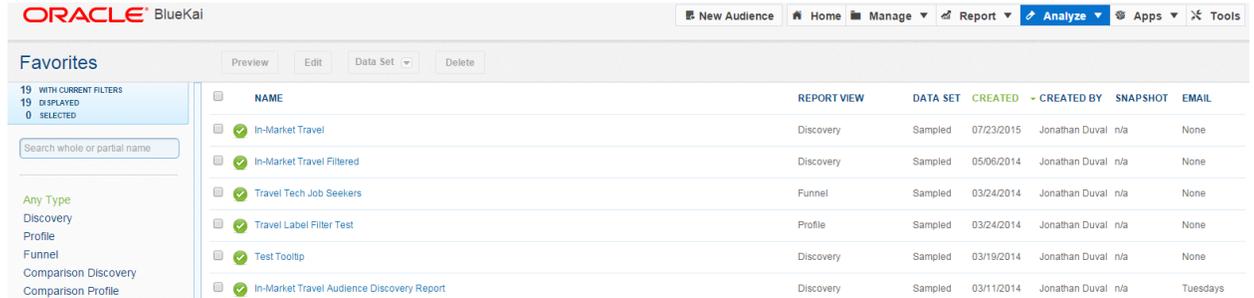
Warning: If you already have 50 saved unsampled reports, a message indicates that you have used all of your unsampled favorites, and you are unable to save the report

with an unsampled data set. If you need to create more unsampled reports, contact My Oracle Support ([MOS](#)).

Viewing favorite reports

To view a favorite report:

1. Select **Analyze > Favorites**.
2. The *Favorites* page opens and lists all the reports you and all other users in your workspace have bookmarked. The bookmarked reports are listed in descending chronological order (newest to oldest) by default.



The screenshot shows the Oracle BlueKai interface. At the top, there is a navigation bar with 'New Audience', 'Home', 'Manage', 'Report', 'Analyze', 'Apps', and 'Tools'. Below this is the 'Favorites' section, which includes a search bar and a list of reports. The reports are listed in descending chronological order. The table below shows the data for these reports.

NAME	REPORT VIEW	DATA SET	CREATED	CREATED BY	SNAPSHOT	EMAIL
In-Market Travel	Discovery	Sampled	07/23/2015	Jonathan Duval	n/a	None
In-Market Travel Filtered	Discovery	Sampled	05/06/2014	Jonathan Duval	n/a	None
Travel Tech Job Seekers	Funnel	Sampled	03/24/2014	Jonathan Duval	n/a	None
Travel Label Filter Test	Profile	Sampled	03/24/2014	Jonathan Duval	n/a	None
Test Tooltip	Discovery	Sampled	03/19/2014	Jonathan Duval	n/a	None
In-Market Travel Audience Discovery Report	Discovery	Sampled	03/11/2014	Jonathan Duval	n/a	Tuesdays

3. Optionally, you can sort the bookmarked reports using one or more of the following column headers: **Status, Name, Type, Data Set, Created, Snapshot**.
4. (Optional) You can filter the bookmarked reports using one or more of the following properties listed in the left sidebar:

- **Name:** Enter the name of the bookmarked report, and then press ENTER.
- **Type:** Display only **Discovery, Profile, or FunnelAnalysis** reports.
- **Status:** Display only **Active, Active+Snapshot, Creating, or Disabled** reports.
- **Data Set:** Display only **Sampled or Unsampled** reports.
- **Created Date:** Display only reports created in the **Last Week, Last Month, or for a**

Custom date range. To specify a **Custom** date range, click the **From** and **To** boxes and select the start and end dates from the calendar.

- **Snapshot Date**: Display only reports with snapshots created in the **Last Week**, **Last Month**, or for a **Custom** date range. To specify a **Custom** date range, click the **From** and **To** boxes and select the start and end dates from the calendar.

Note: To clear the filter applied to a property, click the **Any** <property> option.

5. To preview your report, select the report's check box and then click **Preview**. A dialog opens listing the following properties for your report:

In-Market Travel Filtered
X

Discovery

Audiences

In-Market Travel

Country

All

Device Type

All Devices

Inventory

28,731,800

Data Set

Sampled

Status

✔ Active

Created Date

05/06/2014

Created By

Jonathan Duval

Filters

Sorted

By: Index

Direction: Descending

Index: 10 - 30

Property	Description
Audiences	The names of the audiences included in the report
Country	The target country specified in the audiences included in the report (for example, USA or All)
Device	The target device specified in the audiences included in the report (Desktop , Mobile , or All)
Data Set	The type of data included in the report (Sampled or Unsampled)

Property	Description
Status	The current status of the report (Active , Active+Snapshot , Creating , or Disabled)
Created Date	The date the report was created
Created By	The name of the user that created the report
Email	When the report is emailed (Mon-Sun, Monthly, or When Created)
Snapshots	The number and the dates of the snapshots taken for an unsampled report. You can open a snapshot of an unsampled report by clicking the date of the snapshot. Note: To rename a snapshot, move your mouse pointer over a snapshot, click the Rename icon, enter the new name for the snapshot, and then click Save .

- To change the name or data type of a bookmarked report or schedule it to be emailed regularly or edit its current email schedule, select the report's check box, click **Edit**, make the desired changes, and then click **Save**.
 - To change the name of the report, enter the new name for the report in the **Name** box.
 - To change the data type, select **Sampled** or **Unsampled** from the **Data Set** list.
 - To email the report if it is not currently scheduled for emailing, toggle the **Email this Report** switch to on (green), and then configure the schedule following the steps described in creating a favorite report.
 - To modify the email schedule for a report, configure the email settings as described in creating a favorite report.

Opening favorite reports

To open a favorite report:

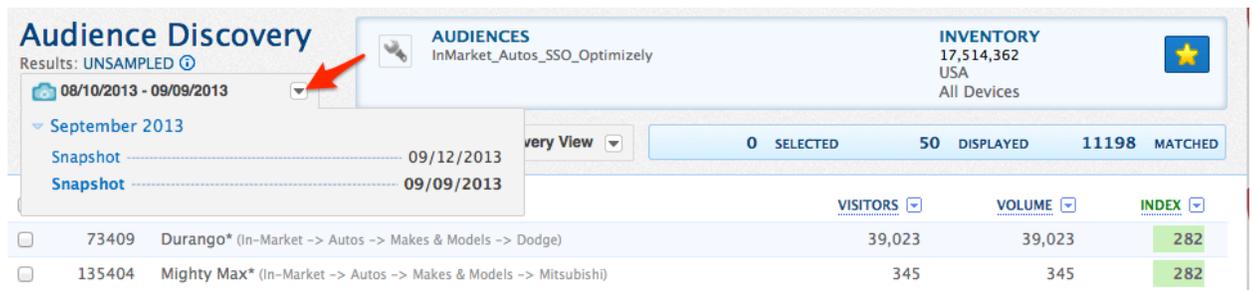
- Click the link to the report under the *Name* column. If you click an unsampled report, the latest snapshot of the report is opened. To open an earlier snapshot from the **Favorites** page, select the check box for report, click **Preview**, and then click the link for the report snapshot to be

opened under **Snapshots**.

2. The report opens and lists the latest data for the categories related to the target audiences in your report.

- For sampled reports, the data listed is from the previous 30 days.
- For unsampled reports, the data is based on the previous 30 days from when the snapshot was taken.

3. If you are viewing an unsampled report, the latest report snapshot is displayed by default. To change the snapshot, click the date range in the *Results* section in the upper left-hand corner, and then select a different snapshot from the list. The available snapshots are grouped by month and listed in descending chronological order (newest to oldest).



The screenshot shows the 'Audience Discovery' interface. At the top, there's a header with 'Audience Discovery' and 'Results: UNSAMPLED'. Below this, a date range '08/10/2013 - 09/09/2013' is shown with a dropdown arrow. A red arrow points to this dropdown. A menu is open below the date range, showing 'September 2013' and two snapshots: 'Snapshot 09/12/2013' and 'Snapshot 09/09/2013'. To the right, there's a 'AUDIENCES' section with 'InMarket_Autos_SSO_Optimizely' and an 'INVENTORY' section with '17,514,362 USA All Devices'. Below these, there's a summary bar with '0 SELECTED', '50 DISPLAYED', and '11198 MATCHED'. At the bottom, there's a table with columns for 'VISITORS', 'VOLUME', and 'INDEX'. The table has two rows: '73409 Durango* (In-Market -> Autos -> Makes & Models -> Dodge)' with 39,023 visitors and volume, and an index of 282; and '135404 Mighty Max* (In-Market -> Autos -> Makes & Models -> Mitsubishi)' with 345 visitors and volume, and an index of 282.

Note: To rename a snapshot, click the date range under the **Results** box, move your mouse pointer over a snapshot, click the **Rename** icon, enter the new name for the snapshot, and then click **Save**.

3.7.8 Comparing Favorite Reports

You can do a side-by-side comparison in a single spreadsheet for up to four audience analytics reports that you have saved as favorites to instantly analyze your audiences across product lines, media events, and media execution platforms. For favorite reports that use unsampled data, you can also compare up to four snapshots to evaluate audience trends over time in one report.

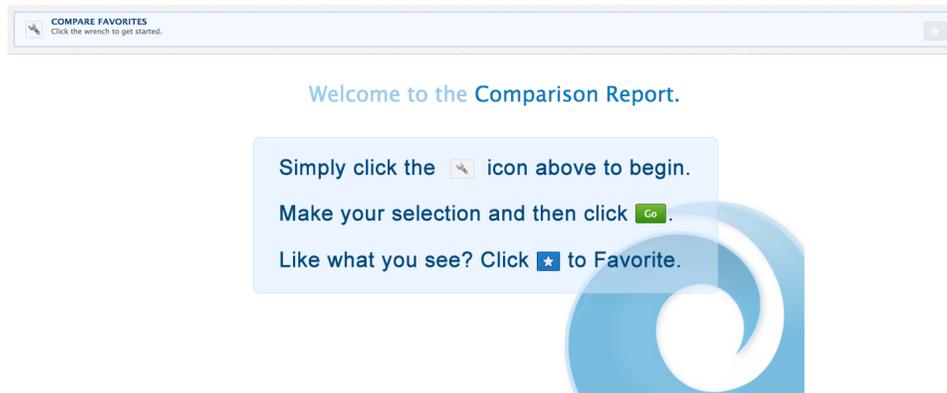
With comparison reports, you can do the following:

- **Brand comparison:** Compare audiences across different brands to analyze how their behavior and demographics vary and then tailor your messaging accordingly. For example, you can select two or more audience profile reports to compare the audiences associated with different brands, and then generate charts per category block to visualize how the audiences skew per brand.
- **Persona validation:** For example, you can select multiple to verify that you are serving impressions to the high-indexing categories in your converter audience. If you are accurately serving impressions to your converting audience, you will typically observe audience discovery reports for targeted users and converters to filter your high indexes against the same categories.
- **Campaign performance analysis:** Compare how your campaigns perform across different media execution platforms to determine which ones are generating the best return on investment. For example, you can select multiple media discovery reports and then for converters. You can then compare for converters. You can then compare the number of visitors per converting audience across your different media partners.
- **Trend analysis:** Compare month-to-month or season-to-season changes in your audiences to analyze trends over time and then optimize your audience composition and messaging accordingly. For example, you can select monthly or seasonal snapshots of an audience discovery or profile report, and then use the index to generate charts showing how the audience trends over time.

To create a comparison report:

1. Verify that you have generated two or more [discovery reports](#) or [profile reports](#) (audience, container, or media) and [saved them as favorites](#). Currently, you cannot include funnel analysis reports in a comparison.
2. Select **Analyze > Favorites Comparison**.

3. The *Comparison Report* page opens.



4. Click the compare favorites icon () in the upper left-hand corner. The *Create New Comparison Report* dialog opens.



5. Under *Favorite Report*, select an audience, container, or media report that you have saved as a favorite (click [here](#) for more information on saving reports as favorites). If the selected report has any snapshots, you can optionally select one from the **Snapshot** list to include in the comparison (snapshots are generated for reports that use unsampled data). For example, you can select monthly or quarterly snapshots of the same report to analyze the trends of a specific query. If the report uses unsampled data, the latest snapshot is used in the Comparison Report by default. If the report uses sampled data or a snapshot is not available, the current 30-day inventory of users is used.

Repeat this step to select a second Favorite Report. Click **Add Comparison** to add third and fourth reports to the comparison report, if desired. Click **Remove** to remove a report from the comparison.

Warning: The devices, countries, and universes selected in the individual report queries will be preserved in the comparison report. Any filtering that you have used in a report, however, is not applied.

6. Click **Go** to return to the *Compare Favorites* page.
7. By default, the comparison report will use the discovery view of your reports. To select the profile view, toggle the selected view.



Welcome to the Comparison Report.

Simply click the  icon above to begin.

Make your selection and then click **Go**.

Like what you see? Click  to Favorite.

- The **Discovery View** lists which categories are the most highly related to the audience queries in your selected reports. The discovery view includes an **Index** that calculates how much more likely a user in query X is to be in a category than another user in the selected universe (the entire population, a set of one or more audiences, or a set of one or more containers). The higher the index, the more similar a category is to your query.
- The profile view lists how your audience skews/biases more towards certain categories when compared to the users in a specific universe. The profile view includes a relative index that calculates the probability of your queried segment to be part of a specific category within a category group. This is then compared against the probability of any user within the selected universe being in that category (for example, **Demo > Age > 20-29**) within the category group (**Demo > Age**). The higher the percentage, the more similar a category is to your query.

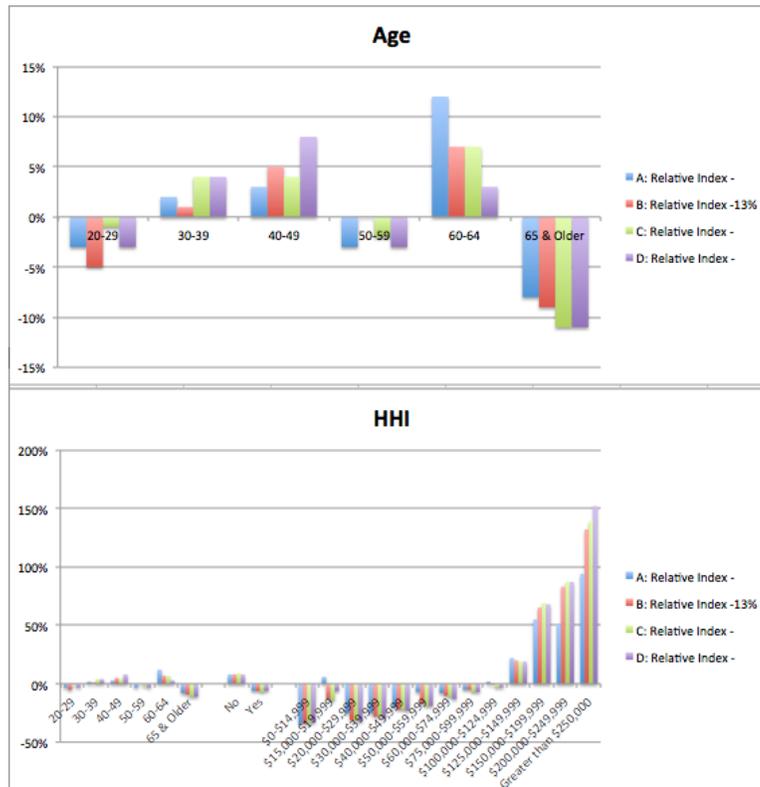
- Click **Export Report** to export the comparison report to a comma-separated value (CSV) file and open your report using a spreadsheet application.

ID	Category Name	Category Path	A: Visitors	A: Volume	A: Relative Index	B: Visitors	B: Volume	B: Relative Index
4	A: Inventory		28494129					
5	B: Favorite	Travel Label Filter Test						
6	B: Data From	04/04/2014 - 05/03/2014						
7	B: Inventory		46282200					
8	Metrics	Visitors, Volume, and Index						
9	Report URL	https://insights.bluekai.com/compare/favorites_queries?vs=641gC47.MeizSd11u/report?label_filters=&report_type=profile&url=642N9CN93						
10	Export Generated At	5/5/14						
11	Partner	Jonathan Duval						
12	User	Jonathan Duval						
13								
14								
15	24744 18-19	Demographic -> Age	61820	555059	72%	47000	575600	47%
16	34061 20-29	Demographic -> Age	4402395	64997074	5%	4438200	67070600	19%
17	34062 30-39	Demographic -> Age	7392379	117169158	-3%	7555400	120156800	13%
18	34063 40-49	Demographic -> Age	18007823	288119078	-4%	12681200	282916000	-19%
19	34064 50-59	Demographic -> Age	10070681	151165211	3%	9108800	155027600	6%
20	5759 60-64	Demographic -> Age	4743034	63204922	16%	4244000	65195800	17%
21	27002 65 & Older	Demographic -> Age	6234766	100341151	-4%	6152000	103932400	6%
22	77 No	Demographic -> Family Composition -> Children in Household	19431039	339384341	2%	15534000	346356800	0%
23	12 Yes	Demographic -> Family Composition -> Children in Household	19891564	360217826	-2%	16809600	37218000	0%
24	5814 \$15-\$14,999	Demographic -> Financial Attributes -> Estimated Household Income	1787552	29266618	-4%	1813400	3186400	8%
25	71 \$15,000-\$19,999	Demographic -> Financial Attributes -> Estimated Household Income	721090	12444859	-9%	662800	12390400	2%
26	68 \$20,000-\$24,999	Demographic -> Financial Attributes -> Estimated Household Income	3321306	59313417	-13%	3251800	63852400	-3%
27	69 \$30,000-\$39,999	Demographic -> Financial Attributes -> Estimated Household Income	4027951	71881684	-12%	3877400	76156200	-3%
28	70 \$40,000-\$49,999	Demographic -> Financial Attributes -> Estimated Household Income	4439402	76578191	-9%	4238600	80093000	1%
29	5731 \$50,000-\$59,999	Demographic -> Financial Attributes -> Estimated Household Income	4204056	69730593	-6%	3923600	72692200	3%
30	5732 \$60,000-\$69,999	Demographic -> Financial Attributes -> Estimated Household Income	18421106	252119464	2%	9871000	24338600	23%
31	5733 \$75,000-\$89,999	Demographic -> Financial Attributes -> Estimated Household Income	6913957	110702372	-2%	5857400	106286000	6%
32	5734 \$100,000-\$124,999	Demographic -> Financial Attributes -> Estimated Household Income -> Greater than \$10	3657331	56248640	2%	2267600	36415600	18%
33	5735 \$125,000-\$149,999	Demographic -> Financial Attributes -> Estimated Household Income -> Greater than \$10	3982623	64466669	8%	1483200	21955200	8%
34	5736 \$150,000-\$199,999	Demographic -> Financial Attributes -> Estimated Household Income -> Greater than \$10	3807461	50374484	18%	2856000	39421400	38%
35	5737 \$200,000-\$249,999	Demographic -> Financial Attributes -> Estimated Household Income -> Greater than \$10	1627077	19028479	34%	1483400	19705000	43%
36	26381 Greater than \$250,000	Demographic -> Financial Attributes -> Estimated Household Income -> Greater than \$10	1911589	21583895	38%	1832400	21461800	60%
37	22599 Female	Demographic -> Gender	19051959	381172496	-2%	17762200	393496800	-3%
38	22598 Male	Demographic -> Gender	17322460	328587704	3%	16756600	344916600	4%
39	7449 Floral & Garden	In-Market -> Consumer Packaged Goods (CPG)	20147	319465	14%	24600	219000	64%
40	22653 Food & Beverages	In-Market -> Consumer Packaged Goods (CPG)	8610260	96758463	-3%	5999200	93333200	-6%
41	5498 Health & Beauty	In-Market -> Consumer Packaged Goods (CPG)	714903	5845396	33%	764400	6067200	83%
42	22697 Household Supplies	In-Market -> Consumer Packaged Goods (CPG)	1128	19413	-37%	3100	94200	36%
43	4526 Pet Supplies	In-Market -> Consumer Packaged Goods (CPG)	207506	982760	129%	117000	937600	82%
44	109687 Art & Collectibles	In-Market -> Retail	17007	182864	9%	14000	172400	37%
45	3988 Automotive Parts & Accessories	In-Market -> Retail	10493661	125521606	2%	7320000	132924100	-6%
46	6847 Babies & Kids	In-Market -> Retail	9544519	106915592	5%	6462200	107450000	2%
47	27155 Business & Office	In-Market -> Retail	5660263	100179863	3%	6666200	111168200	1%
48	150 Cell Phones & Plans	In-Market -> Retail	9471560	112513006	2%	6893400	116515000	0%
49	3177 Clothing, Shoes & Accessories	In-Market -> Retail	13379237	161888113	-3%	9221800	161889600	-4%
50	149 Computers	In-Market -> Retail	10451430	120491834	2%	7185000	120939200	0%

- By default, comparison reports using the discovery view list the categories according to their index (highest to lowest) based on the first report included in the comparison. Comparison reports using the profile view list the categories according to their relative index within each category group based on the first report.

You can evaluate the *Visitors* and *Volume* columns to determine which categories would enable you to achieve the desired scale. The *Visitors* column lists the overlap between your queried segment and this category over the last 30 days. The *Volume* columns lists the number of unique users the platform has seen in this category over the last 30 days, which forecasts how many users are potentially available to target.

10. (Optional) You can sort and filter the categories, and generate charts visualizing your report data.



3.7.9 Using Media Audience Analytics

You can use creative tags to collect impression and click data from your media creatives, associate it with the audience data in the Oracle Data Cloud platform, and then use media audience analytics (MAA) to track, analyze, and report audience behavior throughout the conversion funnel.

MAA enables you to optimize the audiences you are targeting. For example, you can find categories that correlate to your key performance indicators, which may be conversion events (included in the [audience discovery report](#)) or click events (included in the [media discovery report](#)). You can use the [funnel analysis report](#) to determine the conversion-driving categories to keep investing in and the low-converting categories to discard. You can use your impression and click data to validate the audiences for which you are generating impressions. If you are a publisher, you can also use media analytics to optimize your audiences to maximize click-through rates.

Important: Creative tags collect click and impression data. Unlike site data collection tags, the data collected remains private (is not available to the Oracle Data Marketplace).

Prerequisites

One of the following ad servers:

- Doubleclick Campaign Manager (DCM), which was formerly known as Doubleclick for Advertisers (DFA)
- Doubleclick for Publishers (DFP)

To use media audience analytics:

- [Request media audience analytics.](#)
- [Create your creative tags.](#)
- [Add creative tags to your media pixels.](#)
- [Test creative tags in your web browser.](#)
- [Fire test impressions.](#)
- [Run media audience analytics reports.](#)

Note: If you cannot append media pixels in ad creatives or ad tags in your inventory, you can alternatively [ingest ad server log files](#).

Method	Benefit	Limitation
Tags	<ul style="list-style-type: none">■ Media data collected from a tag can be classified for targeting and frequency capping.■ Does not require a Google Cloud Services account or the Google Data Transfer service.	<ul style="list-style-type: none">■ Mobile browser support is not reliable.■ Not supported in mobile apps.

Method	Benefit	Limitation
		<ul style="list-style-type: none"> Not permitted on Google Display Network (GDN) and some other Google products. Requires manual implementation.
Log file ingest	<ul style="list-style-type: none"> Provides the greatest number of trackable impressions and clicks because ad server logs are not subject to the same restrictions that DMP tags are, particularly across Google Display Network (GDN). Does not require manual implementation. 	Log file data cannot currently be used for classification.

Requesting media audience analytics

To get started with media audience analytics, contact My Oracle Support ([MOS](#)) and request the media audience analytics Cloud Service SKU. After you complete and sign the required paperwork and this SKU has been added to your contract, the feature will be enabled in the Oracle Data Cloud platform. This will enable you to create creative tags for collecting your media data and it will give you access to the media discovery and media profile reports in the audience analytics suite.

Note: Media audience analytics is currently in controlled availability.

Mobile media audience analytics

You can import your mobile media data into your DMP and use the audience analytics suite for audience-level reporting of your mobile data to do the following:

- Better understand your mobile impressions and clicks via audience behavioral and demographic data.

- Leverage audience analytics to optimize the messaging you use for target groups within your mobile advertising.
- Compare and contrast the audiences you are reaching on mobile devices versus desktop.

After mobile media audience analytics is enabled in your partner seat, you can add creative tags to mobile media creatives to track impressions and clicks. You can then use the mobile device selector in the [media discovery report](#) to analyze media activity for your mobile users.

If you are already a media audience analytics customer, you can use the same creative tags that you deployed on your desktop site. After you implement your creative tags in your mobile media, contact My Oracle Support ([MOS](#)) to have your account management team complete your onboarding process. The platform automatically detects the device type (desktop or mobile) when users view or click your media.

Creating creative tags

To create creative tags for collecting impression and click data from your media:

1. [Create a container](#) in the platform UI. A container includes a unique site ID that links your media creatives with the Oracle Data Cloud platform.

- In the **Create New Container** dialog, set the following values for your container:

Setting	Value
Name	Enter “creative tag container” (or something comparable that makes it easy to identify your container’s functionality).
Country	Enter the country associated with your site.
Default Auction Limit	Enter 0 for the number of slots to be allocated on your site for firing third-party pixels.
Campaign Access	Accept the default value (Only Me).

- Click **Save and Generate Code** to create your container and open the container code tag generator.

Alternatively, use the [containers API](#) to create the container with the settings listed above and record the generated desktop and mobile site IDs. You can then copy and configure the code examples provided in the creative tag code reference.

- Use the *Generate Code* dialog to create the code for the creative tag you will add to your media following the steps below. The tag generator includes pre-built code templates that include all the macros required by your ad server for capturing media analytics data.
- Select one of the following container tag types:
 - Media click tracking:** This tag enables your DMP to collect clicks from your ad campaigns or from campaigns that run on your sites.

Generate Code

Synchronous (recommended) Dynamic Synchronous Asynchronous **Media - Clicks** Media - Impressions JS Pixel IFrame

Media - Clicks

Generate this tag and add it to the front of your click-through urls within your selected AdServer for Audience Analytics on your clickers. Please see the Creative Tagging implementation doc for additional instructions on media ingest.

Settings

Site ID Creative Tag Container: 22121

Protocol HTTP

Ad Server DFA

Creative Click Thru URL

INCLUDE_URL ENCODED_URL

Add Phints (optional)

Optionally add key-value pairs for the categories users are to be tagged with when

```
http://analytics.bluekai.com/site/22121?
phint=event%3Dclick&phint=aid%3D&adv%3D&pid%3D&epid%3D
```

Done

- Media impression tracking: This tag enables your DMP to collect impressions from your ad campaigns or from campaigns that run on your sites.

Generate Code

Synchronous (recommended) Dynamic Synchronous Asynchronous Media - Clicks **Media - Impressions** JS Pixel IFrame

Media - Impressions

Embed this tag on media creatives within your selected AdServer to support Media Ingest for Audience Analytics users who view your impressions. (Note: Per industry privacy standards, impressions may not be classified.) Please see the Creative Tagging implementation doc for additional instructions on media ingest.

Settings

Site ID Creative Tag Container: 22121

Protocol HTTP

Ad Server DFA

Add Phints (optional)

Optionally add key-value pairs for the categories users are to be tagged with when they visit your Web site. The phints are passed to BlueKai and used to classify the users in the DMP.

Add a print

```
http://analytics.bluekai.com/site/22121?
phint=event%3Dime&phint=aid%3D&adv%3D&pid%3D&epid%3D
```

Done

- Configure the following settings. The container tag code in the box to the right is updated as you do this.

Setting	Value
Site ID	Use the default site ID (the desktop site ID that was generated when you created your container). The platform automatically detects the device type (desktop or

Setting	Value
	mobile) when users interact with your media.
Protocol	Select the HTTP protocol of the page on which the tag is to be deployed (HTTP or HTTPS). Always use a secure tag (HTTPS) for web pages that use SSL.
Ad Server	Select one of the following ad servers: <ul style="list-style-type: none"> ▪ DCM: Google Doubleclick Campaign Manager ▪ DFP: Google Doubleclick for Publishers
Creative Click Thru URL	If you are deploying a media click tag, enter the URL-encoded click-through of your media creative. If your media click tags is being redirected from another tracker, you need to double-encode the tag.

7. Click **Copy** in the container tag code box to the right, paste the tag code into a text file, and then save your text file.

Tip: You can also pass custom variables into your creative tag to capture additional data. For example, if you add `phint=customvariable%3Dvalue` to your creative tag, the platform will begin collecting the `customvariable` data. You can use [the Taxonomy Manager](#) to create categories and classification rules to map your custom variables into categories.

8. Confirm the macros in your creative tag are current with your ad server.

Creative tag code reference

The following table lists the syntax for the **Media - Clicks** and **Media - Impressions** tags for the Oracle-supported ad servers. If you are creating the container tag code from these examples (for example, you used the [containers API](#) to create the container), add the site ID generated when you created your container and the URL-encoded click-through of your media creative in their respective placeholders (in italicized text).

Ad server	Tag	Code
DFP	Media click	<pre>http://analytics.bluekai.com/site/siteID ?phint=event%3Dclick&phint=aid%3D%eadv!&phint=adid%3D%eaid! &phint=cid%3D%ebuy!&phint=crid%3D%ecid!&done=include_URL- encoded_URL</pre>
	Media impression	<pre>http://analytics.bluekai.com/site/siteID ?phint=event%3Dimp&phint=aid%3D%eadv!&phint=pid%3D%epid!&ph int=cid%3D%ebuy!&phint=crid%3D%ecid!</pre>
DCM	Media click	<pre>http://analytics.bluekai.com/sitesiteID ?phint=event%3Dclick&phint=aid%3D%eadv!&phint=adid%3D%eaid! &phint=cid%3D%ebuy!&phint=crid%3D%ecid!&done=include_URL- encoded_URL</pre>
	Media impression	<pre>http://analytics.bluekai.com/site/siteID ?phint=event%3Dimp&phint=aid%3D%eadv!&phint=pid%3D%epid!&ph int=cid%3D%ebuy!&phint=crid%3D%ecid!</pre>
	Conversions	<pre>http://analytics.bluekai.com/site/siteID?phint=event%3Dact</pre> <p>You can use this optional tag to track conversions for self-classification purposes. Conversions are not currently available within the MAA reports. To add conversion events to your taxonomy, contact your Oracle account manager and request the classification of your conversion data into your taxonomy.</p>

Creative tag macro reference

The following table summarizes the macros included in the BlueKai creative tags for DCM and DFP. When your ad server fires your BlueKai creative tag, these macros expand, your media impression and click data is passed to the platform, and the data is stored in your DMP.

Macro	Description	Required or optional
aid%3D%eadv!	Advertiser ID	Required
pid%3D%epid!	Placement ID	Required
adid%3D%eaid!	<ul style="list-style-type: none"> ■ DCM: Ad ID ■ DFP: Line item ID 	Required
crid%3D%ecid!	Creative ID	Required
cid%3D%ebuy!	<ul style="list-style-type: none"> ■ DCM: Deprecated ■ DFP: Order ID 	Required for DFP
sid%3D%esid!	Site ID	Optional

Adding creative tags to your media pixels

If your ad inventory does not accept Oracle Data Cloud platform pixels in ad creatives or ad tags, [ingest ad server log files](#) instead.

To add your BlueKai creative tags to your media pixels:

- **Media click:** Add this tag to the front of your click-through URLs in your ad server.
- **Media impression:** Embed the tag in your media creatives in your ad server. For DCM, you will typically place the impression tag after the closing `</noscript>` tag. For details, see [placement tags](#) in the DCM help.

Testing creative tags in your web browser

The follow section lists the recommended standard steps for testing 4th-party pixels. Before implementing your live media, you must follow these steps to ensure all creative tags are firing properly and that all your media data is being collected.

To verify that your BlueKai creative tag will be called when users view or click your impressions and that it is formatted correctly, you can add a media pixel to a test page and verify that the BlueKai creative tag is fired in your browser.

To test your creative tags:

1. Add the pixel for one of your media creatives to a test page. Your test media pixel must include the piggybacked BlueKai creative tag.
2. Open a web browser, delete the cache, and then open a developer tool (such as the Firebug in Firefox).
3. Open your test page in the browser.
4. In your browser tool, check that the BlueKai creative tag has been fired. You should a request URL with a format similar to the following example (where each macro has been replaced by an identifier and the event is defined as 'imp' or 'click'):

```
http://analytics.bluekai.com/site/15415?phint=event%3Dimp&phint=aid%3D3452&phint=pid%3D87654&phint=cid%3D87653&phint=crid%3D99876567
```
5. Verify the following in the request URL:
 - There is no `!` after the `&` character, there are no extra `%` characters after the `%3D` characters in a phint, and there are no other extra spaces or special characters. These formatting errors may cause a mismatch between the IDs in the tag and those in the API or match table. Also make sure there are no spaces or other special characters in these places.
 - There are no missing or misplaced macro parameters in the URL.
 - For click tags, make sure clicking the link takes you to the correct landing page URL.
6. Contact your Oracle Data Cloud account manager and notify them that you have tested your creative tag. They will confirm the number of times your tag has been fired.

Firing test impressions

You can generate live data to confirm that the macros in your BlueKai creative tag are functioning properly.

To fire test impressions:

1. Open a web browser, delete the cache, and then open a browser tool, such as the following:
 - Chrome: Developer tools
 - Firefox: Tamper Data, Firebug, or HTTPFox
 - Internet Explorer: Fiddler
2. Fire a test impression.
3. From your browser tool, copy the request URL associated with BlueKai creative tag was fired, and paste it into a text file.
4. Get an aggregate report from your ad server that includes the name and ID of the various macros in your BlueKai creative tags. The report should be for the same day you fired the test tag (allow between 4 to 12 hours for your data to be included in the report).
5. For each macro in the request URL, verify that the value matches the one in your report.
6. Verify that your impression activity matches the amount of test impressions you fired.

Running media audience analytics reports

After your media data has been ingested into the Oracle Data Cloud platform, you can use it in your [media audience analytics reports](#). This enables you to identify categories and the platform that are highly related to the audiences that saw or clicked on your ad campaigns or the ad campaigns that run on your site.

Ad Server Log File Ingest

As an alternative to onboarding your media data via BlueKai creative tags, Oracle can retrieve your Google DoubleClick Campaign Manager ([DCM](#)) and DoubleClick for Publishers ([DFP](#)) ad server log files for use with [media audience analytics \(MAA\)](#).

Importing DCM log file data

The following instructions will allow the Oracle Data Cloud platform to import your Google DCM log files so that you can capture media delivery data without a pixel for use with MAA reports.

To import DCM log file data:

1. Contact My Oracle Support ([MOS](#)) and request the ad server log file ingest option.
2. Enable [data transfer v2.0](#) for Google DCM.
3. Access your DCM log via Google Cloud Storage (GCS).
4. Contact your Google account manager and request that the encrypted Oracle Data Cloud platform user ID be added to the `partner1 ID` or `partner2 ID` field in your DCM log files.
5. Email the following information to accounts@feed.tracksimple.com:
 - The GCS bucket URL where your DCM data transfer files are located
 - The field that contains the encrypted Oracle Data Cloud platform user ID (`partner1 ID` or `partner2 ID`)
 - Advertisers or Advertiser IDs to be included in the MAA reports
 - The date when you will begin transferring your log files
6. Add `accounts@feed.tracksimple.com` to the Google Group that has access to your Google Cloud Storage (GCS) bucket.
7. To import campaign metrics into your media audience analytics reports (impressions and clicks), provide DCM API access to `accounts@feed.tracksimple.com`.

The platform uses these APIs to retrieve the advertiser, campaign, and site names for the associated IDs in your log files.

This enables Oracle Data Cloud to receive your campaign metrics automatically as your ad server makes it available daily. Our audience analytics team will receive a summary of your campaign metrics that includes the following data:

Entries	Description
Advertiser (client) ID/name	Mandatory
Ad ID/name	Mandatory
Creative ID/name	Mandatory
Placement ID/name	Mandatory
Site ID/name	(Optional)
User event count (multiple columns)	Impressions and clicks

Importing DFP log file data

The following instructions will allow the Oracle Data Cloud platform to import your Google DFP log files so that you can capture media delivery data without a pixel for use with MAA reports.

To import DFP log file data into the Oracle Data Cloud platform:

1. Contact My Oracle Support ([MOS](#)) and request the ad server log file ingest option.
2. Use [tag management tools](#) to deploy an [ID swap tag](#) on your sites in order to sync your unique user cookie IDs (UUIDs) with Oracle Data Cloud anonymous cookie IDs (BKUUIDs).
3. Enable data transfer for Google DFP as described in [access DFP storage buckets](#).
4. Add `accounts@feed.tracksimple.com` to the Google Group that has access to your Google Cloud Storage (GCS) bucket.
5. Email the following information to accounts@feed.tracksimple.com:
 - The GCS bucket URL where your DFP data transfer files are located
 - The field (column) delimiter in your log files, which can be comma (,), caret (^), or thorn (þ)
 - The field containing the user ID that you pass to DFP

Important: You must pass the same set of user IDs to both DFP and the Oracle Data Cloud platform to successfully use DFP log files. Google does not provide DMP partner user IDs in DFP files.

- The key that represents the user ID when you swap user IDs with DFP. For example, in `u=12a4y5c6`, `u` is the key and `12a4y5c6` is the user ID.
- Sample user ID values for testing
- Advertisers or Advertiser IDs to be included in the MAA reports

FAQs

What are the requirement for using the ad server log file alternative?

You must purchase the [Media Audience Analytics Cloud Service](#) SKU and adhere to the requirements listed in your ad server's onboarding documentation.

What is the time range of the resulting reports?

The reports are based on events logged during the prior 30 days.

Oracle Media Reach and Frequency Dashboard

Oracle's DMP Reach and Frequency dashboard displays key media campaign metrics to allow you to better understand how you are reaching your audiences. It helps answer questions like "how many users have I reached", "how many impressions have I served by media partner or by media campaign", "are there daily patterns of users, impressions, clicks, and conversions emerging over the course of my media campaign", and "are there certain impression frequencies that provide better return in terms of clicks and conversions delivered?"

The DMP Reach and Frequency product is currently available to clients who can provide DoubleClick Campaign Manager (DCM) log files. Future releases may include other sources of exposure data.

Note: This dashboard is currently part of a controlled availability release. If you are an audience analytics client and want these reports enabled, please contact your account manager.

This dashboard includes three different tabs (**Reach**, **Frequency**, and **Overlap**) each displaying different pieces of information around your media delivery. The dashboard frequently uses the following terms:

- **Aggregation Level:** Each tab within the dashboard can show data aggregated by either Site ID or Campaign ID.
- **Date Range:** 30-day lookbacks are the default within each tab, however, 90-day lookbacks can also be selected.
- **Metric Value:** Within each tab you will be able to select which metric(s) are being reported in the graphic or table (impressions, users, clicks, or conversions).
- **Data Included:** This dashboard includes data from DCM log files provided by the customer for any event where a User ID is provided; all NULL IDs have been removed from the reporting.

Opening the dashboard

To open the Reach and Frequency dashboard:

- From the Oracle Data Cloud platform dashboard, select **Reports > Media Reporting >Media Reach & Frequency**.

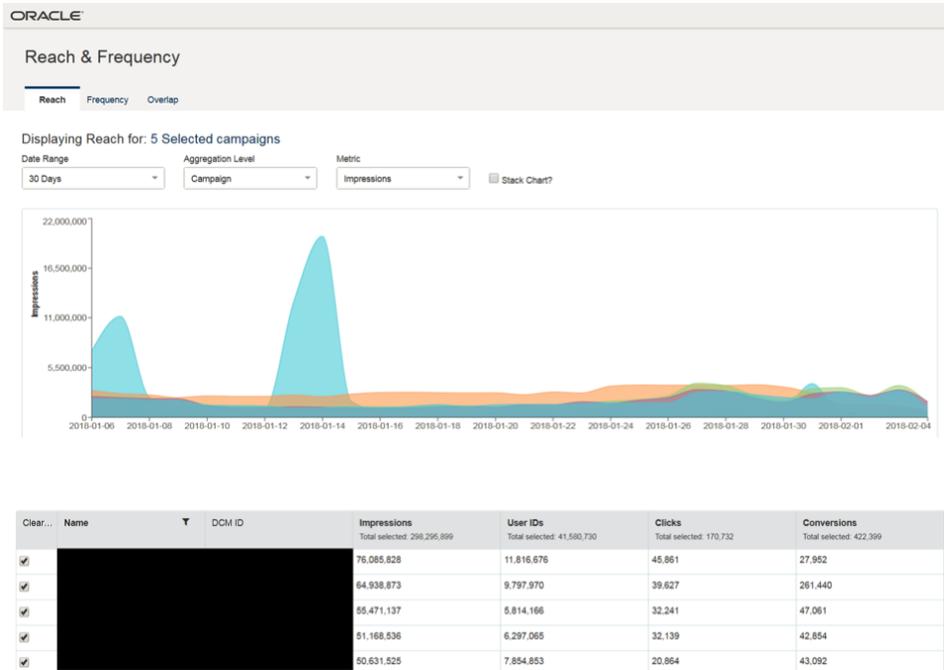
The *Reach and Frequency* dashboard opens with the *Reach* tab displayed.

Reach

Definition: This tab shows the count of a selected metric (impressions, users, clicks, or conversions) plotted against time for each media campaign or site you select. The graph will show your chosen metric for each media campaign or site you've selected over the date range you've picked. Hovering over the graph will display the total for your selected metric across each of your chosen media campaigns or sites for a specific date. The table below the graph shows the DCM ID as well as the total number of impressions, users, clicks, and conversions generated by each media campaign or site.

How to Use: This tab allows you to see how a given metric fluctuates over a 30- or 90-day date range, and how those fluctuations compare across various media campaigns or sites. You can extract information about campaign effectiveness associated with certain events or by day of the week.

Optimizations can be made by comparing impressions served over time between multiple campaigns. Comparing volume fluctuations of one metric to those of another metric can also help you understand the relationship between those metrics for a given campaign over time; for instance, you might have more impressions served compared to users on certain days of the week than others for a given campaign.

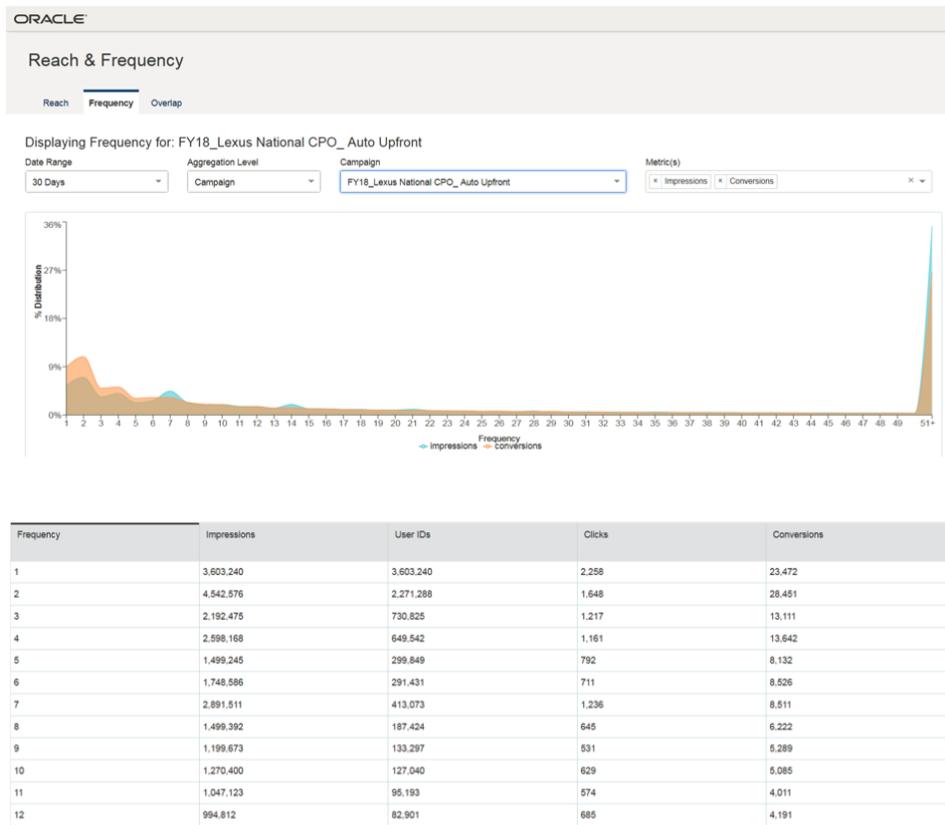


Frequency

Definition: This tab shows the percent distribution of your selected metric (impressions, users, clicks, conversions, or some combination of those four) plotted against frequency buckets for those metrics (from 1 to 51+). Hovering over the graph will show you totals for your chosen metrics for the selected frequency. The table below the graph shows how many impressions, users, clicks, and conversions are associated with each frequency bucket for your selected media campaign or site.

How to Use: This tab allows you to see the raw numbers for your selected metrics going to each frequency bucket to understand any abnormalities and start to understand more about how your media is being delivered to users. Additionally, you can see the total number of your metrics going to each user to compare totals for different frequencies across campaigns. Selecting multiple metrics will allow you to see how the frequency of impressions, users, clicks, and conversions compare to each other. Potential optimizations include lowering your frequency cap on any media campaign with an unusually high volume of very frequently-impressed users. Finding the point where your percent of total impressions for a frequency bucket drops below your percent of users impressed in order to fine-tune a desired frequency. In addition, if you have a high concentration of impressions going to users with a

single impression, you may want to find ways to increase frequency for those users. Some DSPs offer a '>1' frequency setting consider using this approach for certain media campaigns or sites.



Overlap

Definition: The overlap tab utilizes overlapping users reached by any two media campaigns or on any two sites to provide the amount of impressions, clicks, or conversions that reached those users. These are provided as raw numbers and on a percentage basis. There are three (3) different overlap percentages included:

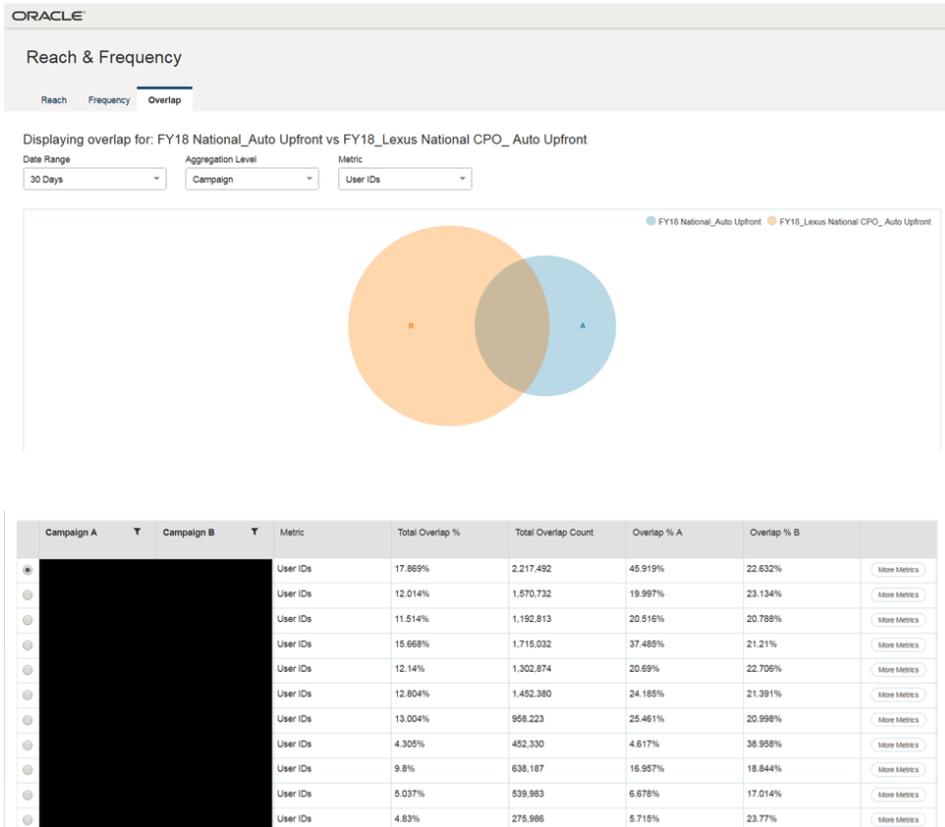
- **Overlap %** = overlap of metric / total count of metric across both campaigns or sites
- **Overlap A %** = overlap of metric / count of metric in Campaign or Site A
- **Overlap B %** = overlap of metric / count of metric in Campaign or Site B

Hovering over parts of the overlap diagram will display the totals for your selected metric as well as the overlap total for the selected metric for your two chosen media campaigns or sites. The table below the

overlap diagram will display the overlap percent, the total overlap between your metrics, the overlap of Campaign or Site A, and the overlap of Campaign or Site B.

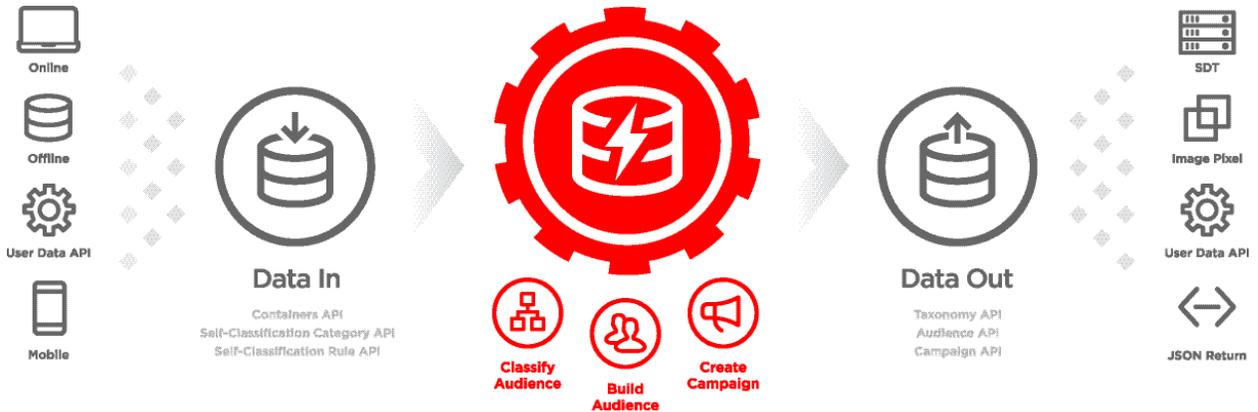
How to Use: This section of the dashboard allows your team to understand what media campaigns or sites have the most unique reach and which media campaigns or sites are highly overlapping. This allows you to address your targeting mix in order to get the most unique reach possible across each of your individual campaigns. The different overlap rates allow you to identify campaigns that may be equally overlapping on different metrics vs. campaigns that are more lopsided in terms of where the overlap is coming from.

Before optimizing make sure to consider the conversion data for each set of overlap metrics. There may be value in showing a user multiple media campaigns or reaching a user on multiple sites. In addition, you must consider the goal of each specific campaign. One example is that a branding campaign is generally meant for broad reach and so it should be no surprise that it has higher overlap rates with several concurrent campaigns.



4 Integrating into the Oracle Data Cloud Platform

Integrating into the Oracle Data Cloud platform is easy as data in, data out. You ingest your first party online, offline, and mobile data into your data management platform (DMP) and then send it to your server-side profile store, cookie store, or web page using one of our delivery methods.



4.1 Data in

The process of getting your first-party data into your DMP is called *data ingest*, which entails extracting user attributes from your online, offline, and mobile sources, transferring them to the platform, and then classifying and organizing them into a taxonomy (a hierarchical visualization of your user data). Data ingest is the pipeline between your data sources and your DMP.

The method for extracting your user attributes and sending them to the platform depends on the source of the data.

For example, to get your online and mobile user attributes into your DMP, you place a container [tag](#) on your website that collects page-level user attributes and sends them to the platform. To get your offline user attributes into the system, you create a file containing a match key (for example, a hashed email address) and your user's offline attributes, and then send the file to the platform or a third-party match partner. To get your user data into the cloud profile store, you make a call to the [user data API](#).

Classification is done via rules that map your user attributes to categories in your taxonomy (a category is a collection of users that have the same attribute).

Consider a user that has purchased a smartphone from an electronics website or mobile site, or in a retail store. This user can be tagged with a "purchase=smartphone" attribute, which is referred to as a "[phint](#)." When this data is imported into the Oracle Data Cloud platform, this phint can be mapped to a "Past Purchases > Smartphone" category in your taxonomy via a classification rule that states "if **purchase =smartphone**, then the add the user to the **Smartphone** category).

The Oracle Data Cloud classification team can help you build your taxonomy or you can do it yourself. The platform UI includes the Taxonomy Manager for making categories and rules, or you can use Oracle Data Cloud APIs to programmatically create them.

The platform provides the following data ingest methods for ingesting your first-party online, offline, and mobile data:

Ingest method	Description
Online ingest	You deploy a container tag on your site in order to collect your online page and user attributes (for example, product pages, purchase intent, add-to-cart actions, and conversions) and import them into the Oracle Data Cloud platform.
Offline onboard	You create a file containing a match key (for example, a hashed email address, IP address, or encrypted unique user ID) and your user's offline attributes and send it to Oracle Data Cloud or a third-party match partner. The platform matches your offline users with their online profiles and then import their offline attributes. You can use this integration to onboard data from a data warehouse, a customer relationship management (CRM) system, or any other structured offline source.
User data API	You can use a real-time server-side API to programmatically transfer your user data into the Oracle Data Cloud platform, where it is secured on an Oracle Data Cloud server that functions as your cloud profile store. This method is ideal if you do not have any user storage capacity, but your system supports ID swaps. An ID swap is an HTTP call to an Oracle Data Cloud server for passing and storing your unique user IDs (UUIDs).
Mobile ingest	You deploy an Oracle Data Cloud mobile core tag on your mobile web site and mobile hybrid apps in order to collect and organize your mobile user attributes.
Mobile app ingest	Use Oracle Data Cloud Android and iOS SDKs to collect data from your mobile native and hybrid apps.

Note: Check out the [data ingest page](#). It includes checklists for completing each of these integrations and how to get help in case you need it.

4.2 Data out

After your user data has been ingested, you can send it to your system for targeting. This is called *data delivery*. It entails [building a target audience](#), [creating a campaign](#) targeting the audience, and then sending the data to your system using one of our [delivery methods](#).

An audience is one or more segments combined with AND logic that each contain one or more categories that are combined with OR logic. An example of an audience that includes two segments would be users that are in-market for a Toyota OR a Honda (segment 1) AND are 20 to 29 years old (segment 2).

The Oracle Data Cloud platform features a simple, intuitive audience builder tool that lets you select first-party categories from your private taxonomy, second-party categories other DMP clients have shared with you, and third party categories in the Oracle Data Marketplace.

After you create your audience, you can create a data campaign. A campaign tells the Oracle Data Cloud platform how to deliver your audience and where to send it. It includes the schedule, maximum bid price, budget, and other configurations, and it includes the destination.

Alternatively, you can use the Oracle Data Cloud APIs to programmatically build your target audiences and create your data campaigns.

The method you use to send your data out of the Oracle Data Cloud platform depends on your system. The platform provides delivery via real-time server-to-server transfer, downloadable hourly or daily batch files, an image pixel, a JavaScript object direct to your web page, and an API.

Select a data delivery method based on your user data storage capacity and the format required by your system:

Delivery method	Description
App partners	Deliver your first- and third-party data to the app vendors that have integrated their data activation solutions into the Oracle Data Cloud platform.
User data API	Programmatically transfer category-level user data out of your Oracle Data Cloud profile store via a server-side API. This method is ideal if you do not have any user storage capacity, but your system supports ID swaps.
Image	Transfer campaign data to your cookie or profile store in real-time via an image pixel.

Delivery method	Description
pixel	
Server data transfer (SDT)	<p>Transfer campaign data to your server-side profile store via real-time POST requests, or hourly/daily batch files that you download via SFTP or Amazon S3 buckets.</p> <p>SDT is the preferred data transfer mechanism because it sends data only for your known users (site visitors that have been ID swapped) and does not consume site bandwidth.</p> <div style="border: 1px solid #c8e6c9; padding: 10px; margin: 10px 0;"> <p>Note: You can receive mobile advertising IDs (MAIDs) in your platform via SDT so you can offer marketers and advertisers the ability to target mobile app users based on their online and offline attributes and behavior. See accepting mobile advertising IDs in your media platform for more information.</p> </div>
JSON return	Transfer campaign data in a JSON object directly to your web page that is hosting a JavaScript tag. This method is ideal if you do not have any user storage capacity.

4.3 Oracle Data Cloud APIs

The Oracle Data Cloud platform provides a complete set of APIs for programmatically classifying your ingested user data, analyzing it, sharing it, and delivering it out to your system and to media execution platforms. The APIs are RESTful web services that use standard HTTP methods for transferring JavaScript object notation (JSON) data. Each API is detailed in its own page that includes an interactive API tool for executing live calls to the API. This helps you understand how to make calls to the API to get the data you need to integrate into the Oracle Data Cloud platform.

The platform provides the following APIs that support the data ingest and data delivery integrations.

Data ingest API	Description
Containers API	Create a container for passing site data or unique user IDs (UUIDs) to the Oracle Data Cloud platform.
Categories API	Independently add first-party categories to your private taxonomy.
Rules API	Independently create classification rules that map the user data collected from your site with your categories.

Data delivery API	Description
Categories API	View the first-, second-, and third-party categories that you can use to create your target audiences.
Audiences API	Add first-, second-, and third-party categories to add to your target audience.
Campaigns API	Create instructions for delivering your target audience.

4.4 Ingesting and Receiving EU Data

To ingest and receive data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) agreements. Contact your Oracle Account Representative to obtain and sign the agreements.

4.5 Data ingest

Data ingest is the process of collecting and classifying user data in the Oracle Data Cloud platform. The data ingest process entails extracting user's attributes from your online, offline, and mobile sources and then mapping the collected attributes into categories in your taxonomy via classification rules.

For example, if a user is shopping for a smartphone on an electronics website, mobile site, or retail store, they could be tagged with an `in-market=smartphone` attribute (a key-value pair called a [phint](#)). When this data is imported into the Oracle Data Cloud platform, the phint can be mapped to a Smartphone category in your private taxonomy via a classification rule that states "if `in-market=smartphone`, then category = Smartphone". After your online, offline, and mobile data is ingested into your taxonomy, you can deliver it to multiple media execution platforms for targeting, optimization, and modeling.

If you are just learning about Oracle Data Cloud and want to understand the benefits of ingesting your data into our platform, read about the following ingest methods to determine which one is best for you:

- [Online ingest](#): Collect and organize your page and online user attributes (for example, product pages, purchase intent, add-to-cart actions, and conversions) by deploying an Oracle Data Cloud core tag.

- [Offline onboard](#): Onboard data from a data warehouse, a customer relationship management (CRM) system, or any other structured offline source using offline match integration.
- [User data API](#): Transfer user data into the Oracle Data Cloud platform using a real-time server-side API. Use this method if you are a DMP client that does not have sufficient space for storing user data.
- [Mobile ingest](#): Collect data from your mobile website and mobile hybrid apps by deploying an Oracle Data Cloud mobile core tag.
- [Mobile app ingest](#): Collect data from your mobile native and hybrid apps using the Oracle Data Cloud Android and iOS SDKs.

Data Providers Onboarding EU Data. To ingest data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent agreement. Contact your Oracle Account Representative to obtain and sign the agreement.

4.5.1 Online ingest checklist

Create a container

Use the [container tool](#) in the Oracle Data Cloud platform to generate a container. You can also use [container API](#) to automate the creation of containers and their site IDs.

A container provides JavaScript and HTML code that collects the user and page-level attributes that you need to identify. The container transfers the data to the Oracle Data Cloud platform, where it then can be normalized into a standard taxonomy using classification tools.

Scope the data to be transferred to the platform

Look at your website and identify the data you want to extract from your web pages and pass into the container. Typically, you will extract the following technical elements from your page to represent human readable user attributes:

- **HTML DOM properties and page keywords:** The container includes JavaScript code that automatically collects properties such as `document.referrer` and `document.title`. Click [here](#) for more information on HTML DOM properties.
- **Native variables:** Properties that exist in your rendered HTML pages, such as product SKU numbers.
- **Other data:** Data such as form fields and shopping cart items that do not natively exist in the DOM

Contact your Solutions Consultant to:

- Identify your business goals for the DMP.
- Scope your sites.
- Design a data collection strategy based on your objectives.
- Identify the native variables on your site that should be collected.
- Identify traffic, conversion, and other analytics variables.
- Learn how to use the container's `bk_addPageCtx()` function to collect data from your forms, shopping cart, and other sources.

If you are a DMP client, see [Oracle Data Cloud core tag implementation](#) for detailed onboarding configuration instructions.

If you are a data provider, see [Becoming a Data Provider](#).

Configure the container for deployment

Add key-value pairs (referred to as phints) to the container for the elements you want to extract from your website. For example, a phint for an automobile site could be `make=chevy`.

Every website has different data that is critical for classifying and targeting your users. You need to add phints to your container so that your data can be mapped to categories in your taxonomy.

Deploy the container

Insert the container tag code directly above the closing `</body>` tag of the pages in your website.

After you deploy your container tag and create classification rules, your site and user data begins to flow into categories in your Oracle Data Cloud platform taxonomy.

Classify your data

Select a method for mapping the data extracted from your site to categories in the taxonomy.

Categories, which are the building blocks of the Oracle Data Cloud platform, represent collections of users. For example, a category named "Red" would represent all of the users who have been tagged with the attribute "Red". The taxonomy is a hierarchical tree used to organize the categories.

The Oracle Data Cloud platform provides the following methods for classifying your data:

1. [Taxonomy Manager](#): Use this method if you are a DMP client who wants to manually create the data mapping rules and categories.
2. [Category](#) and [rule](#) APIs: If you are a DMP client, use these method if you want to programmatically create data mapping rules and categories.
3. Classification via the Oracle Data Cloud classification and taxonomy team. Use this method if you are a DMP client or data provider who wants to work with Oracle Data Cloud on mapping your user data. Contact your Customer Success Manager or a Solutions Consultant for more information..

After your data is classified, you can target, model, optimize, and analyze your data or monetize it.

- If you are an Oracle Data Cloud platform client, you can deliver your data to execution platforms or you can share it with other DMP partners.
- If you are data provider, you can sell your data in the [Oracle Data Marketplace](#).

To work with Oracle Data Cloud on mapping your user data, you will create a data map that our taxonomy and classification teams use to organize your data into a taxonomy. Your data map defines the following:

- The set of keys used in your ingested online data
- The possible set of values for each key, and make the values human readable, if necessary
- The hierarchical relationships, if any, between a set of keys

Monitor your data ingest

1. Check if your tag is calling the platform. Use the [site hits report](#) in the Oracle Data Cloud platform to verify that your tag is firing calls.
2. Check if your inventory is growing. Use the [inventory trend report](#) to verify that the amount of inventory per category is increasing daily.
3. Check your 30-day inventory. Use the [Audience Builder](#) to view the estimated number of unique users in your categories based on current configurations. This data is updated once daily at about midnight GMT. You can also use the [categories API](#) to automate your inventory check for unique users.

You need to verify that your data is being collected and classified correctly and that your site is generating the expected amount of inventory.

For more details, see: [Becoming a Data Provider](#).

4.5.2 User data API checklist

Transfer your user data into the Oracle Data Cloud platform using a real-time server-side API. Use this method if you are a DMP client that does not have sufficient space for storing user data. You can perform an ID swap and then send user data to be secured on an Oracle Data Cloud server, which will function as your cloud profile store. You can call the [user data API](#) anytime to transfer additional attributes and deliver user data out of the system to execution platforms.

To get your developer keys:

1. Contact My Oracle Support ([MOS](#)) to create a new web services API user account so you can access the web service key tool.
2. Log in to partner.bluekai.com using your web services API credentials, click **Tools**, and then click the **Web Service Key Tool** link. The **Web Service Key Tool** displays your web service user key (bkuid), which is your unique ID for accessing the user data API. You will pass your user key and the request signature as arguments when you make calls to the user data API.

3. Click **Show Private Key** to display your web service authentication key (bksecretkey). The user data API uses this private cryptographic key and a HMAC-SHA256 encryption algorithm to generate your message signature. After the user data API receives your signed message, it authenticates the request and compares the calculated message signature result against the value received in the request. If the two message signatures are identical, the message is considered authentic and the request is processed and returned to you.
4. Use the [ping API](#) to validate that you can use your Oracle Data Cloud developer keys to send authenticated message requests to the user data API.
5. Read [authenticating Oracle Data Cloud API calls](#) to learn how to send authenticated requests to the user data API.

To send data into the Oracle Data Cloud platform, your user data API calls must be authenticated using your developer keys.

If you cannot get a success 200 code response when validating your developer keys, contact My Oracle Support ([MOS](#)).

Create a container that includes an ID swap tag

- If you are a current DMP client or partner that has already deployed an Oracle Data Cloud core tag on your site, add a phint to your Oracle Data Cloud core tag for passing your UUIDs to the platform.
- If you are a new client or partner, use the [container tool](#) in the Oracle Data Cloud platform to generate a container, and then add a phint to your container for passing your UUIDs. You can use the [container API](#) to programmatically create additional containers and their site IDs.
- If you already ID swapping and storing the Oracle Data Cloud UUID (BKUUUID), you can pass the BKUUUID in your ID swap tag.

The ID swap provides the platform with your UUIDs. After an ID swap has been triggered for a user, you can use the user data API to transfer their attributes into the Oracle Data Cloud platform.

If you are using ID swaps to pass your UUIDs, read [ID swapping](#) for details on creating and deploying ID swap tags.

Deploy the ID swap tag

1. Place your ID swap tag on each page in your network.
2. Fire the ID swap tag on each unique user once every 30 days.
3. Notify My Oracle Support ([MOS](#)) that you have finished trafficking your ID swap tags. The platform confirms that your UUIDs are being collected and stored in the Oracle Data Cloud platform.

Monitor the ID swap tag

1. Verify that your ID swap tag is sending your UUIDs.
 1. Paste your ID swap tag in a web browser, and use Firebug or another web inspector to verify that your web page is passing your UUIDs.
 2. Contact My Oracle Support ([MOS](#)). The platform checks if your ID swap tag was fired.
2. Verify that your inventory of UUIDs is accumulating.
3. Use the [the Taxonomy Manager](#) or the [category](#) and [rule](#) APIs to create a category that represents your ID swap site and a rule that maps the firing of your ID swap tag to the new category.
4. Use the [inventory trend report](#) to view the number of ID swaps being executed daily.
5. Use the [site hit report](#) to compare the inventory figures to the number of site hits the ID swap tag is generating.
6. Use the [Audience Builder](#) in the Oracle Data Cloud platform or the [categories API](#) to view the estimated number of unique users seen in your ID swap category. The inventory figures in your taxonomy may not initially be accurate but they show that your inventory of UUIDs is ramping up.

Verify that your ID swaps are working so that when your users visit your site, The platform receives their UUIDs and you can then transfer their attributes into the Oracle Data Cloud platform.

Classify your data

Select a method for mapping your user data to categories in the taxonomy. Categories, which are the building blocks of the Oracle Data Cloud platform, represent collections of users. For example, a category named "Red" would represent all of the users who have been tagged with the attribute "Red". The taxonomy is a hierarchical tree used to organize the categories.

The Oracle Data Cloud platform provides three methods for classifying your data:

- [Taxonomy Manager](#): Use this method if you are a DMP client who wants to manually create the data mapping rules and categories.
- [Category](#) and [Rule](#) APIs: Use these methods if you are DMP client who wants to programmatically create the data mapping rules and categories.
- Classification via the Oracle Data Cloud classification and taxonomy team. Use this method if you are a DMP client or data provider who wants to work with Oracle on mapping your user data. This method requires the purchase of Oracle consulting services.

After your user data has been transferred and classified, you target, model, optimize, and analyze your it, or you can monetize it.

- If you are a DMP client, you can deliver your user data to execution platforms, or you can share it with other DMP partners.
- If you are data provider, you can sell your user data in the [Oracle Data Marketplace](#).

To work with Oracle Data Cloud on mapping your user data, contact your Solutions Consultant or Customer Success Manager. You will create a data map that our taxonomy and classification teams will use to organize your data into a taxonomy. Your data map will do the following:

- Define the set of keys used in your user data.
- Define the possible set of values for each key, and make the values human readable, if necessary.
- Defines the hierarchical relationships, if any, between a set of keys.

Call the user data API

Use Python or another programming language to write a server-side script that passes your unique user IDs and key-value pairs (phints) categorizing your users.

The [user data API documentation](#) includes a [Python script](#) that demonstrates how to generate an authentication signature, construct a user data API request, and make an HTTP call to the platform.

Monitor your data ingest

- Check if your inventory is growing. Use the [inventory trend report](#) to verify that the amount of inventory per category is increasing daily.
- Check your 30-day inventory. Use the [Audience Builder](#) in the platform UI to view the estimated number of unique users in your categories based on current configurations. You can use the [categories API](#) to programmatically check your inventory of your unique users.
- Verify that your user data is collected and classified correctly and that it is generating the expected amount of inventory.

4.5.3 Mobile ingest checklist

Create a container with an Oracle Data Cloud mobile core tag

1. Use the container tool in the Oracle Data Cloud platform to generate a container.
2. Apply the mobile configuration template to the container. See [creating containers](#) for more information. You can use [containers API](#) to programmatically create additional containers and their site IDs.

The Oracle Data Cloud mobile core tag includes a set of JavaScript functions that collect user and phone attributes from your mobile properties and transfers them into the Oracle Data Cloud platform.

If you are working with a solutions architect, they will provide you with instructions for creating your container and using it to pass site and user data.

Scope the data to be transferred to the platform

Look at your mobile properties and identify the data you want to extract and pass into the Oracle Data Cloud mobile core tag. Typically, you will extract the following technical elements from your mobile web and mobile hybrid apps to represent human readable user attributes:

- **HTML DOM properties and page keywords:** The container includes JavaScript code that automatically collects properties such as document.location, document.referrer, document.title. Click [here](#) for more information on HTML DOM properties.
- **Native variables:** Properties that exist in your rendered HTML pages, such as product SKU numbers.
- **Other data:** Data such as form fields and shopping cart items that do not natively exist in the DOM

If you are working with a solutions architect, they will work with you to understand your business goals for the DMP, and then scope your sites and design a data collection strategy based on your objectives. They will help you identify the native variables in your mobile properties that should be collected. They will also identify traffic, conversion, and other analytics variables and show you how to use the `bk_addPageCtx()` function in the container to collect data from your forms and your shopping cart.

You can also contact My Oracle Support ([MOS](#)) if you have any technical questions, detailed onboarding configuration instructions are located [here](#) if you are a DMP client or [here](#) if you are a data provider.

Configure the container for deployment

Add key-value pairs (referred to as phints) to the container for the user IDs (mobile web)/device IDs (mobile apps) and the user attributes you want to extract from your mobile properties. For example, a phint for a user attribute on an automobile site could be "Make=Chevy".

Every mobile website or mobile app has different data that is critical for classifying and targeting your users. You need to add phints to your container so that your data can be mapped to categories in a taxonomy.

Deploy the container

Insert the container tag code directly above the closing <body> tag of the pages in your mobile website (mobile view for hybrid apps).

After you deploy your container, your site and user data begins to flow into the Oracle Data Cloud platform.

Classify your data

Select a method for mapping the data extracted from your mobile properties to categories in the taxonomy. Categories, which are the building blocks of the Oracle Data Cloud platform, represent collections of users. For example, a category named "Red" would represent all of the users who have been tagged with the attribute "Red". The taxonomy is a hierarchical tree used to organize the categories.

The Oracle Data Cloud platform provides the following methods for classifying your data:

- [Self-classification platform](#): Use this method if you are a DMP client who wants to manually create the data mapping rules and categories.
- [category and rule APIs](#): Use these methods if you are DMP client who wants to programmatically create the data mapping categories and rules.
- **The Oracle Data Cloud classification and taxonomy team**: Use this method if you are a DMP client or mobile data provider who wants to work with Oracle Data Cloud on mapping your user data. This method requires the purchase of Oracle consulting services.

After your data has been classified, you target, model, optimize, and analyze your data, or you can monetize it.

- If you are a DMP client, you can deliver your data to execution platforms, or you can share it with other DMP partners.
- If you are mobile data provider, you can sell your data in the [Oracle Data Marketplace](#).

To work with Oracle Data Cloud on mapping your mobile data, contact your Solutions Consultant or Customer Success Manager. You will create a data map that our taxonomy and classification teams will use to organize your data into a taxonomy. Your data map will do the following:

- Define the set of keys used in your ingested mobile data.
- Define the possible set of values for each key, and make the values human readable, if necessary.
- Defines the hierarchical relationships, if any, between a set of keys.

Monitor your data ingest

1. Check if your tag Calling the platform. Use the [site hits report](#) in the Oracle Data Cloud platform to verify that your tag is firing calls to the plat.
2. Check if your inventory is growing. Use the [inventory trend report](#) to verify that the amount of inventory per category is increasing daily.
3. Check your 30-day inventory. Use the [Audience Builder](#) in the Oracle Data Cloud platform to view the estimated number of unique users in your categories based on current configurations. You can use the [categories API](#) to programmatically check your inventory of your unique users.

You need to verify that your mobile data is being collected and classified correctly and that your site is generating the expected amount of inventory.

- DMP clients: [Oracle Data Cloud core tag implementation](#)
- Mobile data providers: data provider implementation

Important: For hybrid apps, you can use the Oracle Data Cloud iOS and Android SDKs to collect and transfer mobile data instead of the Oracle Data Cloud mobile core tag. For native apps, you *must* use these SDKs.

4.5.4 Mobile app ingest checklist

Get your site ID

You can get your site ID using one of the following methods:

- Use the [container tool](#) in the platform UI to look up your site ID.
- Use the [containers API](#) to programmatically retrieve your site ID.

You need to set your site ID in the platform SDKs to associate the data being extracted from your site with your DMP.

Scope the data to be transferred to the platform

Look at your mobile apps and identify the data you want to extract and pass into a platform SDK.

Typically, you will extract the following technical elements from your mobile native and mobile hybrid apps to represent human readable user attributes:

- **HTML DOM properties and page keywords:** The container includes JavaScript code that automatically collects properties such as document.location, document.referrer, document.title. Click [here](#) for more information on HTML DOM properties.
- **Native variables:** Properties that exist in your rendered HTML pages, such as product SKU numbers.
- **Other data:** Data such as form fields and shopping cart items that do not natively exist in the DOM.

If you are working with a solutions architect, they will work with you to understand your business goals for the DMP, scope your sites, design a data collection strategy based on your objectives, and help you identify the native variables in your mobile properties that should be collected. They will also identify traffic, conversion, other analytics variables, and show you how to collect data from your forms and your shopping cart.

Detailed onboarding configuration instructions are located [here](#) if you are a DMP client or here if you are a data provider.

Collect data from your native and hybrid apps

Use the [Oracle Data Cloud iOS SDK](#) and the [Oracle Data Cloud Android SDK](#) to collect data from your native and hybrid apps.

Every mobile website or mobile app has different data that is critical for classifying and targeting your users. You need to add phints to your container so that your data can mapped to categories in a taxonomy.

Classify your data

Select a method for mapping the data extracted from your mobile properties to categories in the taxonomy. Categories, which are the building blocks of the Oracle Data Cloud platform, represent collections of users. For example, a category named "Red" would represent all of the users who have been tagged with the attribute "Red". The taxonomy is a hierarchical tree used to organize the categories.

The Oracle Data Cloud platform provides three methods for classifying your data:

1. [Self-classification platform](#): Use this method if you are a DMP client who wants to manually create the data mapping rules and categories.
2. [Self-classification API](#): Use this method If you are DMP client who wants to programmatically create the data mapping rules and categories.
3. Classification via the Oracle Data Cloud classification and taxonomy team. Use this method if you are a DMP client or mobile data provider who wants to work with Oracle Data Cloud on mapping your user data. This method requires the purchase of Oracle consulting services.

After your data has been classified, you target, model, optimize, and analyze your data, or you can monetize it.

- If you are a DMP client, you can deliver your data to execution platforms, or you can share it with other DMP partners.
- If you are mobile data provider, you can sell your data in the [Oracle Data Marketplace](#).

To work with Oracle Data Cloud on mapping your mobile data, contact your Solutions Consultant or Customer Success Manager. You will create a data map that our taxonomy and classification teams will use to organize your data into a taxonomy. Your data map will do the following:

- Define the set of keys used in your ingested mobile data.
- Define the set of values for each key and make the values human readable if necessary.
- Defines the hierarchical relationships, if any, between a set of keys.

Monitor your data ingest

1. Check if your tag is Calling the platform. Use the [site hits report](#) to verify that your tag is firing calls.
2. Check if your inventory is growing. Use the [inventory trend report](#) to verify that the amount of inventory per category is increasing daily.
3. Check your 30-day inventory. Use the [Audience Builder](#) to view the estimated number of unique users in your categories based on current configurations. You can use the [categories API](#) to programmatically check your inventory of your unique users.

You need to verify that your data is being collected and classified correctly and that your site is generating the expected amount of inventory.

4.5.5 Oracle Data Cloud core tag Implementation

You can implement the Oracle Data Cloud CoreTag on your desktop and mobile sites to extract online user attributes and import them into the Oracle Data Cloud platform. The Oracle Data Cloud core tag is an iframe that references the [bk-coretag.js](#) file, which is a small (~42 KB) JavaScript file stored on third-party content delivery networks (CDNs) to facilitate quick access and low latency. The **bk-coretag.js** file includes a library of JavaScript helper functions for setting the source of the iframe and generating the explicit key-value pairs that pass your user attributes to the Oracle Data Cloud platform.

Note: Oracle Data Cloud tags and code include references to *BlueKai* and *bk*. These references are the result of legacy naming policies.

When the Oracle Data Cloud core tag is called and the platform receives your online user attributes, classification rules map the collected data into categories (groups of users with the same attribute) in your taxonomy. The following diagram illustrates how the Oracle Data Cloud core tag extracts your online user attributes and imports them into your taxonomy:

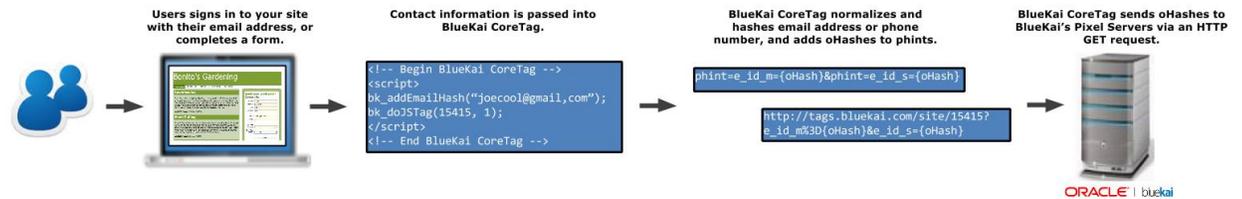


Using the Oracle Data Cloud core tag for ID swaps

An [ID swap](#) is the transfer of unique user IDs (UUIDs) between you and the Oracle Data Cloud platform. When a user visits your site, the Oracle Data Cloud core tag can send your UUIDs to the platform so they can be synchronized to the network of user profiles that are linked together in the [Oracle ID Graph](#). This synchronization enables you to use [offline ingest](#) and server data transfer ([SDT](#)). The Oracle Data Cloud core tag has built-in functions that accept two types of UUIDs: Oracle hashed IDs (oHashes) and anonymous IDs.

- **oHashes**(recommended): If you are operating in a known ID space, where you can identify the user based on their login credentials or contact information they have entered into a form, you can use the Oracle Data Cloud core tag to hash raw personally identifiable information (PII) and send the hashes to the platform. The Oracle Data Cloud core tag includes `addEmailHash` and `addPhoneHash` functions that take the raw email addresses and phone numbers entered in your site (from your login screen or forms) and normalize them, encrypt them using MD5 and SHA-256 hashes, and send MD5 and SHA-256 hashes to the platform. The platform generates both hashes to enable you to implement either hash in your system. The oHashes that you and other partners provide are added to the Oracle ID graph, which manages oHashes for all Oracle Data Cloud platform customers. Providing oHashes enables you to onboard offline data with

increased match rates and to integrate your Responsys and Eloqua email data with your DMP. The following diagram illustrates how the Oracle Data Cloud core tag creates oHashes and sends them to the platform:



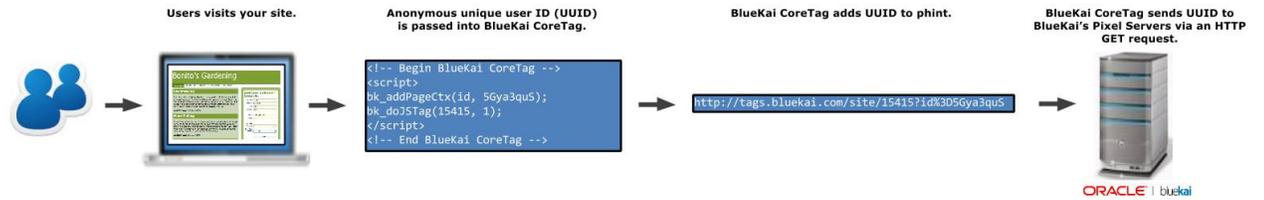
The following code example demonstrates how to create oHashes in the Oracle Data Cloud core tag:

```
//pass MD5 and SHA-256 hashed oHashes for ID swaps using the
following syntax:
//bk_addEMailHash("user@domain.com");
//bk_addPhoneHash("<Country Code><Number>");
bk_addEMailHash("joecool@gmail.com");
bk_addPhoneHash("14085551212");
```

Warning: You may only pass personally identifiable information (PII) in the `bk_addEmailHash` and `bk_addPhoneHash` functions in the Oracle Data Cloud core tag. Do not pass PII into any other fields or functions. Passing PII violates your Oracle contract and Oracle's privacy policy.

If you want to generate oHashes using client-side or server-side code instead of using the Oracle Data Cloud core tag, you can use the JavaScript, Python, JAVA, or Ruby oHash code samples that you can implement on your web site or server. For details, see [sending oHashes to the platform](#).

- **Anonymous UUIDs:** If you anonymously identify your site visitors with a cookie ID, account ID hash, or other identifier, you can use the `bk_addPageCtx` function in the Oracle Data Cloud core tag to pass your UUIDs to the platform. The following diagram illustrates how the Oracle Data Cloud core tag can be used to pass UUIDs to the platform:



The following code example demonstrates how to pass anonymous UUIDs in the Oracle Data Cloud core tag:

```
//pass UUIDs for ID swaps using the following syntax:
//bk_addPageCtx('id, 'Value');
bk_addPageCtx("id", "5Gya3quS");
```

Warning: The Oracle Data Cloud platform uses client-side cookies to store transferred information. No PII may be sent to or stored in the Oracle Data Cloud platform.

To implement the Oracle Data Cloud core tag:

1. [Create a container.](#)
2. [Scope the data to be extracted from your site.](#)
3. [Configure the Oracle Data Cloud core tag.](#)
4. [Deploy the Oracle Data Cloud core tag.](#)
5. [Classify the data collected by your Oracle Data Cloud core tag.](#)
6. [Monitor data ingest.](#)

Creating a container

To create your container and generate site IDs, use the [container tool](#) in the platform UI or use the [containers API](#).

A container manages the collection and classification of user data extracted from your site. It includes JavaScript and HTML code that collects explicitly defined data from your sites and then transfers that data to partners by scheduling third-party tags and pixels on your site.

Each container includes a unique site ID that associates your desktop and mobile sites with your DMP. For example, when your site calls the Oracle Data Cloud core tag to import user attributes into the Oracle Data Cloud platform, the site ID enables the platform to recognize the incoming data as yours, and the data extracted from your site to be mapped to the appropriate categories in your taxonomy via classification rules.

When you create a container, the system generates two site IDs: one for managing your desktop site in the Oracle Data Cloud platform and another for managing your mobile (m.com) site. The mobile site ID has `_mobile` appended to the container name you specified. Typically, you will use a separate site ID for each of your desktop sites, mobile sites, and mobile apps; therefore, if you are collecting data from all three of these assets, you will need to create at least two containers: one for your desktop and mobile site and a second for your mobile app. Each of your mobile apps should have a separate site ID (use the mobile site ID for your mobile apps).

Data Providers Onboarding EU Data. To onboard data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent agreement. Contact your Oracle Account Representative to obtain and sign the agreement.

Scoping your data

You need to identify the data you want to extract from your site and pass into your container. Typically, you will extract the following technical elements from your page to represent human readable user attributes to be mapped into categories in your taxonomy:

- **HTML DOM properties and page keywords:** The container includes JavaScript code that automatically collects properties such as `document.location`, `document.referrer`, `document.title`.
- **Native variables:** Properties that exist in your rendered HTML pages, such as product SKU numbers.

- **Other data:** Data such as form fields and shopping cart items that do not natively exist in the [DOM](#).

If you purchased consulting services, your Solutions Consultant (SC) will work with you to understand your business goals for the DMP, and then scope your sites and design a data collection strategy based on your objectives. Your SC will help you identify the native variables on your site that should be collected. They will also identify traffic, conversion, and other analytics variables. Your SC will also show you how to collect data from your forms and your shopping cart.

Configuring the Oracle Data Cloud core tag

Configuring the Oracle Data Cloud core tag entails generating the tag code you will deploy on your site. To do this, you can use the code generator included with the [container tool](#) in the Oracle Data Cloud platform, or you can copy the provided desktop and mobile code templates below, paste them into a text file, and then configure the tag code accordingly. If you are using the Oracle Data Cloud core tag for ID swapping, make sure you add code for passing your UUIDs into the `bk_addPageCtx` function.

CoreTags for desktop sites

Sample desktop Oracle Data Cloud core tag

```
<!-- Begin BlueKai desktop CoreTag -->
<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)"
src="about:blank"></iframe>
<script language="text/javascript" src="http://tags.bkrtx.com/js/bk-
coretag.js"></script>
<script language="text/javascript">
//pass page and user attributes using the following syntax:
//bk_addPageCtx('Key', 'Value');
bk_addPageCtx("prodType", "Laptop");
bk_addPageCtx("prodModel", "Z3-HX2");
//pass UUIDs for ID swaps using the following syntax:
//bk_addPageCtx('id', 'Value');
bk_addPageCtx("id", "5Gya3quS");
//pass oHashes (MD5 and SHA-256 hashed email addresses and phone
```

```

numbers) using the following syntax:
//bk_addEMailHash("user@domain.com");
//bk_addPhoneHash("<Country Code><Number>");
bk_addEMailHash("joecool@gmail.com");
bk_addPhoneHash("14085551212");
//block passing of meta data (URL, meta keywords, and page title)
bk_ignore_meta = true;
//pass your Site ID and the pixel limit using the following syntax:
//bk_doJSTag('Site ID', 'Pixel Limit');
bk_doJSTag(99999,4);
</script>
<!-- End BlueKai desktop CoreTag -->

```

Oracle Data Cloud core tag for mobile sites

You can use the Oracle Data Cloud mobile core tag to send mobile-based user attributes, user IDs, and device IDs to the platform.

If you are using the mobile core tag to ID swap with the platform, you should pass the device ID (Google ADID or IDFA) and a user ID (oHash) in the tag call.

- If you are operating in a known ID space (you can identify your site visitors using their email-based logins or contact information they enter into a form), pass an oHash for the user ID.
- If you can only pass a single ID, the device ID is preferred.
- If you cannot provide a device ID or oHash, contact My Oracle Support ([MOS](#)).

Sample Oracle Data Cloud mobile core tag

```

<!-- Begin BlueKai mobile CoreTag -->
<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)"
src="about:blank"></iframe>
<script language="text/javascript" src="http://tags.bkrtx.com/js/bk-

```

```

coretag.js"></script>
<script language="text/javascript">
//allow tag to be called multiple times while previous calls are being
executed
//(helps prevent race conditions and data corruption)
bk_allow_multiple_calls=true;
//dynamically create separate iframes for each tag call
//(helps prevent race conditions and data corruption)
bk_use_multiple_iframes=true;
//pass a device ID (Google Ad ID or IDFA) and a user ID (an oHash)
//if you can only pass one ID, send the device ID
//MOBILE APP: SEND THE DEVICE ID
//***Android Mobile Apps: Open a WebView and pass the Device ID using
the Google Advertising ID***
//bk_addPageCtx("AdID", 'GOOGLE_AD_ID');
bk_addPageCtx("AdID", "38400000-8cf0-11bd-b23e-10b96e40000d");
//***iPhone Mobile Apps: Open a WebView and pass the Device ID using
the IDFA***
//bk_addPageCtx("idfa", 'iPhone_IDFA');
bk_addPageCtx("idfa", "AEBE52E7-03EE-455A-B3C4-E57283966239");
//MOBILE WEB: SEND THE USER ID
//***Mobile Web: Identify users with an oHash***
//pass email addresses and phone numbers using the following syntax:
//bk_addEMailHash("user@domain.com");
//bk_addPhoneHash("<Country Code><Number>");
bk_addEMailHash("joecool@gmail.com");
bk_addPhoneHash("14085551212");
//SEND USER ATTRIBUTES
//pass page and user attributes using the following syntax:
//bk_addPageCtx("Key", "Value");
bk_addPageCtx("Make", "Acura");
bk_addPageCtx("Model", "MDX");

```

```

bk_addPageCtx("Zip", "90201");

//SEND THE MOBILE ADVERTISING ID
//bk_addPageCtx("appid", 'App ID');
bk_addPageCtx("appid", "id659503543");
//pass your site ID and the pixel limit using the following syntax:
//bk_doJSTag(Site ID, Pixel Limit);
bk_doJSTag(99999,1);
</script>
<!-- End BlueKai mobile CoreTag -->

```

Using the Oracle Data Cloud core tag in Accelerated Mobile Pages (AMP)

[AMP](#) sites do not support the iframe used with the **bk-coretag.js** file. If your mobile site uses AMP, you can implement an AMP iframe to link to an HTML file that contains a typical iframe that references **bk-coretag.js**.

The following sample HTML file contains an AMP iframe that references a second sample **test.html** file.

Sample HTML file with AMP iframe:

```

<!doctype html>
<html amp lang="en">
<head>
  <meta charset="utf-8">
  <script async src="https://cdn.ampproject.org/v0.js"></script>
  <script async custom-element="amp-iframe"
src="https://cdn.ampproject.org/v0/amp-iframe-0.1.js"></script>
  <title>Hello, AMPs</title>
  <link rel="canonical" href="http://example.ampproject.org/article-
metadata.html" />
  <meta name="viewport" content="width=device-width,minimum-
scale=1,initial-scale=1">
  <style amp-boilerplate>
    body {
      -webkit-animation: -amp-start 8s steps(1, end) 0s 1 normal
both;
      -moz-animation: -amp-start 8s steps(1, end) 0s 1 normal
both;
      -ms-animation: -amp-start 8s steps(1, end) 0s 1 normal

```

```

both;
    animation: -amp-start 8s steps(1, end) 0s 1 normal both
}
@-webkit-keyframes -amp-start {
    from {
        visibility: hidden
    }
    to {
        visibility: visible
    }
}
@-moz-keyframes -amp-start {
    from {
        visibility: hidden
    }
    to {
        visibility: visible
    }
}
@-ms-keyframes -amp-start {
    from {
        visibility: hidden
    }
    to {
        visibility: visible
    }
}
@-o-keyframes -amp-start {
    from {
        visibility: hidden
    }
    to {
        visibility: visible
    }
}
@keyframes -amp-start {
    from {
        visibility: hidden
    }
    to {
        visibility: visible
    }
}
}
</style>
<noscript>
    <style amp-boilerplate>
        body {
            -webkit-animation: none;

```

```

        -moz-animation: none;
        -ms-animation: none;
        animation: none
    }
</style>
</noscript>
<style amp-custom>
    amp-iframe {
        margin-top: 600px;
        height: 1px;
        width: 1px;
        visibility: hidden;
    }
</style>
</head>
<body>
    <!-- Contents of the page -->
    <h1>Welcome to the mobile web</h1>
    <!-- This AMP iframe links to the second file called test.html,
which contains an iframe linking to the bk-core tag -->
    <amp-iframe sandbox="allow-scripts allow-popups allow-popups-to-
escape-sandbox" height="1" width="1" frameborder="0"
layout="responsive" src="https://localhost:4443/test.html"></amp-
iframe>
</body>
</html>

```

Sample test.html file with iframe linking to bk-core tag.js:

```

<!doctype html>
<html lang="en">
<head>
    <meta charset="utf-8">
    <title>Hello, AMPs</title>
</head>

<body>
    <h1>Below is the iframe to the bk-core tag</h1>
    <!-- Begin BlueKai Tag -->
    <iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)"
src="about:blank"></iframe>
    <script type="text/javascript" src="https://tags.bkrtx.com/js/bk-
coretag.js"></script>
    <script type="text/javascript">
        bk_addPageCtx('amp', 'enabled');
    </script>

```

```
    bk_addPageCtx('cars', 'audi');
    bk_addPageCtx('flight', 'Philadelphia');
    bk_addPageCtx('education', 'master');
    bk_doJSTag(4868, 1);
</script>
<!-- End BlueKai Tag -->
</body>
</html>
```

Important: AMP only supports HTTPS, so these sample files assume that you will test them using an HTTPS server on your local host.

Oracle Data Cloud core tag syntax

The key functions in the Oracle Data Cloud core tag include:

- `bk_addPageCtx`: Enables you to pass explicit page and user attributes to the platform.
- `bk_addEMailHash` and `bk_addPhoneHash`: Enable you to pass hashed email addresses and phone numbers.
- `bk_doJSTag`: Initiates an HTTP GET request that passes your phints to the platform.

`bk_addPageCtx`

To pass explicit page and user attributes to the platform such as product views, purchase intent, add-to-cart actions, and conversions, generate percent-encoded key-value pairs that called phints.

Example

```
&phint=product%3DSmartphone
```

Important: All URIs sent to the platform are assumed to be [percent-encoded](#) on the client side.

`bk_addEMailHash` and `bk_addPhoneHash`

When you call one of these methods, they do the following:

- Normalize the email address or phone number. For example, the function enforces UTF-8 character encoding, lowercases all characters in the email address, verifies that it has the @ symbol, and removes all special characters, punctuation, and spaces.
- Encrypt the email address or phone number using both MD5 and SHA-256 hashes. The two generated oHashes are passed as phints in an HTTP GET request to the platform. Each oHash will be associated with a key identifying its data type (email or phone) and hash (MD5 or SHA-256):

Key	Data type	Hash
e_id_m	Email	MD5
e_id_s	Email	SHA-256
p_id_m	Phone	MD5
p_id_s	Phone	SHA-256

For example, if you pass an email address in the `bk_addEMailHash` function, the HTTP GET request will include the following phints:

```
phint=e_id_m%3DMD5oHash&phint=e_id_s%3DSHA-256oHash
```

Before deploying an Oracle Data Cloud core tag in your production environment to pass oHashes to the platform, contact My Oracle Support ([MOS](#)) and request that we provide you with a set of raw email addresses and phone numbers to verify that you are passing valid oHashes that adhere to the platform's standards.

bk_doJSTag

This function initiates an HTTP GET request that passes your phints to the platform. The URL in the GET request includes your site ID. The query string contains the pixel limit and the URL-encoded phints.

HTTP GET request:

```
http://tags.bluekai.com/site/  
siteID/?ret=html&limit=pixelLimit&phint=KEY%3DVALUE
```

Where:

- `siteID` is the unique identifier generated when you create a container and is used to manage your site in the Oracle Data Cloud platform.
- `pixelLimit` sets the maximum number of third-party tags that can be fired during a single page view. This controls the number of slots available for transferring first-party data to media vendors. The default pixel limit is **4**.

HTTP GET request passing user attributes:

```
http://tags.bluekai.com/site/15415/?ret=html&limit=4&phint=prodType%3D
Smartphone
```

Passing oHashes:

```
http://tags.bluekai.com/site/15415/?ret=html&limit=4&phint=e_id_
m%3DMD5oHash&phint=e_id_s%3DSHA-256oHash
```

Important: Call the `bk_doJSTag` function last. To ensure that phints are processed, call `bk_addPageCtx`, `bk_addEMailHash`, and `bk_addPhoneHash` *before* `bk_doJSTag`.

Using secure tags

To use the Oracle Data Cloud core tag on a secure site, change the protocol used for the call to the `bk-coretag.js` file to: `https://tags.bkrtx.com/js/bk-coretag.js` (change `http` to `https`).

Oracle Data Cloud core tag process

The `bk-coretag.js` file sets the iframe's `src` value, which is a dynamic URL that initiates a GET request to pass the phints that classify users into the appropriate categories in the taxonomy. The platform returns the media vendor pixels associated with your active data campaigns to the iframe.

The Oracle Data Cloud platform can provide you with an Oracle Data Cloud core tag that contains numerous phints for passing native page data, such as JavaScript and analytics variables. To pass phints for other data types (such as forms and shopping carts), add a call to the `bk_addPageCtx` function for each phint to be sent.

Deploying the Oracle Data Cloud core tag

To deploy your Oracle Data Cloud core tag, copy the code from the Tag Code Generator or from the code templates you configured in a text file, and paste it before the closing `</body>` tag on your Web page. User data will not begin flowing into your DMP until you create your categories and classification rules in the next section.

Before deploying your Oracle Data Cloud core tag into your production environment, you can add the Oracle Data Cloud core tag to a test site and then do the following:

1. Check that the Oracle Data Cloud core tag is properly making requests to the platform.

On each page view, the Oracle Data Cloud core tag should generate a GET request to the platform that has the following syntax:

```
http://tags.bluekai.com/site/siteID
?ret=html&phint=param1%3Dvalue1&phint=param2%3Dvalue2&phint=param
N%3DvalueN
```

To examine the GET request being made to the platform on each page view, use a standard browser tool such as FireBug, HTTPFox, or Tamper Data on Firefox; Web Developer on Chrome; or Fiddler on Internet Explorer.

2. Verify the number of tag calls with the site hit report. To ensure that the Oracle Data Cloud is receiving approximately the same number of requests you are generating with an Oracle Data Cloud core tag, use a web analytics solution (for example, Google Analytics, Webtrends, Coremetrics, SiteCatalyst) to report the number of page views your tag generated during testing. You can then compare your reported page views to the figures listed in the Site Hit Report. The reports should not have a discrepancy greater than 10%.
3. After you have successfully tested your Oracle Data Cloud core tag, you can deploy it into your production environment. Gradually implement the Oracle Data Cloud core tag. For example, start with a low-risk area in your site and then slowly move to more high-volume areas. Each time you deploy the Oracle Data Cloud core tag on a page, repeat the tests to verify that the Oracle Data Cloud core tag is functioning properly in your production environment.

Classifying your online data

To import your online user attributes into the Oracle Data Cloud platform:

1. Create a data map that outlines the keys and values you are passing to the Oracle Data Cloud platform.
2. Create categories and classification rules that map the user attributes extracted from your site to your taxonomy.

Creating a data map

To organize the online user attributes you are ingesting and help facilitate the classification process, you need to create a data map. The data map provides an outline of how you will organize your online user attributes in your taxonomy. It also functions as a checklist that you can use to ensure that you've created all the necessary categories and classification rules for ingesting your offline data. If you are using Oracle Data Cloud services to classify your offline data, the data map is required. The data map should do the following:

- Define the set of attribute keys used in your offline file.
- Define the possible set of values for each attribute key, and associate them with human readable category names, if necessary.
- Define the hierarchical relationships, if any, between a set of attribute keys.

For example, consider an auto shopping site (myAutos.com) that collects the makes and models of cars for which users have demonstrated intent to purchase. The key-value pair for the **Make** node would have the following syntax:MA100=[VALUE]. The example key-value pairs for this node could be as follows:

- MA100=Honda
- MA100=Acura
- MA100=Toyota

The key-value pair for the **Model** node would have the following syntax:MA110=[VALUE]. Based on the previous example **Make** nodes, example key-value pairs for the **Model** node could be as follows:

- MA110=Accord
- MA110=Civic
- MA110=TL
- MA110=TSX
- MA110=Corolla
- MA110=Camry

If the values for the makes were encoded (for example, you pass 23098, 21409, 57983 instead of Honda, Acura, and Toyota), The Oracle Data Cloud platform would need human readable category names for these encoded values. For example, the following translations could be used:

- MA100=23098 > Honda
- MA100=21409 > Acura
- MA100=57983 > Toyota

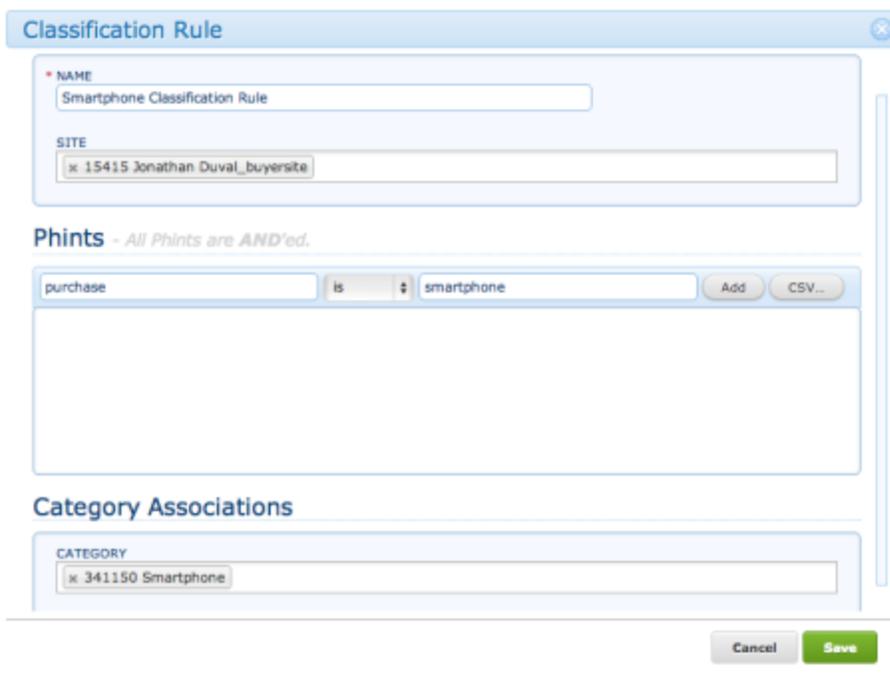
The following data map could then be created for this site:

Key	Key translation	Value	Value translation (category name)
MA100	Make	Honda	Honda
MA100	Make	21409	Acura
MA100	Make	57983	Toyota
MA110	Make > Model	Accord	Honda > Accord
MA110	Make > Model	89065	Honda > Civic
MA110	Make > Model	TL	Acura > TL
MA110	Make > Model	TSX	Acura > TSX
MA110	Make > Model	Corolla	Toyota > Corolla
MA110	Make > Model	Camry	Toyota > Camry

Creating categories and classification rules

A category is a collection of users that have the same attribute (for example, coffee drinkers, video gamers, smartphone purchasers, and so on). Classification rules map the user attributes extracted from your site to categories in your Oracle Data Cloud platform taxonomy.

Consider a user that has purchased a smartphone from your online or mobile site. You could pass a "purchase=smartphone" attribute for this user in the Oracle Data Cloud core tag. When this user attribute is imported into the Oracle Data Cloud platform, it can be mapped to a "**Past Purchases > Smartphone**" category in your taxonomy via a classification rule that states "if **purchase** *is* **smartphone**, then the add the user to the **Smartphone** category.



The screenshot shows a "Classification Rule" configuration window. It includes a "NAME" field with the value "Smartphone Classification Rule" and a "SITE" field with the value "15415 Jonathan Duval_buyersite". Below these fields is a "Phints" section with the note "All Phints are AND'ed." and a rule definition: "purchase is smartphone". There are "Add" and "CSV..." buttons next to the rule. At the bottom, there is a "Category Associations" section with a "CATEGORY" field containing "341150 Smartphone". "Cancel" and "Save" buttons are located at the bottom right of the window.

The Oracle Data Cloud platform UI includes [the Taxonomy Manager](#) for creating your categories and rules. Alternatively, you can use the [category](#) and [rule](#) APIs to programmatically create them.

If you purchased consulting services, you can have our classification and taxonomy team you build your taxonomy.

Monitoring data ingest

After you create your categories and classification rules, user data begins to flow into your taxonomy. To verify that your data is being collected and classified correctly and that your site is generating the

expected amount of inventory, you can do the following:

- **Check if your inventory is growing:** Use the [inventory trend report](#) to verify that the amount of inventory per category is increasing daily.
- **Check your 30-day inventory:** Use the [Audience Builder](#) in the Oracle Data Cloud platform to view the estimated number of unique users in your categories based on current configurations. Alternatively, you can use the [categories API](#) to programmatically check your inventory of your unique users.

It may take a few days for your ramped inventory numbers to appear in the platform UI reports and tools.

4.5.6 Offline match integration

You can use offline match integration to activate your offline data in the Oracle Data Cloud platform. With offline match, you can onboard data from a data warehouse, a customer relationship management (CRM) database, or an email-based offline source into your Oracle Data Cloud platform. You can then target, optimize, analyze, and model your users based on their offline attributes.

Offline match integration enables you to:

- **Expand your first-party data set:** Add new first-party categories to your taxonomy based on your user's offline attributes.
- **Rapidly activate offline data:** Within 24 to 48 hours of uploading your offline file, you can target, optimize, and analyze your users across multiple media execution platforms based on their offline attributes.
- **Extend reach using look-alikes:** Use built-in analytics and modeling to find high-value users that behave like your top-performing offline users.

Data Providers Onboarding EU Data. To onboard data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation

- **Third-party match integration:** The Oracle Data Cloud platform has direct integrations with the following third-party match partners: , LiveRamp, i-Behavior, and Neustar. The third-party match partner will be able to match a portion of your offline file.
- **New third-party offline match partners:** If you are using an offline match vendor that does not have an ID swap configured with the Oracle Data Cloud platform, have your offline match vendor perform a direct integration by sending match keys to the platform.
- **Third-party match partners:** If you have not set up an ID swap, follow the steps in [sending your match keys](#). Send your offline file to the platform to complete the offline match integration for platform clients.
- **First party-match integration:** Match multiplier will provide you with incremental matches on top of those provided by the third-party match partner.

Sending your match keys to the Oracle Data Cloud platform

A match key is any unique user ID (UUID) that you can use to identify your users in both the online and offline spaces.

Important: No personally identifiable information (PII) may be sent to the platform or stored in the Oracle Data Cloud platform. All IDs derived from PII must be hashed in the browser or on your servers before being sent to the Oracle Data Cloud platform.

Some of the UUIDs that can be used as match keys include:

- **Oracle hashed IDs (oHashes):** MD5 and SHA-256 hashed email addresses or phone numbers that have been automatically generated from raw personally identifiable information (PII) using Oracle Data Cloud code
- **Encrypted hashed UUIDs:** Encrypted hashed email addresses, phone numbers, physical addresses, and client account numbers
- **Encrypted Oracle Data Cloud UUIDs (BKUUIDs):** Encrypted versions of the 16-character alphanumeric IDs used in the Oracle Data Cloud platform to anonymously and uniquely identify

users. You may have access to encrypted BKUUIDs if you ID swap with the platform to receive data using server data transfer ([SDT](#)).

- **IP addresses:** Collect the user's IP address from the IP header and send it as a match key.

To send your online match keys to the platform, you need to place a [Oracle Data Cloud core tag](#) or an [ID swap tag](#) (a 1x1 image pixel) on your site. When the platform receives your match keys, it will synchronize them to the network of user profiles that are linked together in the Oracle ID Graph (OIDG), which is used to manage IDs and user attributes for all Oracle Data Cloud customers.

The Oracle Data Cloud core tag is the standard implementation for integrating with the platform. It contains HTML code and built-in JavaScript functions for sending match keys and user attributes to the platform. It can be deployed directly on your site or in a tag management system. The ID swap tag is typically used in environments that require pixels for making tag calls, such as in display media.

After you deploy the Oracle Data Cloud core tag or ID swap tag on your site and your offline configuration is complete, your Solutions Consultant will provide you with an SFTP directory, user name, and password for uploading your offline files.

Creating your offline files

To send your offline data to the Oracle Data Cloud platform, create the following files:

- **[Offline file](#):** Contains your match keys and offline user attributes. You must completely upload this file *before* uploading the corresponding trigger file.
- **[Trigger file](#):** Contains the name, size, and MD5 checksum of your offline file. It is used to validate the transfer of your offline data.

Creating the offline file

An offline file is a compressed, tab-separated value (TSV) file that contains the offline user attributes that you want to onboard into your DMP. Each line in the offline file represents a unique user. The match keys for the user are included in separate columns; another column contains a pipe-delimited list of key-value pairs for the user's offline attributes.

Important: Do not repeat match keys in the offline file or the offline user attributes of the earlier match key instance will be overwritten by the more recent instance.

A key typically represents a distinct user attribute, such as bk111 for gender, that corresponds to a field in your CRM database. Use different keys to represent different user attributes.

The format of the keys should be a 2-character company name followed by a 3-digit category identifier, such as BK112 for age.

The value may be expressed as a human readable name or as a numerical code. The value itself must not contain any pipe characters (|) because they are used as delimiters between values in the offline file.

Sample offline file showing five lines with two tab-separated columns: match keys and pipe-delimited user attributes:

```
awytM3DD      bk112=25|bk111=M|bk115=2
3d5zYU7i     bk112=22|bk111=F|bk115=1
yE8Sy49V     bk112=36|bk111=F|bk115=1
6xkDV7y1     bk112=42|bk111=F|bk115=3
Dh77UNpg     bk112=37|bk111=M|bk115=2
```

Using IP address-based matching

IP address-based matching provides a useful, universal, match key across an array of connected devices, such as desktop, mobile, and connected TV. Multiple devices in a home or office network may be accessing the internet using the same public IP address, so IP matching allows you to match attributes across multiple devices and derive location-, environment-, and behavioral-based attributes.

Onboarding IP-based data requires an additional match key to be stored and processed as follows:

- **Collection:** The IP address is automatically passed in the header of your tag. It can be collected without having to implement any additional tags or code on your site.
- **Storage and data onboarding:** You can send an offline file to the platform that includes raw IP addresses and [phints](#). The raw IP addresses are read from the file, encoded, and stored in the

Oracle Data Cloud offline database. When it receives a tag call, the platform checks whether the IP address passed into the IP header matches the encoded one in the offline database. If there is a match, the offline data is onboarded and linked to the user's anonymous Oracle Data Cloud cookie ID (BKUUID) and the IP address. In cases where multiple IP addresses are collected for a user, lookups are performed for each IP—but only the most recently retained IP is matched.

- **Delivery:** The Oracle Data Cloud platform may deliver user data to media execution platforms that is linked to raw IP addresses. For a given BKUUID, up to the last 40 hashed IP addresses may be linked.
- **Privacy:** You can send any IP address for ingestion using a privacy-safe implementation that supports matching, storing, and delivery. Oracle adheres to standard data retention policies when storing this data within a user cookie and will reasonably ensure that partners receiving the data will propagate Oracle retention and opt-out policies. Internationally, IP addresses may be considered PII, so some clients may not want to participate in data delivery.
- **Reporting:** You can use the [inventory trend report](#) to review the matched inventory for billing purposes. If you use multiple match partners, contact your Customer Success Manager or Solutions Consultant to discuss special exclusions that can be configured for you.

To use IP addresses as the match key, add them to the offline file. If you previously sent offline files to the platform, notify your Customer Success Manager or Solutions Consultant that you are going to be passing IP addresses in your offline file. Oracle will update your offline onboard configuration so the system knows to look for IP addresses in your offline file.

Create an offline file that contains IP addresses and corresponding attributes. The following sample offline file contents show two tab-separated columns: IP addresses and pipe-delimited user attributes.

```
100.87.5.202    bk112=25|bk111=M|bk115=2
148.87.67.202  bk112=37|bk111=M|bk115=2
```

Using oHashes as match keys

You can convert your users' email addresses and phone numbers into anonymous MD5 and SHA-256 hashed IDs called "oHashes" and then include them in your offline file as a match key.

If you previously sent offline files that used UUIDs and you now want to use oHashes for match keys, include both your UUID and oHash in separate fields.

To use oHashes for the match key in your offline file:

1. Notify your Customer Success Manager or Solutions Consultant that you are going to be passing oHashes in the offline file and which oHash you will be passing: MD5 email (`e_id_m`), SHA-256 email (`e_id_s`), MD5 phone (`p_id_m`), or SHA-256 phone (`p_id_s`). Your offline files may only include a single oHash type. Oracle will update your offline onboard configuration so the system knows to look for oHashes in your offline file.
2. Use Python, Java, or Ruby [oHash server-side code](#) examples to convert the raw email addresses or phone numbers in your offline file source into MD5 or SHA-256 oHashes.
3. Format an offline file containing oHashes and the pipe-separated list of key-value pairs representing offline user attributes. The following example demonstrates a line of an offline file that uses oHashes as the match key:

```
j3qfe13d964235c175626e16e3e4c3eb0de71a4d17cad39733dc5e65a585127c
bk112=25|bk111=M|bk115=2
```

Offline file format

The following table lists the required format, name, type, and size of the offline file:

Requirement	Example	Description
File contents	awytM3DD bk112=25 bk111=M bk115=2 3d5zYU7i bk112=22 bk111=F bk115=1	The offline file must be a plain text file that contains one line per user with each line including the last terminated by a LF end-of-line character. Each line must include the following tab-delimited fields: <ul style="list-style-type: none"> ■ Match key: A UUID, IP address, or oHash (40 byte max) ■ Offline attributes: Pipe-delimited key-value pairs
File name	<i>Partner_siteID_YYYY-MM-DD</i>	The offline file must include your partner name, the site ID of the container, and the date. If you are sending

Requirement	Example	Description
		multiple files, use a timestamp instead of the date. The file name must <i>not</i> contain spaces. Third-party offline match partners must include the client's name in the file name, for example: <i>partner_client_siteID_YYYY-MM-DD</i> .
Maximum line size		256 data items; 32KB.
Character encoding		UTF-8
File type	.bz2 (or .gz)	The file must be compressed using bzip2 or gzip compression and can have the following file extensions: .bz2 or .gz. Uncompressed files will be rejected and deleted from the file share.
Maximum size	≤ 50 GB	The maximum file size is 50 GB, but you can split a large file into multiple smaller files.

Sending updated offline files

You can continuously send updated offline files to the Oracle Data Cloud platform to onboard new users and new offline attributes for existing users.

Important: Include all attributes when sending offline files.

To onboard new offline attributes for existing users, add the new attributes to the existing pipe-delimited list of attributes for the users in your offline file. You must preserve all existing offline attributes for users in your offline file, because the current offline user attributes saved in the platform are overwritten with the attributes listed in your new offline file.

Creating the trigger file

A trigger file specifies the size, name, checksum, and optionally the number of records in your offline file. It is used to verify that all the data in your offline file was successfully transferred, without any corruption. If validation is successful, the platform will begin onboarding your offline; if validation fails, your account manager will contact you and explain the errors.

Do *not* upload the trigger file until its corresponding offline data file has been completely uploaded.

Trigger file format

The following table lists the required format, name, type, and size of the trigger file:

Requirement	Example	Description
Format	<pre>FILE=partner_siteID_YYYY-MM-DD.gz SIZE=367 MD5SUM=a10edbbb8f28f8e98ee6b649ea2556f4</pre>	<p>The file contains the following row-delimited fields:</p> <ul style="list-style-type: none"> ■ FILE: The name of the offline file being uploaded. This row is optional if the trigger file name is identical to its offline file but with the .trigger file extension. This row is required if your offline file has a different name than its trigger file or if you are triggering multiple offline files (<i>not</i> recommended). ■ SIZE: (Recommended) The size, in bytes, of the offline file. For details, see calculating the offline file size. ■ MD5SUM: (Recommended) The checksum of the offline file. The checksum value changes each time the content of the file is modified. If your file gets corrupted or truncated during the transfer, its MD5 checksum will not match. For details, see calculating the offline file MD5 checksum.
Name	<pre>PartnerName_SiteId_YYYY-MM-DD.gz.trigger</pre>	<p>(Required) The trigger file must have the same name as the offline file, but with the .trigger file extension appended. The file name must not contain spaces. You can optionally use the FILE row to specify a</p>

Requirement	Example	Description
		different file name if you cannot use the same name as the offline file (not recommended).
Type	plain text	Do not compress the trigger file.

Calculating the offline file size

To calculate the size of your offline file to be included in the `SIZE` field of your trigger file:

1. At the command line, type the following Unix command:

```
$ ls -l fileName
```
2. The command prompt will return the size of your offline file in bytes. For example, if the following information is returned: `-rw-rw-r-- 1 user user 367 Feb 6 16:00 a.gz`, the file size is 367.

Calculating the offline file MD5 checksum

To calculate the checksum of your offline file to be included in the `MD5SUM` field of your trigger file:

1. At the command line, type the following Unix command:

```
$ md5sum fileName
```

 (or `$md5 fileName` on Mac OS X)
2. The command prompt will return the MD5 checksum string for your offline file.

Tip: To calculate the MD5 checksum on Microsoft Windows, you can use command line utilities such as [Microsoft File Checksum Integrity Verifier](#) or [Git Bash for Windows](#).

Classify your offline data

To import your offline user attributes into the Oracle Data Cloud platform:

1. [Create a data map](#) that outlines the keys and values you are passing to the platform.
2. [Create categories and classification rules](#) that map the user attributes in your offline file to your taxonomy in your DMP.

Creating a data map

Create a data map to organize your offline user attributes and facilitate the classification process.

The data map outlines how you want to organize your offline user attributes in your taxonomy. It also functions as a checklist that you can use to ensure that you've created all the necessary categories and classification rules for ingesting your offline data. If you are using Oracle services to classify your offline data, the data map is required and should:

- Define the set of attribute keys used in your offline file.
- Define the possible set of values for each attribute key and associate them with human readable category names.
- Define the hierarchical relationships, if any, between a set of attribute keys.

For example, consider an auto shopping site that collects the makes and models of cars that users have shown an intent to purchase. The key-value pair for the **Make** node would have the following syntax: MA100= *VALUE*. Key-value pairs for this node might be as follows:

- MA100=Honda
- MA100=Acura
- MA100=Toyota

The key-value pair for the **Model** node would have the following syntax:MA110=[*VALUE*]. Based on the previous example **Make** nodes, example key-value pairs for the **Model** node could be as follows:

- MA110=Accord
- MA110=Civic
- MA110=TL
- MA110=TSX
- MA110=Corolla
- MA110=Camry

If the values for the makes were encoded (for example, you pass 23098, 21409, 57983 instead of Honda, Acura, and Toyota), the platform needs human readable category names for these encoded values. For example, the following translations could be used:

- MA100=23098 ->Honda
- MA100=21409 ->Acura
- MA100=57983 ->Toyota

The following data map could then be created for this site:

Key	Key translation	Value	Category name
MA100	Make	Honda	Honda
MA100	Make	21409	Acura
MA100	Make	57983	Toyota
MA110	Make>Model	Accord	Honda>Accord
MA110	Make>Model	89065	Honda>Civic
MA110	Make>Model	TL	Acura>TL
MA110	Make>Model	TSX	Acura>TSX
MA110	Make>Model	Corolla	Toyota>Corolla
MA110	Make>Model	Camry	Toyota>Camry

Creating categories and classification rules

A category is a collection of users that have the same attribute (for example, smartphone users).

Classification rules map the user attributes extracted from your offline file to categories in your DMP taxonomy.

Consider a user that has purchased a smartphone from a brick and mortar store. The offline file could have a "purchase=smartphone" attribute for this user. When this offline attribute is imported into the Oracle Data Cloud platform, it can be mapped to a "**Past Purchases > Smartphone**" category in your taxonomy via a classification rule that states "if **purchase** is **smartphone**, then the add the user to the **Smartphone** category.

The Oracle Data Cloud platform UI includes [the Taxonomy Manager](#) for creating your categories and rules. Alternatively, you can use the [category](#) and [rule](#) APIs to programmatically create categories and rules. To have the Oracle Data Cloud platform build your taxonomy, contact your Customer Success Manager or Solutions Consultant.

Upload your offline file

After you create your offline files and the platform has classified your offline data, you can upload your offline file and corresponding trigger file to the Oracle SFTP servers. Use the SFTP directory, user

name, and password provided by Oracle to upload your offline files.

To upload your offline file:

1. Upload a small test file with a minimum of 1,000 records so that Oracle Data Cloud can verify your file's format and provide you with any required changes. After your sample file is approved, you can upload your complete offline file.
2. Upload your offline file (or files if you had to create separate smaller offline files).
3. After the offline file upload is completed, upload the trigger file. The file is then sent to the platform's offline match rules-based classification system and your account manager is notified.
4. The Oracle Data Cloud platform validates your offline file and begins onboarding your data. The match keys in the offline file (the same keys you sent to the platform in your ID swaps) are used to link your users' online profiles (BKUUIDs) with their offline attributes. Your users' offline attributes are then mapped to categories in your private taxonomy using classification rules written by Oracle Data Cloud. Your offline data will be ready for activation within 24 to 48 hours.
5. Use the [account activity journal](#) to track the progress of your offline onboard. It will list the following events:

Step	Event	Journal message
Verification	Offline File Verified	Displays the file name, status, file size, number of records, and checksum.
	Offline File Message	Displays any messages regarding errors with missing fields or if the size of the file does not match the size specified in the trigger file.
Ingest	Ingest Starts	Displays the file name.

6. Your processed offline files are archived and kept for 90 days.

Monitoring offline data ingest

After the platform onboards your offline file, user data should begin flowing into the categories in your taxonomy. To verify that your data is being collected and classified correctly and that your offline file is generating the expected amount of inventory:

- Check if your inventory is growing. Use the [inventory trend report](#) to verify that the amount of inventory per category is increasing daily.
- Check your 30-day inventory. Use the [Audience Builder](#) in the Oracle Data Cloud platform to view the estimated number of unique users in your categories based on current configurations.
- You can use the [categories API](#) to programmatically check your inventory of your unique users.

4.5.7 On-demand onboard

You can use the Oracle Data Cloud platform on-demand onboard feature to independently onboard and activate the user data stored in your data warehouse, CRM database, or any other offline source anytime via the User Data API. You can run models and analytics in your offline source to segment your users and then import their attributes directly into the platform whenever you need to. Your offline data will be added to the platform for activation.

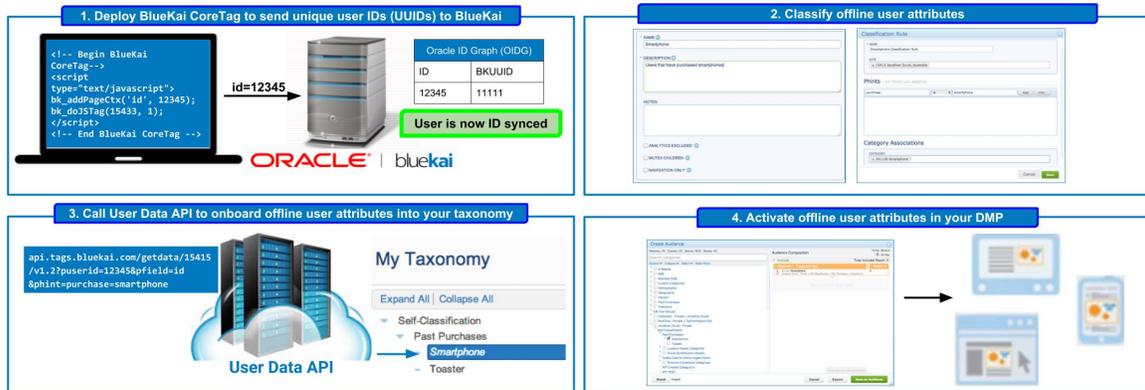
On-demand onboard enables you to do the following:

- **Connect your offline source to the platform:** Use ID swap and user data API integrations to connect your offline source and the platform.
- **Activate users anytime:** Segment your users based on product SKUs, articles, models, and analytics and then onboard their attributes into the platform via the user data API for instant activation.
- **Rapid and flexible ad-hoc targeting:** Quickly onboard content or SKUs that are out-performing expectations.

To use on-demand onboard, deploy the Oracle Data Cloud core tag on your site. The Oracle Data Cloud core tag sends your anonymous unique user IDs (UUIDs) to the platform when users log on to

your site. After you write classification rules to map your users' offline attributes to categories you've added to your taxonomy, call the User Data API with your users' IDs and offline attributes. The platform adds your users' offline attributes to their online profiles, which are synced to your UUIDs. In the platform, you can then target categories representing your offline user attributes and deliver them across multiple media execution platforms.

The following diagram illustrates the on-demand onboard process:



Deploying the Oracle Data Cloud core tag

You can use the Oracle Data Cloud core tag to anonymously identify your site visitors with a cookie ID. The Oracle Data Cloud core tag contains HTML and JavaScript code for collecting UUIDs from your site and sending them to the Oracle Data Cloud platform.

When the platform receives your UUIDs, it synchronizes them to the network of user profiles that are linked together in the Oracle ID Graph. The Oracle ID Graph is used to manage IDs and user attributes for all platform customers. After your UUIDs are synced to the ID graph, you can use the user data API to send your users' offline attributes to the platform.

If you already deployed the Oracle Data Cloud core tag on your site, you can add a [phint](#) for passing your UUIDs to the platform using the `bk_addPageCtx` function.

To create the Oracle Data Cloud core tag and deploy it on your site:

1. [Create a container](#) to generate a unique site ID that associates your site with the Oracle Data Cloud platform. When your Oracle Data Cloud core tag is fired, the site ID enables the platform to recognize the UUIDs as yours.

Setting	Value
Name	Enter "ID Swap Container for On-Demand Onboard" or another name that makes it easy to identify your container's functionality.
List Type	<p>Whitelist (enable) or blacklist (disable) data collection and delivery for users with IP addresses mapped to the countries selected in the Country List.</p> <p>Use whitelisting to enable data collection/delivery for a small set of countries (all unselected countries are disabled). Use blacklisting to disable a small set of countries. By default, the Netherlands is blacklisted.</p> <div style="border: 1px solid orange; padding: 10px; margin: 10px 0;"> <p>Data Providers Onboarding EU Data. To onboard data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent agreement. If you have not signed the agreement, but your Container is configured for one or more EU countries, your Container will be created with access to non-EU countries only. Contact your Oracle Account Representative to obtain and sign the agreement.</p> </div>
Country List	Select one or more countries or regions to be whitelisted or blacklisted based on the selected List Type . You can select all the countries in the EU by selecting the EU region.
Default Auction Limit	Enter 0 for the number of slots to be allocated on your site for firing third-party pixels. This is the standard limit when ID swapping with the platform.
Campaign Access	Accept the default (Only Me).

2. Click **Save and Generate Code**.
3. In the *Generate Code* dialog, generate the Oracle Data Cloud core tag code . If you used the [containers API](#) to create your container, you can copy and configure the Oracle Data Cloud core tag sample provided below.

4. Use the following settings for your Oracle Data Cloud core tag:

Setting	Value
Tag Type	Accept the default Synchronous tag type.
Site ID	Select the HTTP protocol of the page on which the tag is to be deployed (HTTP or HTTPS). Always use a secure ID swap tag (HTTPS) for Web pages that use SSL.
Protocol	Accept the default Only Me.
Add Phints	Click Add a Phint , and then enter id in the key box (or another key for identifying your UUIDs in the Oracle Data Cloud platform).

Important: Keys support only alphanumeric characters and underscores. Do not include *any* other characters, such as periods, dashes, and so on.

5. Click **Copy** and then paste the Oracle Data Cloud core tag code before the closing `</body>` tag on your site. The following example demonstrates the Oracle Data Cloud core tag you will add to your site:

```
<!-- Begin Oracle Data Cloud core tag -->
<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)"
src="about:blank"></iframe>
<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-
coretag.js"></script>
<script type="text/javascript">bk_addPageCtx('id', {UUID});bk_
doJSTag(YOUR_SITE_ID, 1);</script>
<!-- End Oracle Data Cloud core tag -->
```

6. Add code to pass your UUIDs into the `bk_addPageCtx` function.
7. If you are using a UUID key other than `id`, contact My Oracle Support ([MOS](#)) and provide them with your site ID and UUID key type.

Classifying your offline data

To import your offline user attributes into the Oracle Data Cloud platform:

1. [Create a data map](#) that outlines the keys and values you are passing to the platform.
2. [Create categories and classification rules](#) that map the user attributes in your offline file to your taxonomy in the platform.

Creating a data map

To organize the offline user attributes you are ingesting and help facilitate the classification process, create a data map. The data map outlines how to organize your offline user attributes in your taxonomy. It also functions as a checklist that you can use to ensure that you've created all the necessary categories and classification rules for ingesting your offline data.

The data map should do the following:

- Define the set of attribute keys used in your offline file.
- Define the possible set of values for each attribute key and associate them with human readable category names, if necessary.
- Define the hierarchical relationships, if any, between a set of attribute keys.

Important: Keys support only alphanumeric characters and underscores. Do not include *any* other characters, such as periods, dashes, and so on.

For example, consider an auto shopping site (myAutos.com) that collects the makes and models of cars for which users have demonstrated intent to purchase. The key-value pair for the **Make** node would have the following syntax: MA100=[VALUE]. The example key-value pairs for this node could be as follows:

- MA100=Honda
- MA100=Acura
- MA100=Toyota

The key-value pair for the **Model** node would have the following syntax:MA110=[VALUE]. Based on the previous example **Make** nodes, example key-value pairs for the **Model** node could be as follows:

- MA110=Accord
- MA110=Civic
- MA110=TL
- MA110=TSX
- MA110=Corolla
- MA110=Camry

If the values for the makes were encoded (for example, you pass 23098, 21409, 57983 instead of Honda, Acura, and Toyota), the platform would need human readable category names for these encoded values. For example, the following translations could be used:

- MA110=23098 ->Honda
- MA110=21409 ->Acura
- MA110=57983 ->Toyota

The following data map could then be created for this site:

Key	Key translation	Value	Value translation (category name)
MA100	Make	Honda	Honda
MA100	Make	21409	Acura
MA100	Make	57983	Toyota
MA110	Make>Model	Accord	Honda>Accord
MA110	Make>Model	89065	Honda>Civic
MA110	Make>Model	TL	Acura>TL
MA110	Make>Model	TSX	Acura>TSX
MA110	Make>Model	Corolla	Toyota>Corolla
MA110	Make>Model	Camry	Toyota>Camry

Creating categories and classification rules

A category is a collection of users that have the same attribute (for example, smartphone purchasers). Classification rules map the user attributes extracted from your offline file to categories in the platform taxonomy.

Consider a user that has purchased a smartphone from a brick and mortar store. The offline file could have a "purchase=smartphone" attribute for this user. When this offline attribute is imported into the Oracle Data Cloud platform, it can be mapped to a **Past Purchases > Smartphone** category in your taxonomy via a classification rule that states "if **purchase is smartphone**, then the add the user to the **Smartphone** category.

The screenshot shows a 'Classification Rule' configuration window. It has a title bar with a close button. The main area is divided into three sections: 'NAME', 'Phints', and 'Category Associations'.
1. **NAME**: A text input field containing 'Smartphone Classification Rule'.
2. **SITE**: A text input field containing '15415 Jonathan Duval_buyersite'.
3. **Phints**: A section with the subtitle 'All Phints are AND'ed.'. It contains a rule definition: 'purchase is smartphone'. The 'is' is a dropdown menu. There are 'Add' and 'CSV...' buttons to the right of the rule.
4. **Category Associations**: A section with a 'CATEGORY' label and a text input field containing '341150 Smartphone'.
At the bottom right, there are 'Cancel' and 'Save' buttons.

The Oracle Data Cloud platform UI includes [the Taxonomy Manager](#) for creating your categories and rules. Alternatively, you can use the [category](#) and [rule](#) APIs to programmatically create them.

If you purchased consulting services, you can have the Oracle Data Cloud classification and taxonomy team build your taxonomy.

Calling the user data API

The user data API is a server-side API that you can use to programmatically transfer your user data into the Oracle Data Cloud platform. After you ID swap a user and classify their offline attributes, call the user data API with the site ID, your UUIDs, the key you passed with them in the Oracle Data Cloud core tag (such as `id`), and key-value pairs (phints) that tag your users' with their offline attributes.

The user IDs will be matched to the ones you passed in the Oracle Data Cloud core tag, and the classification rules you wrote will automatically map your users' offline attributes into the categories you added to your taxonomy. Your offline data will then be ready for targeting, optimization, modeling, and analysis in the Oracle Data Cloud platform.

For example, the following user data API call includes a site ID used for an ID swap ("15433"), passes your UUID ("12345") in the `puserid` field and the key (`id`) in the `pfield`, and tags the user with an attribute ("**purchase = smartphone**"):

```
http://api.tags.bluekai.com/getdata/15433/v1.2?puserid=12345&pfield=id
&bkuid=a3c18b227976ad07da5d679c7259f726631d39cf49252926407dc05c3e8be64
3&bksig=uBtWOAzM6cduAbEeaQoU6%2BkNUL87%2Brxudio2DC00Y5c%3D&phint=purch
ase=smartphone
```

Important: User data API supports one call per user and approximately 1000 calls per second. The user data API does not include a batch function. will need to make separate API calls on each user for whom you want to ingest attributes. For example, if you have 1M users whose attributes you import into the Oracle Data Cloud platform, you need to make 1M calls to the user data API. For details, see [user data API](#).

After you call the user data API to onboard your offline data, you can add the categories representing your offline user attributes to your [target audiences](#), and deliver the audiences across multiple media execution platforms.

On-demand onboard for web analytics

You can use on-demand onboard to ingest web analytics into the platform. With on-demand onboard for web analytics, you can segment your users based on web data such as events (impressions, clicks,

and conversions), page view duration, visitor recency, visitor frequency, and then import these attributes into categories in the platform taxonomy. You can then use your new web analytics-based categories for targeting, optimization, modeling, and analysis.

The process for ingesting web data with on-demand onboard is similar to that for ingesting offline data except that you use [tag management tools](#) to deploy an ID swap tag (a pixel) that sends your users' anonymous encrypted unique user IDs (BKUUIDs) to your web analytics platform. You export files from your web analytics platform that include your users' BKUUIDs and web data, and you then pass the BKUUIDs in your calls to the user data API.

On-demand onboard for web analytics supports all major web analytics properties that can receive a custom external user ID (for example, Adobe Site Catalyst). Check with your web analytics platform for the domain where the BKUUIDs should be sent.

To use on-demand onboard for web analytics:

1. [Create a container](#) to generate a unique site ID that associates your site with the Oracle Data Cloud platform.
2. Select **Manage > Tags**.
3. Click **Create New** to [create a new tag](#).
4. In the **Name** box, enter a descriptive name for your tag schedule (for example, "ID Swap Schedule - On-Demand Onboard for Web Analytics").
5. In the HTML box, enter an ID swap pixel that has the following syntax:

```

```

The `$_BK_UUID` macro gets your user's BKUUID (a 16-character alphanumeric ID that may include special characters), which is passed in the call to your web analytics platform.

6. Click **Save**.
7. Select **Manage > Schedules**.
8. Click **Create New** and then [create a new schedule](#) to fire the ID swap tag on your users once every 10 days.
9. Under **Tag Selection**, select the ID swap tag.

	Add all	1 items selected	Remove all
1717: myNewTag	+	3409: ID Swap Tag - On-Demand Onboard for Web Analytics	-
1718: myTag	+		
2085: BlueKai Home Page Visitors	+		
2086: BlueKai Homepage Visitors	+		
2087: myBlueKaiRIsaTag	+		
2449: MyNewTestTag	+		

10. Under **Container Selection**, select the swap ID container you created.

X
Create New Schedule

Tag Selection
Container Selection
Target Selection
Schedule Settings
Review and Save

Container Selection

Select the containers in which you like to fire your tags by dragging the available containers into the selected container box.

	Add all	1 items selected	Remove all
20411: SRM Container	+	21170: ID Swap Container for On-Demand Onboard	-
20412: SRM Container_mobile	+		
20733: New Container	+		
20734: New Container_mobile	+		
20959: ID Swap Schedule - On-Demand Onboard for Web Analytics	+		
20960: Charles's Cars.com Container_mobile	+		
21171: ID Swap Container for On-Demand Onboard_mobile	+		

Target Selection

Select the targets on which you would like to fire your tags. Keep in mind, there are **two** target types—site and user.

Reset Form
Cancel
Save

11. Under **Schedule Settings**, enter the following values for the **General** settings:

Setting	Value
Status	Active
Priority	100
Start Date	Enter the date on which the ID swap tag is to start firing
End Date	Leave blank

12. Enter the following values for the **Advanced** settings:

Advanced setting	Value
Inside iFrame	Enabled
Override: Tag Avg. Latency Limit (ms)	5000
Override: Max Tag Execution Time (ms)	1000
Frequency	1 time every 10 days

13. Click **Save**.
14. [Monitor the ID swap tag](#) to verify that it is firing in a timely manner.
15. [Generate a tag report](#) to see the total number of hits your tag is generating with over a specific time range.

16. Classify your web analytics data.
17. In your web analytics platform, run a query for users with a BKUUIID in your desired segments and then export a file that includes those files. Then programmatically feed the BKUUIIDs and web analytics-based user attributes into calls to the user data API.
18. Call the [user data API](#). You will use a slightly different syntax when making calls to the user data API when ingesting web analytics data because you are passing BKUUIIDs instead of your own UUIDs and the `id` key. For example, the following user data API call includes a site ID used for an ID swap (`15433`), passes the user's encrypted BKUUIID in the `userid` field (`IVwOKp9c9901DDhD`), and tags the user with an attribute (`purchase = smartphone`):

```
http://api.tags.bluekai.com/getdata/15433/v1.2?userid=IVwOKp9c9901DDhD&bkuid=a3c18b227976ad07da5d679c7259f726631d39cf49252926407dc05c3e8be643&bksig=uBtWOAzM6cduAbEeaQoU6%2BkNUL87%2Brxudio2DC00Y5c%3D&phint=purchase=smartphone
```

4.6 Data delivery

Data delivery is the process of transferring campaign data out of the Oracle Data Cloud platform and into your cookie or profile store or to a partner. After your campaign data has been delivered, you can target, model, and optimize your users on your site or on display, mobile, social, search, and other media execution platforms.

You can use one of the following data delivery methods:

- [Server data transfer](#): Transfer campaign data into your server-side profile store via real-time POST requests, or hourly and daily batch files that you download via SFTP or Amazon S3 buckets. SDT is Oracle Data Cloud's preferred data transfer mechanism.
- [JSON return](#): Receive campaign data in JSON format directly on the page hosting the container.
- [User data API](#): Programmatically transfer campaign data into your profile store via a server-side API.

Delivery Partner Receiving EU Data. To receive data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Right to Use agreement. Contact your Oracle Account Representative to obtain and sign the agreement.

4.6.1 Server data transfer

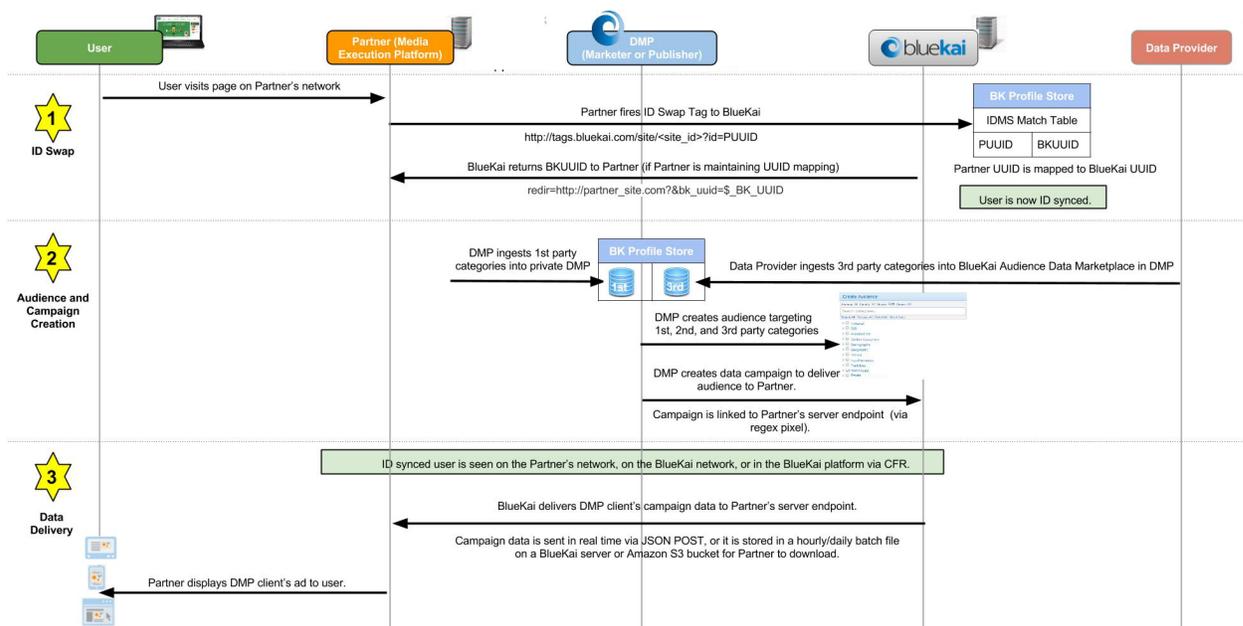
Server data transfer (SDT) is a server-side delivery method for transferring user data from the Oracle Data Cloud platform into your system. After an ID swap has been performed on a user, the platform can deliver data on that user to your server-side profile store – without firing a pixel.

Alternatively, your user data can be saved in hourly or daily batch files that you can download via SFTP or an Amazon S3 bucket.

SDT is Oracle Data Cloud's preferred data transfer mechanism and provides the following benefits:

- Increases efficiency by only delivering users known on your site.
- Eliminates use of site bandwidth to transfer user data.
- Provides user data from online, offline, and mobile sources for new campaigns.
- Enables user data to be queued or processed asynchronously.

BlueKai SDT Data Delivery Workflow



Prerequisites

- You must supply Oracle with an SSH public key (only the public side of the key).
- You can receive user profile data via a real-time POST requests to your server, or you can download batch files from an SFTP server.
- To receive data via real-time POST requests, you have a server-side profile store and you can receive data server-side.
 - Your server must be able to process ≥ 500 requests per second. 6,000 requests per second is recommended.
 - Your server must be able to process ≥ 45 MB per second.
 - You can parse a JSON POST request sent to your server (not needed if you receive user data in a batch file).
- You can ID swap with the Oracle Data Cloud platform. You can pass unique user IDs from your site or mobile app to the platform via a [Oracle Data Cloud core tag](#), [image pixel](#), or an SDK).

- You have signed Oracle's General Data Protection Regulation (GDPR) Right to Use agreement if you plan on receiving user profiles located in the European Union (EU). Contact your Oracle Account Representative to obtain and sign this agreement.
- You have developer resources ready to work on the SDT integration.

Creating and deploying the ID swap tag

An [ID swap](#) is the exchange of unique user IDs (UUIDs) between your site and the Oracle Data Cloud platform when a user performs an action, such as visiting a web page. The platform synchronizes your UUIDs to the network of user profiles that are linked together in the Oracle ID Graph, which is used to manage IDs and user attributes for all customers. This synchronization enables you to receive data via SDT in the following scenarios:

- **Desktop sites:** Depending on your environment, you make calls to an Oracle Data Cloud core tag (recommended) or image pixel. The [Oracle Data Cloud core tag](#) contains HTML code and built-in JavaScript functions for sending UUIDs and user attributes and it can be deployed directly on your site or in a tag management system. The [image pixel](#) is typically used in environments that require pixels for making tag calls, such as display media.
- **Mobile sites and mobile hybrid apps:** Deploy a [Oracle Data Cloud core tag for mobile sites](#).
- **Mobile apps (native and hybrid):** Implement the Oracle Data Cloud [Android](#) and [iOS](#) SDKs in your apps.

Real-time SDT

Use the real-time SDT endpoint to receive user data as it is collected on users via HTTP POST or GET requests. User data is transferred directly to your server after a qualifying user is ID-synced on your network or the Oracle Data Cloud network.

By default, user data is sent without authentication. The data is sent to an endpoint you selected in a specific JSON format that includes a common UUID.

Using a POST request is required for SDT real-time implementation. It can include multiple categories per user and it does not have any restrictions on data length like the legacy GET request.

Tip: The Oracle Data Cloud platform can transfer user data with authentication. The platform sends POST requests via HTTP/SSL that contain a user name and a password to a separate authorization URL. Using SSL encrypts your credentials and other authorization strings. The POST responses contain cookies that need to be set for each subsequent POST request; the cookies time out after n minutes.

To use SDT real-time endpoint:

1. Configure your server for receiving user data. This includes implementing a method for parsing the JSON POST requests sent to your server.
2. Contact your Customer Success Manager or Solutions Consultant and provide them with the following:
 - **Data transfer URL.** The URL used by the Oracle Data Cloud platform back end servers to send user data to your server. You may have multiple URLs depending on how you plan on receiving data linked to different ID types (cookies or Mobile Advertising IDs [MAIDs]) and from different countries and regions.
 - **Supported ID Types.** If you plan on using separate endpoints for different ID types, specify which ones may be delivered to endpoint. For example, you may have separate cookie and MAID endpoints.
 - **Supported Countries/Regions.** If you plan on using separate endpoints for different countries and regions, specify which ones may be delivered to endpoint. For example, you may have separate United States (US); Europe, Middle East, and Africa (EMEA); and Asia-Pacific (APAC) endpoints.

SDT real-time data transfer process

Data is transferred to your server in the following sequence:

1. The Oracle Data Cloud platform sends the platform UUID and campaign parameters to your server.

2. If the data is successfully received by your endpoint, the endpoint must return an “HTTP 2xx” response code (200, 202, or 204). If the endpoint returns “HTTP 2xx,” the data is considered to have been received.
3. The server looks up the platform UUID or your UUID, associates new data attributes to user, and returns an HTTP response code. If your endpoint could not process or accept the SDT data, your endpoint must return a response code other than “HTTP 2xx” to avoid being charged for the data. Response codes other than “HTTP 2xx” will cause the SDT system to discard the data and begin throttling subsequent deliveries.

Important: The default timeout for HTTP requests sent to your SDT endpoint is 2 seconds.

4. When the platform receives an error from your endpoint, it discards the data attempted for delivery and then updates an error rate percentage for your endpoint. This error rate is used in a calculation that determines the throttling for new data deliveries to your endpoint. The throttling calculation is as follows:

$$\text{delivery rate} = (100 - \text{error rate}) + 5$$

For example, if the error rate is 10%, the platform throttles the data delivery rate down to 95%.

The error rate is updated in real-time; therefore, if an endpoint fails, the platform instantly throttle the data delivery rate down to the minimum, which is 5%.

JSON POST format

The JSON-formatted data will contain a **CATEGORIES** array that lists the **CategoryID** and **Timestamp** for each campaign win as shown in the following example:

```
{
  "DeliveryTime": "Fri May 07 08:24:48 PDT 2016",
  "DestinationId": 1,
  "PixelCount": 1,
  "Pixels": [{
    "BkUuid": "6KMp1LAq99eQPpyOu",
    "BKClear": 1,
    "CampaignId": yourCampaignID,
    "Categories": [{
      "Id": 5915,
```

```

        "Utc": 1375750288
      }, {
        "Id": 5962,
        "Utc": 1462609486
      }
    ],
    "PartnerUuid": "YOUR_UUID",
    "PixelUrl": " http://tags.bluekai.com/site/YOUR_SITE_ID?limit=0&account=AO+",
    "UtcSeconds": 1462609486
  }
}

```

The following table describes the parameters in the JSON-formatted data contained in the HTTP POST requests.

Field	Type	Description
DeliveryTime	string	The timestamp when the user data was delivered
DestinationID	integer	The site ID included in your ID swap tag
PixelCount	integer	The number of pixels delivered in the request
BkUuid	string	The encrypted platform unique ID for the user
BKClear	integer	If BKClear = 1 , overwrite all existing categories in the user's profile with the categories received in the POST response. If this parameter is not included in the response, append all new categories to the existing categories in the user's profile.
CampaignId	integer	The ID of the winning campaign
CategoryId	comma-delimited string	The qualifying category IDs of the user
PartnerUuid	string	Your unique ID for this user, if it was returned to the platform in the ID swap. This value will be "unknown" if the platform triggers the ID swap and does not redirect or if the redirect fails. You may request that the platform not transfer "unknown" partner UUIDs. In this case, only users who have been ID synced are transferred.
PixelUrl	string	The URL of the ID swap tag used to associate the campaign with the SDT destination. All standard macros will be expanded. For a list of all available macros, see pixel URL macros .
Primary ID	string	For MAIDs or private IDs, the type of ID and the hexadecimal number. For example, idfa=6D92078A-8246-4BA4-AE5B-76104861E7DC.
Primary ID without Prefix	string	For MAIDs or private IDs, the hexadecimal number only. For example, 6D92078A-8246-4BA4-AE5B-76104861E7DC.
Timestamp	string	The timestamp for when the win event occurred
UTCSeconds	integer	The time when the category was last added to the user's profile

Note: Accepting mobile IDs enables you to offer marketers and advertisers the ability to target mobile app users based on their online behavior. Oracle Data Cloud can deliver user data into your platform that is linked to mobile advertising IDs (MAID), which are also referred to as "device IDs" when derived from mobile apps. The platform can send you user data that is linked to IDFAs, hashed IDFAs, hashed Android IDs, Google Advertising IDs, and hashed Google Advertising IDs (hashed IDs can be sent with either SHA-1 or MD5 encryption). For more information on how to receive MAIDs in your platform, click [here](#).

SDT batch

When you use the SDT batch endpoint, user data is saved to hourly or daily batch files that are formatted according to your preferences. You download the batch files from an Oracle Data Cloud server or an Amazon S3 bucket and then import them into your system. Select this option if you have limited data storage capacity or if you do not have the resources to implement SDT on a server.

To receive user data using SDT batch:

1. Configure your system so that it can automatically receive batch files:
 - If you are using SFTP, you need an automated method for logging in to an SFTP account on the Oracle Data Cloud server and downloading files via SFTP.
 - If you are using S3, you need to an automated method for exporting the batch files from an Amazon S3 Bucket.
 - If you are using S3, create an S3 user for this purpose, and grant the user write access to the bucket where your batch files will be stored.
2. Contact your Customer Success Manager or Solutions Consultant and provide them with the following information:
 - **Supported ID Types.** If you plan on using separate batch files for different ID types, specify which ones may be delivered to endpoint. For example, you may have separate cookie and MAID files.

Supported Countries/Regions. If you plan on using separate batch files for different countries/regions, specify which ones may be included in the file. For example, you may have separate US, EMEA, and APAC files.

- **SSH public key** :Only the public side of the key is required.
- **SDT batch method**: Select SFTP or S3. If you are using SFTP, Oracle Data Cloud provides an SFTP account and credentials.
- **S3 credentials**: If you are using S3, provide the bucket name, user access key, and secret key to Oracle Data Cloud. We use these credentials to upload your batch files to your Bucket.
- **Batch cadence**: The interval at which your batch will be batched, which is either hourly or daily.
- **Batch field delimiter**: The character you will use to separate fields in your batch file. The batch output file includes one line per user record and the fields in each record are separated by a single delimiter. Oracle recommends the tab, space, or vertical bar delimiters because some fields internally include one or more delimiters that could affect the parsing of your files, such as the **Categories** field. Colon, comma, and semicolon separators are also supported.
- **Batch fields**: Select one or more of the supported fields to be included in your batch files and the exact order in which you want them listed.

Supported batch fields

Field	Type	Description
Campaign ID	integer	The unique ID assigned to the winning campaign
Categories	comma-delimited string	The qualifying category ID or IDs of the user Note: If you want this field included in your SDT batch file and you are using a comma as the delimiter, make sure this field is the last one listed to ensure that you can parse the file. Alternatively, you can use a different delimiter and place the field in any sequence.

Field	Type	Description
Categories with Timestamps	object	A list of the categories, time (the time the category was last added to the user's profile), and the site associated with the winning campaign. Note: If you want this field included in your SDT batch file and you are using a comma, semicolon, or colon as the delimiter, make sure this field is the last one listed to ensure that you can parse the file. Alternatively, you can use a different delimiter and place the field in any sequence.
IP address	string	IP address of the user's browser
Obfuscated Oracle Data Cloud UUID	string	The encrypted unique Oracle Data Cloud ID for the user
Partner UUID	string	Your unique ID for the user. This value is unknown if the platform triggers the ID swap and does not redirect.
Pixel URL	string	The URL of the regex pixel used to associate the data campaign with the SDT destination
Referrer	string	The URL of your web page that generated the tag request to the platform
Tag URI	string	The URL of the call to tags.bluekai.com (includes prints)
Win Time	string	The time the campaign was won (concurrent with the user's activity). You can use this field to determine the time when the data was delivered; do not use the timestamp in the file name.

Batch file naming conventions

Cadence	Convention	Example
Daily	<i>foldername_YYYYMMDD.log.gz</i>	BlueKai_20170718.log.gz
Hourly	<i>foldername_YYYYMMDDHH.log.gz</i>	BlueKai_2017071814.log.gz

Where: *foldername* uses the same name as the SFTP name or location.

Notes:

- If there is a delay in the delivery of an hourly or daily batch file, the data that would have been part of the delayed file will be included in the next one.
- Do not use the timestamp in the file name to understand the time or date related to the data. You can use the **Win Time** field to determine when the user got classified into a category that resulted in them qualifying for the campaign and their data being written to the file.
- (Hourly files only) When daylight savings time starts, you will get duplicate hourly batch files. Conversely, when daylight savings time ends, an hourly file will be skipped.

To use SDT batch to send ad targeting on users in the target audience:

1. Log in to your SFTP account on the Oracle Data Cloud server and download the batch files. Alternatively, export the batch files from your Amazon S3 bucket.
2. Import the batch files into your system and process the user data.
3. Contact My Oracle Support ([MOS](#)) to confirm that you are receiving and processing the user data.

Deliver user data

To deliver user data into your platform:

1. The Oracle Data Cloud platform creates a special *regex pixel* that associates your ID swap pixel's domain with your SDT endpoint. This association enables the platform to identify you as an SDT partner. The platform looks for and matches a defined pattern in the URL path of your ID swap pixel (subdomain or parameter) to initiate an SDT. The platform typically identifies a match based on the site ID in the pixel.

Note: If you are an AudienceOn mobile partner, Oracle Data Cloud sets up a campaign to continuously transfer all third-party data to you. The platform uses a regex pixel to associate the campaign with your data transfer URL.

2. The client [creates and activates a campaign](#), which automatically starts the SDT data delivery. Your regex pixel will automatically be linked to the client's data campaign.
3. If you are using SDT real-time, parse the JSON-formatted data included in the HTTP POST request or the data in the URL of the GET request to send ad targeting to the users.

Mapping SDT data

Link the SDT data you are receiving with the audience segment objects in your platform using one of the following methods:

- **[Audience injection](#)**: The automated method for creating and mapping audience objects between the Oracle Data Cloud platform and execution platforms. The Oracle Data Cloud platform programmatically creates audience objects in your platform via your APIs and your APIs return the object used in your platform for storing and targeting users (this object is typically referred to as a user audience, segment, or list). After this automated mapping has occurred, you can add the users you receive via SDT to your audience objects.
- **[Managed Mapping](#)**. The preferred alternative mapping method if you cannot support an audience injection integration. Managed mapping uses real-time email notifications and a mapping UI to notify you when a client's data needs to be mapped in your platform and automatically start delivery when you are done.
- **Manual Mapping**: The following manual methods may be used; however, they are not the preferred mapping solutions:
 - **Campaign-level mapping**: This manual method typically includes having the client create and name the audience/segment object in your platform and then specify the campaign ID to be associated with that audience.
 - **Audience sharing (taxonomy API)**: In this category-level mapping method, the client shares the audience with you, which enables you to get the audience name and composition from your seat. You can also call the [categories API](#), pass the category IDs into the `parentId` field, enable the `showReceivedAudienceCategories` flag to return the categories in the shared audiences, and enable the `fullpath` flag to return the full taxonomy path of the categories.

- **Audience sharing (audience API):** In this category-level mapping method, the client shares the audience with you. This will generate an email notification that includes the client's name and the name of their audience. This enables you to get the audience composition from your Oracle Data Cloud platform seat. You can also call the [audiences API](#) to do the following:
 - Make a GET list call with the name of the audience you received from the client passed into the `name_or_id` field. The Audience API will return the audience ID.
 - Make a GET read call with the audience ID. The audiences API response will include a segments object that includes the audience composition.
- **Category whitelisting:** Whitelist the categories included in your data delivery, which enables you to get the names and IDs of the client's categories.

Removing opted-out users from targeting

Oracle will provide you with private data feeds containing users who have opted out of third-party interest-based advertising facilitated by Oracle Data Cloud (the Oracle Data Cloud platform, Datalogix, Crosswise, and AddThis). You will receive download links for each of your delivery endpoints.

The data feeds are updated daily; therefore, you should download them regularly to ensure that you remove opted-out users from targeting in your platform.

Individual lists are created for the data types associated with each site ID:

- Obfuscated Oracle Data Cloud cookie IDs;
- Your partner cookie IDs, which are linked to the cookie IDs in the platform
- AddThis cookie IDs
- DLX cookie IDs
- MAIDs.

In addition to your partner cookies, you get links for the data types that you transact on. For example, if you receive Oracle Data Cloud cookie IDs and MAIDs, you receive links for the obfuscated Oracle cookie, partner cookie, and MAID feeds.

The cookie lists are generated from users who have opted-out of Oracle Data Cloud interest-based advertising via the Oracle Data Cloud opt-out page (<http://datacloudoptout.oracle.com>) or the following industry sites:

- Network Advertising Initiative (NAI): <http://optout.networkadvertising.org>
- Digital Advertising Alliance (DAA) <http://www.aboutads.info/choices>
- European Interactive Digital Advertising Alliance (EDAA): <http://www.youonlinechoices.eu/> and <http://www.edaa.eu>

The MAIDs list is generated from users who have opted-out of Oracle Data Cloud interest-based advertising via the AppChoices app on their device.

The information provided in the opt-out files depends on the data type:

- The cookie ID lists includes the last 90 days of cookie opt outs. Each list will have a single column with the cookie ID.
- The partner ID cookie list includes the last 90 days of opt outs. The list will has a single column with the cookie ID.
- The MAIDs list is a cumulative list of mobile device opt-outs. The list includes two columns: one for the ID type (**idfa** or **adid**) and another for the device ID.

Frequently asked questions

What if our server will be off-line for any period of time for maintenance or other scheduled down times?

If you know your server will be down for a period of time, you should set your data campaigns to Idle during that period. Contact your Client Service Manager with any questions regarding this issue.

Why is a pixel still required for SDT?

The Oracle Data Cloud platform uses the pixel URL as an identifier to trigger a server-to-server

response. The platform uses a regex pixel to look for and match a defined pattern from the buyer to initiate a server-side data transfer. The pattern can be any part of the pixel URL path (subdomain or parameter). By using this method of "activating" a server-side data transfer, the platform enables you to provide clients with a pixel exactly like the current pixel transfer workflow for use within our system. When the platform sees a pixel that matches with a defined SDT format, it automatically uses SDT.

Can the ID-swap pixel be placed within an iframe?

Yes, the ID swap pixel will still function within an iframe.

Is there a default time span for expiration?

All cookies should be expired after 30 days. However, we recommend that buyers match expiration to ad campaign recency wherever possible. For example, if you are buying Travel to reach an audience traveling within the next seven days, you should expire the cookies after that 7-day period.

Which element that we receive in the JSON POST actually defines the data (CampaignId, CategoryId)?

Data is represented by CategoryId. A user can possess multiple CategoryIds, and there may be multiple CampaignIds in the JSON POST. A data campaign in our system is an entity that is set up to target an audience. An audience consists of data categories. Therefore, a user might qualify for one or more campaigns, and each campaign may contain one or more category IDs.

Do you re-send all of the segments for a user with every POST?

No, we only send a partial update. Only those segments for which data has not been transferred within the last 30-days are sent for a particular user.

Can you send the data to multiple data transfer URLs?

The platform send the data to only one endpoint. You typically parse the data, as needed, based on Campaign ID and/or the Pixel URLs that are returned within the JSON POST. We are able to append specific parameters to the 'Pixel URL' on a campaign-by-campaign basis.

What happens when a user indicates they do not want to be tracked by the Oracle Data Cloud platform? How is that information communicated to us? Do we need to delete the data from our database for that user?

When a user opts out, the platform deletes all category-level information about that user in its profile store and persists the opt out with an 'ignore flag' stored server-side. The platform may also store the

users' opt-out status as a cookie in users' browser cache. After an opt out has propagated through the platform, it no longer transmits information about that user, including opt-out status.

Oracle Data Cloud provides you with a daily feed of opted-out users so you can remove users already delivered to you from targeting in your platform.

Technical Support

Technical support during the setup of your SDT integration will be provided by an Oracle Data Cloud Integration Support Engineer (ISE). After your integration has been activated, you can contact your ISE for further assistance. If you receive 3rd-party data, a partner manager will be assigned to you, and you contact them for support.

4.6.2 Image pixel delivery

Image pixel delivery (AKA "push pixel") is a deprecated method for delivering data to clients. When a user qualifies for the desired audience, an image pixel is fired to the client. This image pixel and its macros inform the client which attributes the user has. The client can store this in the user's cookie or profile store for later targeting.

Tip: Image pixel delivery has been deprecated. Use [Server data transfer](#) or [JSON Return Tag](#) for delivery.

The pixel must be a standard 1x1 image pixel with an image return type. [User experience guard \(UXG\)](#) tests each pixel on entry into the Oracle Data Cloud platform and then every 15 minutes to make sure that the pixel is meeting your desired latency requirements. If a failure occurs, tests repeat each minute.

Basic workflow

1. Any valid 1x1 image pixel would be placed as the delivery method in the *Create Campaign* dialog. Macros can be placed on the end of the pixel depending on the needs of the client's ad server. For example, you could include the `$CAMPAIGNS` macro:

```
http://yoursite.com/partner/test_pixel.gif?$CAMPAIGNS
```

- When the platform sees a user that qualifies for a data campaign, we fire the above pixel expanding the `$CAMPAIGNS` so that you know what type of attributes the user has. Expanded pixel example:

```
http://yoursite.com/bk_partner/test_pixel.gif?1234|2345|3456
```

Macros

The following macros can be used in the pixel URL as key value pairs.

Macro	Replaced by
<code>\$_BK_EXID</code>	A ID
<code>\$CAMPAIGNS</code>	List of recently winning campaign IDs*
<code>\$CATEGORIES</code>	List of tag category numbers matching this campaign win*
<code>\$COLO</code>	Returns the ID of the colocation server that the user hits. Used only for the user data API.
<code>\$LEAF_CATEGORIES</code>	Same as <code>\$CATEGORIES</code> , but only include the lowest categories in the tree (no parent nodes)*
<code>\$PRICE</code>	Win price for this campaign
<code>\$RAND</code>	A random 32-bit unsigned integer value, which is useful for cache busting purposes
<code>\$REPEAT_VISITOR (siteID)</code>	<ul style="list-style-type: none"> Returns a "0" if the user has never been seen on the partner's sitelDs called in the macro Returns a "1" if the user has been seen on the partner's sitelDs called in the macro Returns nothing for invalid sites or sites for which the user does not have access Returns new visitor indication for all sitelDs for the partner if no sitelD is listed is listed in the macro. To list multiple sitelDs, separate the sitelDs by a comma. For example: <code>\$REPEAT_VISITOR(1234,9876,3241)</code>. Multiple sitelDs are treated as an OR condition: if the user has been seen on any of the sites listed, a 1 is returned. A 0 is returned if the user has never been seen on any of the sitelDs.
<code>\$TIMESTAMP</code>	Current Unix time (in seconds since Jan. 1 1970 UTC)
<code>\$URL_ENCODED_ARG (keyName)</code>	Returns the value of the named phint matching "keyName" in the argument passed. This macro requires the campaign and site to be owned by the same partner.**

*Note: By default, items are separated by vertical bar (|) characters. To change the separator, append square brackets with the separator character, such as: `$CATEGORIES[,]`

*To limit the number of items in one call, append parentheses with a number, such as: `$CAMPAIGNS(5)`

*To do both of the above, use parentheses FIRST then square brackets, such as: `$CATEGORIES(8)[,]`. The opposite will NOT work.

** For example:

If you pass: `http://tags.bluekai.com/site/4712?ret=html&phint=url_arg%3DPHINT_PASSED&limit=10&r=43132838&url_arg=URL_PASSED`

And then drop: `http://sometag.example.com?foo=$URL_ENCODED_ARG(url_arg)`

You will get: `http://sometag.example.com?foo=URL_PASSED|phint_passed`

4.6.3 JSON return tag

The JSON return tag uses a pixel to deliver data directly to the first-party page in JSON format. Real-time parsing or targeting can pull data out of the DOM at the time the page is rendered. The user must visit the site to initiate data delivery.

The JSON return tag works as follows:

1. The user visits the partner's site that has an Oracle Data Cloud JSON return tag.
2. Oracle Data Cloud servers evaluate the user in relation to campaign data.
3. The Oracle Data Cloud platform formats user data in JSON format.
4. The JSON response is returned to the page as a JavaScript object (`bk_results`) so that it can be evaluated by first-party servers.

Requirements

- A JavaScript tag (required to service every call)
- A production side web server capable of retrieving HTTP requests

- Client-side code capable of retrieving JavaScript objects from the first-party DOM
- Server- or client-side code capable of parsing JSON objects

Deploying the JSON return tag

To deploy the JSON return tag on your site:

1. Create a container using the [container tool in the UI](#) or the [containers API](#) and note its site ID.

Delivery Partners Receiving EU Data. To receive data via the JSON Return Tag for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Right to Use agreement. Contact your Oracle Account Representative to obtain and sign the agreement.

2. Select the **JS** tag type in the code generator and then click **Copy** in the code box.
3. If you use the containers API, copy and paste the following example and replace the site ID with your container's site ID.

JS return tag

```
http://tags.bluekai.com/site/your_site_id?ret=js&limit=1
```

Sample response data

```
var bk_results = {"campaigns":[{"campaign": 45404, "timestamp":  
1390523817, "categories": [{"categoryID": 17,"timestamp":  
1390520921}]}]}
```

4. Paste the JS tag in the `<head>` element of each web page you plan to optimize as demonstrated in the following example:

```
<head>  
  //BlueKai JS Tag
```

```
<script type="text/javascript"
src="http://tags.bluekai.com/site/15415?ret=js&limit=1"></script>
//existing_head_code ...
</head>
```

5. [Create an audience](#) to select the users you want to target.
6. [Create a campaign](#) to deliver user data directly to your site via a JSON return tag.
7. In the *Delivery Method* section, set **JSON Return Tag** to **Yes**.

JSON Return: Click YES to deliver your audience data directly to your web page. To use this delivery method, create a BlueKai JS Container Tag, and insert it before the closing </head> tag on your page. When this tag is fired, a JSON-formatted javascript object (bk_results) is returned to the page. It includes each campaign that has won the user and the categories that qualified them for the campaign. You or your channel partner can use this data to customize the content on your page.

JSON Return Tag

Yes
 No

The **Win Frequency** is set to **Win Every Time**, which means that your campaign delivers users every time they get tagged with a category. This ensures that customized site content linked to your campaign is displayed to users every time they visit your web page.

8. (Optional) To pass [macros](#) in the JSON return tag, enter a pixel in the **Pixel URL** box with the following syntax where *yourSiteID* is the same [site ID you generated](#):

```
http://tags.bluekai.com/site/yourSiteID
```

Then select one or more macros from the **Additional Macros** list and click **Verify and Add** to add the pixel to the campaign. The following example demonstrates a pixel that passes the audience name and a random 32-bit integer:

```
http://tags.bluekai.com/site/24328?&BkDmpAudienceName=$DMP_
Audience_Name_Macro&rnd=$RAND
```

Pixel: Deliver your audience to one or more channel partners by entering their pixel URL. You can then use the drop-down list to add macros to the pixel. Once you are done, click Verify and Add to validate your pixel, and add it to the campaign.

Pixel URL

Additional Macros

- \$RAND
- \$TIMESTAMP
- \$RAND
- \$CATEGORIES
- \$PRICE
- \$LEAF_CATEGORIES
- \$DMP_Audience_Name_Macro
- \$CAMPAIGNS

Verify and Add

http://tags.bluekai.com/site/24328?audience_names=\$DMP_Audience_Name_Macro&md=\$RAND

JSON Return: Click YES to deliver your audience data directly to your web page. To use this delivery method, create a BlueKai on your page. When this tag is fired, a JSON-formatted javascript object (bk_results) is returned to the page. It includes each qualified them for the campaign. You or your channel partner can use this data to customize the content on your page.

JSON Return Tag

Yes

No

- (Optional) To win only on specific sites, set **Win on Sites** to **Win on Selected Containers (Site IDs)** in the *Advanced Settings* section and then select one or more site IDs from the list. The JSON return tag will return data only for the specified site IDs. For example, if you select site ID 24328 and a JSON return tag is called with a different site ID, this campaign will not be included in the JavaScript object returned to your web page. This enables you to control the amount of data is delivered to your web page by the JSON return tag.

Advanced Settings

Category Granularity: Deliver Parent Categories Only

Categories Per Delivery: All Categories

Priority: 10

Win Frequency: Win Every Time

Win on Sites: Win on Selected Containers (Site IDs)

Select One or More Containers (Site IDs): foo_mobile

Site ID	Container Name
24328	foo_mobile

If this option is not displayed, contact My Oracle Support ([MOS](#)) to request this feature.

- Click **Save**.

Sample JSON return tag results

The following sample JSON return tag provides the sample results:

```
http://tags.bluekai.com/site/24328?ret=js&limit=1
```

Sample results for a JSON return tag with no macros appended.

```
var bk_results = {
  "campaigns": [
    {
      "campaign": 228419,
      "timestamp": 1390523817,
      "categories": [
        {
          "categoryID": 1134438,
          "timestamp": 1390520921}
      ]
    }
  ]
};
```

Timestamps: The campaign timestamp represents when the user was last won by the campaign. The category timestamp represents when the users was last classified into the category that qualified them for that campaign.

Sample results for a JSON return tag with the [audience name](#) and [random number](#) (cache busting) macros appended:

```
var bk_results = {
  "campaigns": [
    {
      "campaign": 228419,
      "BkDmpAudienceName": "Smartphone Purchasers",
      "rnd": "1672281914",
      "timestamp": 1445886595,
      "categories": [
        {
          "categoryID": 1134438,
          "timestamp": 1445880062
        }
      ]
    }
  ]
};
```

Multiple Campaign IDs: JSON return tags can include multiple campaign IDs. The `bk_results` object includes all the campaigns IDs that won the user (unless you configured the **Win on Sites** setting), and each campaign ID includes the category IDs that caused the user to be won by the campaign. Typically, you will add business logic to your web page that customizes the content or ads displayed to the user based on the campaign ID, category IDs, or an audience ID (if you are an audience injection partner).

4.7 Mobile integrations

You can use the Oracle Data Cloud platform to organize and classify your first-party mobile user attributes, and to activate first and third-party desktop and mobile data across mobile web, mobile apps, and m.com sites. The following table summarizes the different methods you can use to ingest and deliver data.

EU Data. To ingest and receive data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent and Right to Use agreements. Contact your Oracle Account Representative to obtain and sign the agreements.

4.7.1 Mobile ingest methods

Method	Description	Documentation
Mobile ingest - DMP clients	Deploy an Oracle Data Cloud mobile core tag on your mobile website and hybrid apps to collect and classify your online mobile user attributes.	Oracle Data Cloud core tag implementation
Mobile app ingest	Use Oracle Data Cloud iOS and Android SDKs to collect and classify mobile user attributes from your apps and hybrid apps.	<ul style="list-style-type: none"> ▪ Android SDK ▪ iOS SDK
Direct	Send the platform an offline file containing your mobile user	Direct Ingest

Method	Description	Documentation
ingest (File)	attributes and mobile advertising IDs to rapidly onboard and monetize mobile categories.	
Direct ingest (API)	Call the User Data API with your mobile user attributes and mobile advertising IDs to rapidly onboard and monetize mobile categories.	On-Demand Direct Ingest

4.7.2 Mobile delivery methods

Method	Description	Documentation
Server data transfer (SDT)	Receive mobile user categories tied to unique user IDs (BKUUIIDs) or your partner-based UUIIDs (PUUIIDs) in real-time or in hourly and daily batch files.	Server data transfer
Mobile ad ID-based SDT delivery	Receive desktop user categories that are tied to a mobile advertising ID or a hashed mobile ad ID. Accepting mobile ad ID-based categories enable you to offer marketers and advertisers the ability to target Mobile app users based on their online behavior.	Accepting mobile advertising IDs in your media platform

4.7.3 Mobile direct ingest

Direct ingest enables mobile data providers to transfer mobile user attributes to the platform based on mobile advertising IDs (also known as device IDs when derived from mobile apps) and makes the collected mobile user categories rapidly available for purchase in the Oracle Data Marketplace.

With direct ingest, you send an offline file to the Oracle Data Cloud platform with your mobile IDs and associated mobile user attributes. The platform then maps your mobile user attributes into categories within your taxonomy and simulates tag calls on the mobile users in the offline file to instantly build inventory in your new mobile categories. The following diagram illustrates the direct ingest process:



Getting a mobile site ID

Mobile site IDs are used to manage your data in the Oracle Data Cloud platform. Classification rules use the site ID to map your mobile user attributes to categories in the taxonomy. To format your offline file correctly, you need a mobile site ID. To get your mobile site ID, do the following:

1. Use the [containers tool](#) in the Oracle Data Cloud platform to create a container, which generates a mobile site ID. If you do not have access to this feature, contact My Oracle Support ([MOS](#)) and request a mobile site ID for each ID type for which you are onboarding data (ADID or IDFA).

Alternatively, you can use the [containers API](#) to programmatically create a container and generate a mobile site ID.

Data Providers Onboarding EU Data. To onboard data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent agreement. If you have not signed the agreement, you can only create containers that are configured for non-EU countries. This means that a blacklist must include the EU region or countries and a whitelist may not; otherwise, the Containers UI/API will display an error. By default, new containers will blacklist the EU. Contact your Oracle Account Representative to obtain and sign the agreement.

2. Open a [MOS ticket](#) requesting "Direct Ingest Access for MAIDs" and include your partner name, partner ID, the site ID, and which ID type for which you are onboarding (ADID or IDFA).
3. In the same [MOS ticket](#), you must specify the method for classifying users' country locations, which can be one of the following:
 - (Recommended). You will provide a country column in your file to pass users' country locations.
 - You will use a default country to classify users. This is useful if you plan on always classifying users into the same single country or cannot provide country data.

- **DMP Clients.** If you do not include a country column in your offline file or specify a default country, and the user is not already classified into a country, their country location will be classified as "unspecified". In this case, you will not be able to use country filtering in [Audience Builder](#) to target these users.
- **Data Providers:** If you do not include a country column in your offline file or specify a default country, your data will be appended to the user profile only if it already exists; if the profile does not exist, the data will not be onboarded.

Creating the offline file

An offline file contains the mobile user attributes that you want to send to the Oracle Data Cloud platform. It must be a compressed plain text file that contains one line per user. Each line represents a unique user and must include the following tab-delimited fields:

- **Device ID:** Each offline file may only contain a single device ID type for the user. If you are sending a single user's attributes on IDFA and ADID devices, you must include them two separate offline files. Do not repeat device IDs within a single file. Otherwise, the mobile user attributes of the earlier ingest key instance will be overwritten by the more recent instance. Each device ID can have a maximum of 40 bytes of data.
- **Country code:** [ISO 3166-1 alpha-2 country code](#) of the user. This determines into which countries users are classified. This enables country filtering to be used in [Audience Builder](#) to target these users.

If you do not include a country column in your offline files, you must have specified a default country into which all users are classified.

- **Key-value pairs (KVPs):** Pipe-delimited KVPs for mobile attributes and optional semicolon-separated app IDs of the user's apps.

Each line, including the last one, must be terminated by an LF (Unix style end-of-line characters).

The following sample demonstrates the format of an offline file that contains a set of US mobile users, their demographics (bk112 represents age, bk111 is gender, and bk115 is children), and the Android apps they used ("MyApp.com", "YourApp.com):

```
awytM3DD US BK112=25|BK111=M|BK115=2|appid_
android=com.myapp;com.yourapp
3d5zYU7i US bk112=22|bk111=F|bk115=1|appid_android=com.myapp
yE8Sy49V US bk112=36|bk111=F|bk115=1|appid_android=com.yourapp
6xkDV7y1 US bk112=42|bk111=F|bk115=3|appid_
android=com.myapp;com.yourapp
```

Offline file requirements

Requirement	Example	Description
Device types	adid	The platform supports the use of the following device ID types: <ul style="list-style-type: none"> ■ ADID: Use the <code>adid</code> ingest key for Android devices. ■ IDFA: Use the <code>idfa</code> ingest key for iOS devices.
Country codes	US	The two-letter ISO 3166-1 alpha-2 country code of the user.
Mobile attributes	BK111	The keys for mobile attributes should use a 2-character company name and an arbitrary 3-digit category format. To create a key for a given attribute, you should abbreviate your company name to two letters and then append an arbitrary three-digit number to your company name.
App IDs	appid_ ios=184882215;489801252	(Optional) A semicolon-separated list of the user's app IDs: <ul style="list-style-type: none"> ■ Android app IDs: <code>appid_ android=<appID1>;<appID2></code> ■ iOS app IDs: <code>appid_</code>

Requirement	Example	Description
		<code>ios=<appID1>;<appID2></code>
File name	<code>ExampleCompany_15415_adid_2017-04-26.gz</code>	<p>The file name of the offline file must include the following underscore-separated parts in the specified order:</p> <ol style="list-style-type: none"> 1. Your partner name 2. Your mobile site ID 3. The ingest key associated with the device ID types included in the offline file. Each offline file may only contain a single type of ingest key. You must create separate offline files for <code>adid</code> and <code>idfa</code> device IDs. 4. The dash-delimited date in YYYY-MM-DD format 5. The file extension, such as <code>.gz</code> <p>The file name may not contain spaces.</p>
Maximum line size		256 data items; 32KB.
Character encoding		UTF-8
Compression	<code>.gz</code>	The file must be compressed using <code>.bz2</code> or <code>.bzip2</code> compression and can have the following file extensions: <code>.bz2</code> , <code>.bzip2</code> , <code>.gz</code> , or <code>.gzip</code> .
Size		The maximum file size is 50 GB, but you can split a large file into multiple smaller files.

Creating the trigger file

A trigger file specifies the size, name, checksum, and optionally the number of records in your offline file. It is used to verify that all the data in your offline file was successfully transferred, without any corruption. If validation is successful, the Oracle Data Cloud platform begins onboarding your offline file. If validation fails, you will receive an automated notification with the error details.

The following example illustrates a plain text trigger file that contains the following row-delimited fields:

```

FILE=BlueKai_15415_idfa_2017-04-26.gz
SIZE=367
MD5SUM=a10edbbb8f28f8e98ee6b649ea2556f4

```

Trigger file requirements

Requirement	Example	Description
FILE	FILE=BlueKai_15415_idfa_2017-04-26.gz	The file name of the offline file to be uploaded, where FILE is the key and the file name is the value. This row is optional if the trigger file name is identical to its offline file but with the .trigger file extension. This row is required if your offline file has a different name than its trigger file or if you are triggering multiple offline files (<i>not</i> recommended).
SIZE	SIZE=367	(Recommended) The size of the offline file in bytes, where SIZE is the key and the value is expressed as an integer. For details, see calculating the offline file size .
MD5SUM	MD5SUM=a10edbbb8f28f8e98ee6b649ea2556f4	(Recommended) The MD5 checksum value of the offline file, where MD5SUM is the key. The checksum value changes each time the content of the file is modified. If your file gets corrupted or truncated during the transfer, its MD5 checksum will not match. For details, see calculating the offline file MD5 checksum .
File name	BlueKai_15415_idfa_2017-04-26.gz.trigger	(Required) The trigger file must have the same name as the offline file, but with the .trigger file extension appended. The file name must not contain spaces. You can optionally use the FILE row to specify a different file name if

Requirement	Example	Description
		you cannot use the same name as the offline file (not recommended).
Type		Uncompressed plain text
Character encoding		UTF-8

Classifying your mobile data

Create a data map that outlines the phints (key-value pairs representing user attributes) you will pass in your offline file and send it to your account manager. The Oracle Data Cloud platform uses your data map to create classification rules that map your phints to categories in your taxonomy.

Your data map must include the following information:

- The set of keys used in your phints
- The possible set of values for each key, and associate them with human readable category names, if necessary
- The hierarchical relationships, if any, between a set of keys

For example, consider an auto shopping site (myAutos.com) that collects the makes and models of cars for which users have demonstrated intent to purchase. The key-value pair for the make node would have the following syntax:MA100=[VALUE]. The example key-value pairs for this node could be as follows:

- MA100=Honda
- MA100=Acura
- MA100=Toyota

The key-value pair for the model node would have the following syntax:MA110=[VALUE]. Based on the previous example make nodes, example key-value pairs for the Model node could be as follows:

- MA110=Accord
- MA110=Civic
- MA110=TL

- MA110=TSX
- MA110=Corolla
- MA110=Camry

If the values for the makes were encoded (for example, you pass 23098, 21409, 57983 instead of Honda, Acura, and Toyota), the Oracle Data Cloud platform would need human readable category names for these encoded values. For example, the following translations could be used:

- MA100=23098 > Honda
- MA100=21409 > Acura
- MA100=57983 > Toyota

The following data map could then be created for this example site:

Key	Key translation	Value	Value translation (category)
MA100	Make	Honda	Honda
MA100	Make	21409	Acura
MA100	Make	57983	Toyota
MA110	Make > Model	Accord	Honda > Accord
MA110	Make > Model	89065	Honda > Civic
MA110	Make > Model	TL	Acura > TL
MA110	Make > Model	TSX	Acura > TSX
MA110	Make > Model	Corolla	Toyota > Corolla
MA110	Make > Model	Camry	Toyota > Camry

Uploading your offline file

After you have created your offline file and trigger file, you can upload them to the Oracle Data Cloud SFTP servers. The platform provides you with a directory, user name, and password for securely uploading your offline files to the Oracle upload server (upload.bluekai.com).

The platform validates your offline file and then begins onboarding your data. Your users' mobile attributes are mapped to categories in your private taxonomy via classification rules written by Oracle Data Cloud. Tag calls are simulated on the users to build inventory in the mobile categories. Your offline data will be completely onboarded and ready for activation within 24 hours.

Important: Each time you upload a file it simulates a user being seen online and resets the expiration of the user's mobile ID.

To upload your offline file:

1. Email a spreadsheet sample of your offline file (minimum of 100 records) to your account manager. This enables us to verify that your offline file is configured and named correctly.
2. Upload a small test file with a minimum of 1,000 records so that Oracle Data Cloud can verify your file's format and provide you with any required changes. When Oracle approves your sample file, you may begin uploading your complete offline file.
3. Upload your offline file.
4. After the offline file has been completely uploaded, upload the trigger file. A script will automatically be called to download the file into the Oracle Data Cloud platform offline match rules-based classification system. An event will be added to your account activity journal in the platform confirming that the upload was successful.
5. Use the account activity journal to track the progress of your offline onboard.

The account activity journal lists the following events:

Step	Event	Journal message
Verification	Offline file verified	Displays the file name, status, file size, number of records, and checksum
	Offline file message	Displays any messages regarding errors with missing fields, or if the size of the file does not match the size specified in the trigger file
Pre-processing	Processing starts	Displays the file name
	Processing ends	Displays the file name, status, and duration
Ingest	Ingest	Displays the file name

Step	Event	Journal message
	starts	
	Ingest ends	Displays the file name, status, and duration
Transfer to data centers (DC)	DC storage starts	Displays the file name and data center
	DC storage ends	Displays the file name, data center, status, and duration

6. Your offline data is parsed and saved in your profile store.
7. Your processed offline files are archived and then removed from the Oracle Data Cloud upload server 30 minutes after the processing is complete. Archives are kept for 90 days.

Delivering mobile data to data buyers

After BlueKai ingests your mobile user attributes, they can be delivered to Mobile data buyers. Mobile data buyers can use your data to offer marketers and advertisers the ability to target Mobile app users based on their online behavior. For more information on how your mobile user data is delivered to data buyers, see [accepting mobile advertising IDs in your media platform](#).

FAQs

The following FAQs address how to ensure you are getting accurate inventory numbers (data buyers) and your data is being classified correctly (data providers).

As a data buyer who is creating audiences, how do I ensure that I am getting inventory that is accurate?

The Oracle Data Cloud platform onboards mobile device IDs through direct ingest and displays the inventory within the platform UI. The default settings includes an aggregate of all devices and ID types. To view desktop or mobile only inventory, see the [ID sources](#) section of the audience builder documentation. For more details on accepting device IDs, see [accepting mobile advertising IDs in your media platform](#).

As a data provider onboarding data with direct ingest, how can I ensure that my mobile data is accurately classified?

Contact My Oracle Support ([MOS](#)) to obtain a mobile site ID for specifically configured for onboarding mobile data with direct ingest. This ensures that mobile inventory is not commingled with desktop inventory.

4.7.4 Mobile on-demand direct ingest

You can use on-demand direct ingest to independently onboard the mobile data stored in your data warehouse, CRM database, or any other offline source any time using the Oracle Data Cloud platform's server-side user data API. You can run models and analytics to segment your mobile users, and then import their attributes directly into the Oracle Data Cloud platform—whenever you need to. On-demand direct ingest reduces the steps and time required to onboard mobile data, and speeds monetization and audience activation.

If you are a DMP client, you can onboard any offline data that is linked to mobile advertising IDs (MAIDs) into your DMP. You can then activate your MAID-based data across multiple media execution platforms. MAIDs are typically referred to as "device IDs" when they originate from mobile apps.

If you are a data provider, you can onboard mobile user profiles into the Oracle Data Cloud platform to monetize those audiences through the Oracle Data Marketplace or privately with 1:1 negotiated deals for those with a private data marketplace (PDM) subscription. With this feature, you can onboard any offline data linked to MAIDs into the Oracle Data Cloud platform for data monetization, or to centralize in your PDM seat. You can also leverage our integrations with partners that accept MAID-based audiences for media activation.

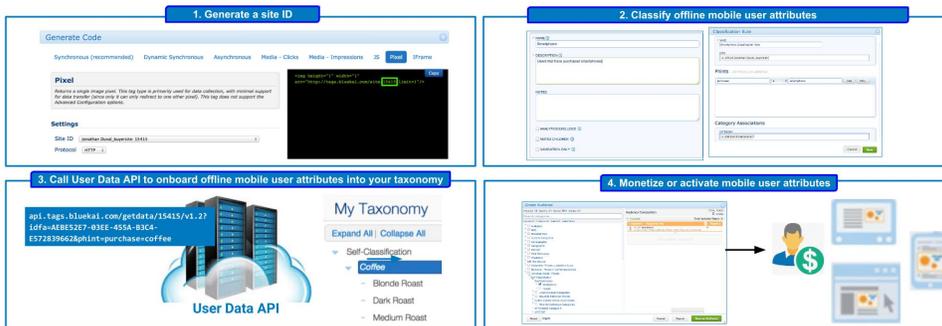
On-demand direct ingest enables you to:

- **Connect your offline mobile data to the Oracle Data Cloud platform:** Use the user data API integrations to build a pipe between your offline mobile data and the Oracle Data Cloud platform that is online, all the time.

- **Activate mobile users any time:** Segment your users based on product SKUs, articles, models, and analytics, and then onboard their attributes into the Oracle Data Cloud platform via the user data API for instant activation.
- **Perform flexible and rapid ad hoc targeting:** Quickly onboard content or SKUs that are outperforming expectations.

To get started with on-demand direct ingest, you need to get a mobile site ID and write classification rules to map your users' offline mobile attributes to categories you've added to your taxonomy. You can then call the user data API with your users' mobile advertising IDs and offline mobile attributes. The Oracle Data Cloud platform will map your users' offline mobile attributes to their mobile advertising IDs. After your mobile data has been onboarded, you can monetize it (Data Providers), or target categories representing your mobile user attributes, and deliver them across multiple media execution platforms (DMP clients).

The following diagram illustrates the on-demand direct ingest process. Each of the steps is detailed in the following sections.



To use on-demand direct ingest:

1. [Get a mobile site ID.](#)
2. [Classify your mobile data.](#)
3. [Call the user data API.](#)
4. [Monetize or activate your offline mobile data.](#)
5. [Deliver mobile data to data buyers.](#)

Getting a mobile site ID

To create classification rules and make user data API calls, you need a mobile site ID. The mobile site ID is used to manage your data in the Oracle Data Cloud platform. The platform's classification rules use the site ID to map your mobile user attributes to categories in the taxonomy. To get your mobile site ID, do the following:

1. Use the [containers tool](#) in the Oracle Data Cloud platform to create a container, which generates a mobile site ID. If you do not have access to this feature, contact My Oracle Support ([MOS](#)) and request a mobile site ID for each ID type for which you are onboarding data (ADID or IDFA).

Alternatively, you can use the [containers API](#) to programmatically create a container and generate a mobile site ID.

Data Providers Onboarding EU Data. To onboard data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent agreement. If you have not signed the agreement, you can only create containers that are configured for non-EU countries. This means that a blacklist must include the EU region or countries and a whitelist may not; otherwise, the Containers UI/API will display an error. By default, new containers will blacklist the EU.. Contact your Oracle Account Representative to obtain and sign the agreement.

2. Open a [MOS ticket](#) requesting "Direct Ingest Access for MAIDs" and include your partner name, partner ID, the site ID, and which ID type for which you are onboarding (ADID or IDFA).

Classifying your mobile data

To enable the platform to classify your mobile data, create a data map that outlines the phints (key-value pairs representing user attributes) that you will pass to the platform via your user data API calls. The platform uses your data map to create classification rules that map your phints to categories in your taxonomy.

Your data map must include the following information:

- The set of keys used in your phints
- The possible set of values for each key (and associated human-readable category names if needed)
- The hierarchical relationships, if any, between a set of keys

For example, consider an auto shopping site (myAutos.com) that collects the makes and models of cars for which users have demonstrated intent to purchase. The key-value pair for the make node would have the following syntax: MA100=[VALUE]. The example key-value pairs for this node could be as follows:

- MA100=Honda
- MA100=Acura
- MA100=Toyota

The key-value pair for the model node would have the following syntax:MA110=[VALUE]. Based on the previous example make nodes, example key-value pairs for the model node could be as follows:

- MA110=Accord
- MA110=Civic
- MA110=TL
- MA110=TSX
- MA110=Corolla
- MA110=Camry

If the values for the makes were encoded (for example, you pass 23098, 21409, 57983 instead of Honda, Acura, and Toyota), the platform needs human readable category names for these encoded values. For example, the following translations could be used:

- MA100=23098 >Honda
- MA100=21409 >Acura

- MA100=57983 >Toyota

The following data map could then be created for this site:

Key	Key translation	Value	Value translation
MA100	Make	Honda	Honda
MA100	Make	21409	Acura
MA100	Make	57983	Toyota
MA110	Make > Model	Accord	Honda > Accord
MA110	Make > Model	89065	Honda > Civic
MA110	Make > Model	TL	Acura > TL
MA110	Make > Model	TSX	Acura > TSX
MA110	Make > Model	Corolla	Toyota > Corolla
MA110	Make > Model	Camry	Toyota > Camry

When you are done creating your data map, contact My Oracle Support ([MOS](#)) to send it to the platform.

Calling the user data API

The user data API is a server-side API that you can use to programmatically transfer your user data to the platform (you can also use the user data API to deliver your data back out to your site). After you [classify your mobile users' offline attributes](#), you can call the user data API with your mobile advertising IDs (ADIDs and IDFAs) and phints (key-value pairs) that tag your mobile users' with their offline mobile attributes.

The classification rules map your users' offline mobile attributes into the categories you added to your taxonomy. Your offline mobile data will then be ready for monetization or targeting, optimization, modeling, and analysis in the Oracle Data Cloud platform.

For example, the following user data API call includes a mobile site ID used to ingest your data ("23109"), passes an IDFA ("AEBE52E7-03EE-455A-B3C4-E57283966239") in the **idfa** field, enables the **create_profile** flag to create a user profile for the mobile user (if one does not already exist for them), and tags the user with an attribute ("**purchase = coffee**"):

```
http://api.tags.bluekai.com/getdata/23109/v1.2?idfa=AEBE52E7-03EE-455A-B3C4-E57283966239&cocode=US&create_
```

```
profile=1&phint=purchase=coffee&bkuid=a3c18b227976ad07da5d679c7259f726  
631d39cf49252926407dc05c3e8be643&bksig=uBtWOAzM6cduAbEeaQoU6%2BkNUL87%  
2Brxudio2DC00Y5c%3D
```

User data API requires one call per user.

Important: The user data API does not include a batch function. You need to make a separate API call on each user you want to ingest attributes for. For example, if you have 1 M users with attributes that you want to import, you need to make 1 M calls to the user data API. The user data API supports approximately 1,000 calls per second.

For more information on sending data to the platform using the user data API, see the [user data API documentation](#), which includes specific information on sending data on mobile users using their identifier for advertising (IDFA) or Google advertising ID (ADID).

Monetizing or activating your offline mobile data

After you onboard your offline data using the user data API, you can add the categories representing your offline user attributes to your target audiences, and deliver the audiences across multiple media execution platforms. For more details, see [creating target audiences](#).

Delivering mobile data to data buyers

After the Oracle Data Cloud platform ingests your mobile user attributes, they can be delivered to mobile data buyers. Mobile data buyers can use your data to offer marketers and advertisers the ability to target mobile app users based on their online behavior. The Oracle Data Cloud platform can link your mobile user categories to raw and hashed IDFA, hashed Android IDs, and raw and hashed mobile advertising IDs, so your data can be delivered to most data buyers.

For more information on how your mobile user data is delivered to data buyers, see [accepting mobile ad IDs and hashes in your media platform](#).

4.7.5 Android SDK

Integrating the Oracle Data Cloud platform Android SDK in your native and hybrid apps enables you to extract mobile user attributes from your screens (product page visits, purchase intent signals, add-to-cart actions, and conversions), and transfer them into the Oracle Data Cloud platform.

To import your mobile data into the Oracle Data Cloud platform, you add the Android SDK to the screens in your mobile app, pass [phints](#) (key-value pairs representing user attributes) to the platform, and create rules to map the phints into categories (groups of users with the same attribute) in your taxonomy. The following diagram illustrates how to extract user data from your mobile apps and import it into the Oracle Data Cloud platform.



To integrate the Android SDK in your apps:

1. [Get a mobile site ID.](#)
2. [Scope your data.](#)
3. [Integrate the Android SDK.](#)
4. [Classify your data.](#)
5. [Monitor data ingest.](#)

Getting a mobile site ID

To instantiate the Android SDK in your mobile app, you need a mobile site ID. The mobile site ID is used to manage your data in the Oracle Data Cloud platform. Specifically, platform classification rules

use the site ID to identify into which categories to map your mobile user attributes.

To get your mobile site ID, do the following:

1. Use the [containers tool](#) in the Oracle Data Cloud platform to create a container, which generates a mobile site ID. If you do not have access to this feature, contact My Oracle Support ([MOS](#)) and request a mobile site ID for each of your mobile apps.

Alternatively, you can use the [containers API](#) to programmatically create a container and generate a mobile site ID.

Data Providers Onboarding EU Data. To onboard data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent agreement. If you have not signed the agreement, you can only create containers that are configured for non-EU countries. This means that a blacklist must include the EU region or countries and a whitelist may not; otherwise, the Containers UI/API will display an error. By default, new containers will blacklist the EU. Contact your Oracle Account Representative to obtain and sign the agreement.

2. Open a [MOS ticket](#) requesting "Direct Ingest Access for ADID" and include your partner name, partner ID, and the site ID.

Scoping data

You need to identify the user attributes you want to extract from your mobile app and transfer to the Oracle Data Cloud platform. For example, if your app includes a screen about toasters, you could pass a "Toaster" attribute to the platform when users visit that screen. Contact My Oracle Support ([MOS](#)) for help with scoping your mobile app and designing a data collection strategy.

Integrating the Android SDK

To begin collecting page-level and user data from your mobile apps and transferring it into the Oracle Data Cloud platform, you need to install and implement the Android SDK. After you implement the SDK, you must re-release your app via the app store.

To install the Android SDK:

1. [Download](#) the latest Android SDK.
2. Follow the instructions included in the readme file within the SDK package.

Classifying data

After you have integrated the Android SDK into your app, classification rules need to be written to map the page and user attributes you are extracting from your mobile app to categories in the Oracle Data Cloud platform (a category is a collection of users that have the same attribute). **purchase =**, then the add the user to the **toaster** category).

Classification rules can be written using one of the following three methods:

- [Self-classification tools](#): Use the Self Classification tools in the Oracle Data Cloud platform UI to manually create the data mapping rules and categories.
- [category](#) and [rule](#) APIs: Programmatically create the data mapping rules and categories.
- Classification via Oracle Data Cloud's classification and taxonomy team: You will create a data map that will enable the platform to create classification rules that map your phints to categories in your taxonomy. Your data map must include the following information:
 - The set of keys used in your phints.
 - The possible set of values for each key, and associate them with human readable category names, if necessary.
 - The hierarchical relationships, if any, between a set of keys.

For example, consider an auto shopping site (myAutos.com) that collects the makes and models of cars for which users have demonstrated intent to purchase. The key-value pair for the make node would have the following syntax: MA100=[VALUE]. The example key-value pairs for this node could be as follows:

- MA100=Honda
- MA100=Acura

- MA100=Toyota

The key-value pair for the model node would have the following syntax: MA110=[VALUE].

Based on the previous example make nodes, example key-value pairs for the model node could be as follows:

- MA110=Accord
- MA110=Civic
- MA110=TL
- MA110=TSX
- MA110=Corolla
- MA110=Camry

If the values for the makes were encoded (for example, you pass 23098, 21409, 57983 instead of Honda, Acura, and Toyota), the platform would need human readable category names for these encoded values. For example, the following translations could be used:

- MA100=23098 > Honda
- MA100=21409 > Acura
- MA100=57983 > Toyota

The following data map could then be created for this site:

Key	Key translation	Value	Value translation (category name)
MA100	Make	Honda	Honda
MA100	Make	21409	Acura
MA100	Make	57983	Toyota
MA110	Make > Model	Accord	Honda > Accord
MA110	Make > Model	89065	Honda > Civic
MA110	Make > Model	TL	Acura > TL

Key	Key translation	Value	Value translation (category name)
MA110	Make > Model	TSX	Acura>TSX
MA110	Make > Model	Corolla	Toyota > Corolla
MA110	Make > Model	Camry	Toyota > Camry

When you are done creating your data map, send it to your Oracle Data Cloud Partner Manager.

Monitoring data ingest

After your app begins transferring data into the Oracle Data Cloud platform, you should verify that your data is being collected and classified correctly and that your app is generating the expected amount of inventory.

To monitor your data ingest:

1. Check if your mobile app is calling the platform. Use the [site hits report](#) in the platform to verify that your app is sending calls.
2. Check if your inventory is growing. Use the [inventory trend report](#) to verify that the amount of inventory per category is increasing daily.
3. Check your 30-day inventory. Use the [Audience Builder](#) in the Oracle Data Cloud platform to view the estimated number of unique users in your categories based on current configurations.

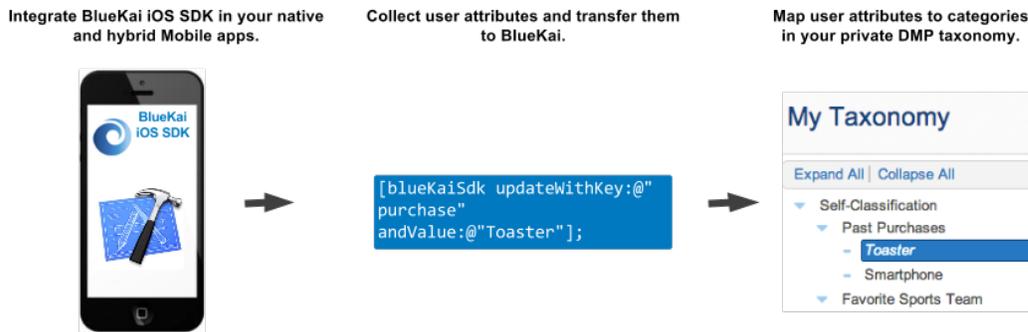
You can also use the [categories API](#) to programmatically check your inventory of your unique users.

4.7.6 iOS SDK

Integrating the Oracle Data Cloud platform iOS SDK in your native and hybrid apps enables you to extract mobile user attributes from your screens (product page visits, purchase intent signals, add-to-cart actions, and conversions), and transfer them into the Oracle Data Cloud platform.

To import your mobile app data into the Oracle Data Cloud platform, add the Oracle Data Cloud iOS SDK to the screens in your mobile app, pass [phints](#) (key-value pairs representing user attributes) to the platform, and create rules to map the phints into categories in your taxonomy. The following diagram

illustrates how to extract user data from your mobile apps and import it into the Oracle Data Cloud platform.



To integrate the iOS SDK in your apps:

1. [Get a mobile site ID.](#)
2. [Scope your data.](#)
3. [Integrate the SDK.](#)
4. [Classify data.](#)
5. [Monitor data ingest.](#)

Getting a mobile site ID

To instantiate the Oracle Data Cloud platform iOS SDK in your mobile app, you need a mobile site ID. The mobile site ID is used to manage your data in the Oracle Data Cloud platform. Classification rules use the site ID to identify into which categories to map your mobile user attributes.

To get your mobile site ID, do the following:

1. Use the [containers tool](#) in the Oracle Data Cloud platform to create a container, which generates a mobile site ID. If you do not have access to this feature, contact My Oracle Support ([MOS](#)) and request a mobile site ID for each of your mobile apps.

Alternatively, you can use the [containers API](#) to programmatically create a container and generate a mobile site ID.

Data Providers Onboarding EU Data. To onboard data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent agreement. If you have not signed the agreement, you can only create containers that are configured for non-EU countries. This means that a blacklist must include the EU region or countries and a whitelist may not; otherwise, the Containers UI/API will display an error. By default, new containers will blacklist the EU.. Contact your Oracle Account Representative to obtain and sign the agreement.

2. Open a [MOS ticket](#) requesting "Direct Ingest Access for IDFA" and include your partner name, partner ID, and the site ID.

Scoping data

Identify the user attributes you want to extract from your mobile app and transfer to the Oracle Data Cloud platform. For example, if your app includes a screen about toasters, you could pass a `toaster` attribute to the platform when users visit that screen. If you purchased consulting services, your solutions consultant will work with you on scoping your mobile app and designing a data collection strategy.

Integrating the SDK

To collect page-level and user data from your mobile apps and transfer it into the Oracle Data Cloud platform, you need to add the SDK, implement it, and re-release your app via the app store.

Adding the iOS SDK to your mobile app

To add the iOS SDK to your mobile app and add the required dependencies:

1. [Download](#) the latest SDK and extract it.
2. Follow the instructions included in the readme file within the SDK package.

Classifying data

After you have integrated the iOS SDK into your app, classification rules need to be written to map the page and user attributes you are extracting from your mobile app to categories in the Oracle Data Cloud

platform (a category is a collection of users that have the same attribute). **purchase =**, then the add the user to the **toaster** category).

Classification rules can be written using one of the following three methods:

Use the [the Taxonomy Manager](#) in the Oracle Data Cloud platform to create a data map, [categories](#), and [rules](#) that will organize your mobile data into a taxonomy. Your data map must include the following information:

- The set of keys used in your prints
- The possible set of values for each key, and associate them with human readable category names, if necessary
- The hierarchical relationships, if any, between a set of keys

For example, consider an auto shopping site (myAutos.com) that collects the makes and models of cars for which users have demonstrated intent to purchase. The key-value pair for the make node would have the following syntax: `MA100=value`. The example key-value pairs for this node could be as follows:

- MA100=Honda
- MA100=Acura
- MA100=Toyota

The key-value pair for the model node would have the following syntax: `MA110=value`. Based on the previous example make nodes, example key-value pairs for the model node could be as follows:

- MA110=Accord
- MA110=Civic
- MA110=TL
- MA110=TSX
- MA110=Corolla
- MA110=Camry

If the values for the makes were encoded (for example, you pass 23098, 21409, 57983 instead of Honda, Acura, and Toyota), the platform would need human readable category names for these encoded values. For example, the following translations could be used:

- MA100=23098 > Honda
- MA100=21409 > Acura
- MA100=57983 > Toyota

The following data map could then be created for this site:

Key	Key translation	Value	Value translation (category name)
MA100	Make	Honda	Honda
MA100	Make	21409	Acura
MA100	Make	57983	Toyota
MA110	Make > Model	Accord	Honda > Accord
MA110	Make > Model	89065	Honda > Civic
MA110	Make > Model	TL	Acura > TL
MA110	Make > Model	TSX	Acura > TSX
MA110	Make > Model	Corolla	Toyota > Corolla
MA110	Make > Model	Camry	Toyota > Camry

Monitoring data ingest

After your app begins transferring data into the Oracle Data Cloud platform, you should verify that your data is being collected and classified correctly and that your app is generating the expected amount of inventory. To monitor your data ingest, follow these steps:

1. Check if your mobile app is calling the platform. Use the [site hits report](#) in the Oracle Data Cloud platform to verify that your app is sending calls.
2. Check if your inventory is growing. Use the [inventory trend report](#) to verify that the amount of inventory per category is increasing daily.
3. Check your 30-day inventory. Use the [Audience Builder](#) in the Oracle Data Cloud platform to view the estimated number of unique users in your categories based on current configurations. Click [here](#) for more information on using this tool to view your inventory. You can use the [categories API](#) to programmatically check your inventory of your unique users.

4.7.7 Accepting mobile advertising IDs in your media platform

The Oracle Data Cloud platform can deliver categories (groups of users with the same attributes) into your platform that are associated with a users' mobile advertising IDs (MAIDs), which are also referred to as "device IDs" when derived from mobile apps).

Accepting mobile IDs enables you to offer marketers and advertisers the ability to target mobile app users based on their online behavior. The Oracle Data Cloud platform can deliver user data via server data transfer ([SDT](#)) that is associated with identifier for advertisers (IDFA) and Google Advertising IDs (ADID).

Delivery Partners Receiving EU Data. To receive data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Right to Use agreement. Contact your Oracle Account Representative to obtain and sign the agreement.

To accept mobile IDs in your platform:

1. Contact your account manager or customer success manager to set up mobile ID-based delivery.
2. [Specify the mobile IDs and hashes you accept in your platform.](#)
3. [Process user data.](#)
4. [Report data usage.](#)

Configuring delivery of mobile ad ID-based data

To start receiving mobile ad ID-based categories, contact your Oracle Data Cloud account manager or customer success manager to request a new SDT endpoint.

Specifying accepted mobile IDs

You need to notify Oracle Data Cloud about which mobile IDs you accept. The platform then includes only the IDs that you have specified in your SDT data. The platform can send you user data that is

associated with the following mobile IDs:

Key	Mobile ID type
adid	Google Advertising ID
adidmd5	Google Advertising ID (MD5)
adidsha1	Google Advertising ID (SHA-1)
androididmd5	Android ID (MD5)
androididsha1	Android ID (SHA-1)
idfa	Identifier for advertising (IDFA)
idfamd5	IDFA (MD5)
idfasha1	IDFA (SHA-1)

Processing user data

You must be able to process the categories and mobile IDs in the user data sent to you via [SDT](#). The following examples demonstrates the user data you can receive via SDT real-time (JSON format) or SDT batch (delimited format):

If you are receiving multiple mobile ad ID types, your SDT data will include an empty mobile ID field for users that do not have that mobile ID type as shown in the following example:

Mobile IDs in SDT real-time data

```
{
  "DeliveryTime": "Fri Jan 17 17:42:35 CST 2017",
  "DestinationId": 17284,
  "PixelCount": 1,
  "Pixels": [{
    "IDFA": "AEBE52E7-03EE-455A-B3C4-E57283966239",
    "CampaignId": 117162,
    "CategoryId": "678298",
    "PartnerUuid": "none",
    "PixelId": 137438,
    "PixelUrl": "http://tags.bluekai.com/site/39966",
    "Rank": 33,
    "Timestamp": "Fri Jan 17 17:42:34 CST 2017",
    "UtcSeconds": 1484696555
  }]
}
```

Mobile IDs in batch SDT data

```
AEBE52E7-03EE-455A-B3C4-E57283966239
1398380671,210217:22583:1690,210223:22583:1690,210224:22583:1690,21022
9:22583:1,210233:22583:1690
38400000-8cf0-11bd-b23e-10b96e40000d
1398380671,234989:22583:1690,234993:22583:1690,234984:22583:1690,23498
5:22583:1,234986:225
```

AudienceOn reporting

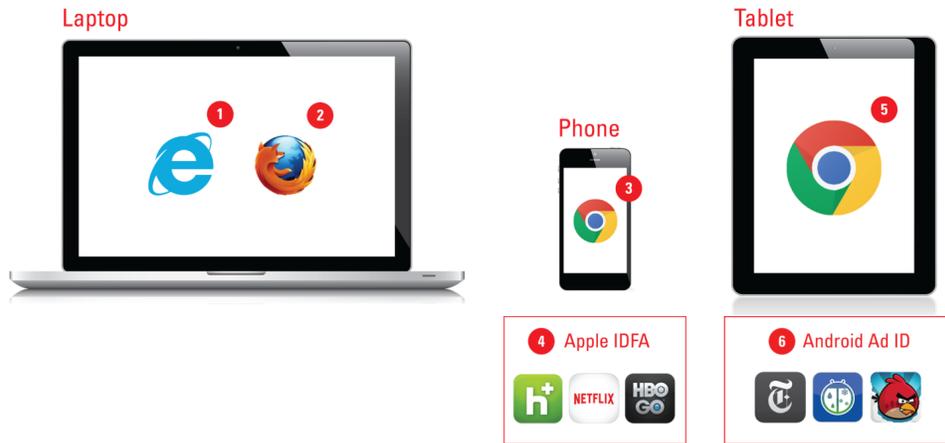
You must report the data usage according to the requirements listed in [Reporting ODC 3rd-party data usage](#). You must include the Campaign ID column (column 6) in your data usage report to specify the campaign targeting the categories listed in the Category IDs column (column 5). Reporting your data usage is required so that Oracle Data Cloud platform can allocate revenue back to the platform's data providers accurately, efficiently, and in a timely manner.

4.8 ID management

After you create your data-driven audiences, you need to reach them. That can be difficult because each user may have multiple devices, browsers, and apps, each of which can generate multiple IDs.

The following example shows many disconnected IDs:

- Three devices have six unique IDs.
- Every browser has its own cookie.
- On mobile, all apps share a mobile ad ID that works like a cookie.
- Safari native to Apple blocks cookies by default.
- Android has cookies which are not blocked by default.
- Each platform has its own ID space.



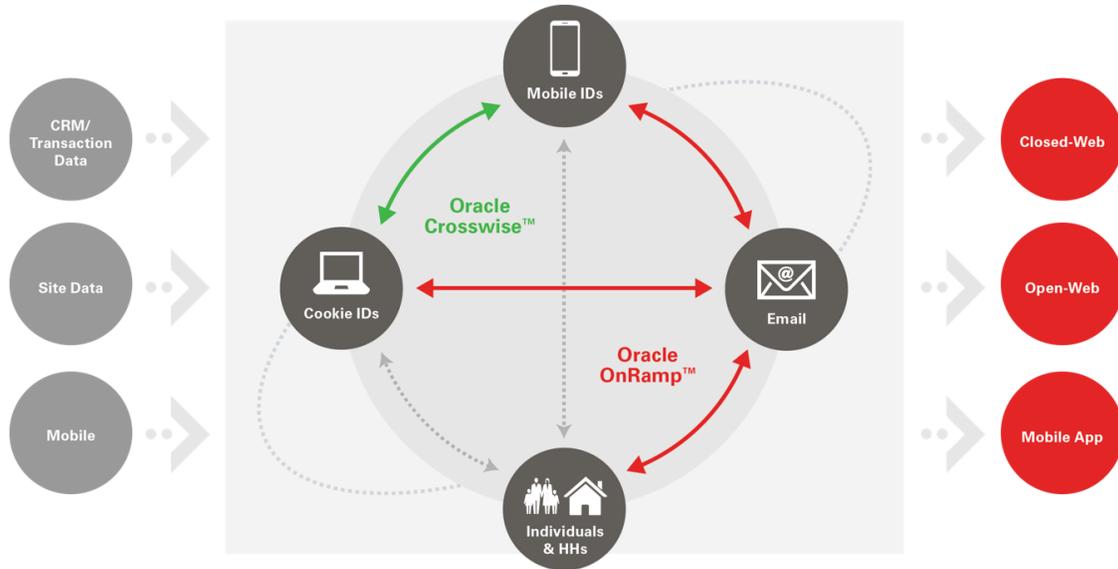
Oracle ID Graph accurately links these ID sources and validates them against high-quality data known to be true because it is made up of verified transaction and subscription data.

4.8.1 Using the Oracle ID Graph

The Oracle ID Graph helps marketers connect identities across disparate marketing channels and devices to one customer. Powered by the Oracle Marketing Cloud and Oracle Data Cloud, the Oracle ID Graph seamlessly pulls together the many IDs across marketing channels and devices that comprise a given person, enabling marketers to tie their interactions to an actionable customer profile. This ID enables the marketer to orchestrate a relevant, personalized experience for each individual across marketing channels and device types.

4.8.2 Optimize cross-channel orchestration

Oracle ID Graph powers linkages to enable identity solutions for cross-channel targeting.



Marketers have valuable data inside of their CRM, email marketing and marketing automation tools from Oracle's cross-channel marketing solutions. Through the Oracle ID Graph, customer data residing inside CRM, marketing automation or email systems can be onboarded securely and anonymously into the Oracle Data Cloud platform. There, through integrations with media providers, marketers can deliver paid media, search, social and display advertising to those customers that's more aligned with the emails sent to those customers.

4.8.3 Improve cross-channel targeting

Many customers research on one device but use another to purchase. With the Oracle ID Graph, customers are more likely to receive a relevant experience as they move between devices. For example, if a customer uses a desktop browser to search for flights, an airline marketer can ensure a relevant ad appears for a flight promotion when that same customer switches to their mobile device. This results in a higher conversion rate and more optimized budgets.

4.8.4 ID swapping

An ID swap is the transfer of unique user IDs (UIDs) between your sites and the Oracle Data Cloud platform. When a user visits a web page on your network, a [container tag](#) that you deployed on your

site is fired. The container tag code sends your UUIDs to the platform. Your UUIDs are then synchronized to the network of user profiles that are linked together in the Oracle ID Graph, which is used to manage IDs and user attributes for all Oracle Data Cloud customers. You can then use [offline onboard](#) and server data transfer ([SDT](#)) integrations.



UUID types

You can pass the following types of UUIDs in a container:

- Oracle hashed IDs** (recommended): An oHash is a normalized, MD5 or SHA-256 hashed email address or phone number that is automatically generated from raw personally identifiable information (PII). You should pass oHashes if you can identify your site visitors using their email-based logins or contact information they enter into a form (known ID space). The oHashes that you provide are matched to the large pool of oHashes managed by Oracle Data Cloud and added to the Oracle ID Graph.
- Partner-based unique user IDs** (PUUIDs): An ID in your system used to anonymously and uniquely identify users. Your PUUIDs may be based on encrypted email addresses, phone numbers, physical addresses, client account numbers, Twitter handles, and so on. You should pass PUUIDs when you are operating in an anonymous ID space, where you generate first-party cookie IDs and use them to identify for your site visitors.

Important: Personally identifiable information (PII) must not be sent to the platform or stored in the Oracle Data Cloud platform. All IDs derived from PII must be hashed in the browser or on your servers before being sent to the platform.

ID swap environments

You can execute ID swaps from the following environments.

- **Desktop sites:** To execute ID swaps, you must be able to make calls to an Oracle Data Cloud core tag or an ID swap tag (an image pixel). The tag you use depends on your environment.
 - The [Oracle Data Cloud core tag](#) is the standard implementation for integrating with the platform. It contains HTML code and built-in JavaScript functions for sending UUIDs and user attributes to the platform, and it can be deployed directly on your site or in a tag management system.
 - The ID swap tag is a 1X1 image pixel. It is typically used in environments that require pixels for making tag calls (for example, in display media).
- **Mobile sites:** To execute ID swaps, deploy a [Oracle Data Cloud mobile core tag](#) on your site.
- **Mobile apps:** To execute ID swaps, implement the Oracle Data Cloud SDKs in your app. See the [Oracle Data Cloud iOS SDK](#) and [Oracle Data Cloud Android SDK](#) for more information.

The following table summarizes how to ID swap with the platform based on the ID space (known or anonymous), your tag deployment environment (web site or media), and device (desktop, mobile web, app, and hybrid app).

ID space →	Known	Anonymous	Known	Anonymous
Environment →				
→ Device ↓	Site	Site	Media	Media
Desktop	<ul style="list-style-type: none"> ■ Tag: Oracle Data Cloud core tag ■ ID: oHash 	<ul style="list-style-type: none"> ■ Tag: Oracle Data Cloud core tag ■ ID: PUUID 	<ul style="list-style-type: none"> ■ Tag: Image pixel ■ ID: oHash 	<ul style="list-style-type: none"> ■ Tag: Image pixel ■ ID: PUUID
Mobile web and hybrid app	<ul style="list-style-type: none"> ■ Tag: Oracle Data Cloud mobile core 	<ul style="list-style-type: none"> ■ Tag: Oracle Data Cloud mobile core 	<ul style="list-style-type: none"> ■ Tag: Oracle Data Cloud mobile core 	<ul style="list-style-type: none"> ■ Tag: Oracle Data Cloud mobile core

ID space →	Known	Anonymous	Known	Anonymous
Environment →				
Device ↓	Site	Site	Media	Media
	tag <ul style="list-style-type: none"> ■ ID: device ID or oHash 	tag <ul style="list-style-type: none"> ■ ID: device ID or first-party cookie 	tag <ul style="list-style-type: none"> ■ ID: device ID or oHash 	tag <ul style="list-style-type: none"> ■ ID: device ID or first-party cookie
App and hybrid app via SDK	ID: PUUID or device ID	ID: PUUID or device ID	ID: PUUID or device ID	ID: PUUID or device ID

ID swapping with via image pixel

If you are an Oracle Data Cloud partner, you can use send your PUUIDs and oHashes to the platform via an image pixel.

To begin ID swapping:

1. [Create a container and the ID swap tag.](#)
2. [Deploy the ID swap tag.](#)
3. [Monitor the ID swap tag.](#)

Use the Oracle Data Cloud core tag to send your oHashes or PUUIDs to the platform (see [Oracle Data Cloud core tag implementation](#)).

Creating a container and ID swap tag

A container manages the collection and classification of the UUIDs from your site. It includes a unique site ID that associates your site with the Oracle Data Cloud platform. For example, when your site calls the ID swap tag, the site ID enables the platform to recognize the UUIDs as yours and map them to BKUUUIDs.

To create your container and ID swap tag code:

1. Use the [container tool](#) or the [containers API](#) to create the configuration for your container (if you use the containers API, record the generated desktop and mobile site IDs). Use the following settings for your container:

Setting	Value
Name	Enter "ID Swap Container" (or another name that makes it easy to identify your container's functionality).
Default Auction Limit	Enter 0 for the number of slots to be allocated on your site for firing third-party pixels. This is the standard limit for pixel-based ID swaps.
Campaign Access	Accept the default Only Me .

2. Fire the ID swap tag on each unique user once every 30 days (desktop) or once every 7 days (mobile).
3. Use the tag code generator to create the code for the ID swap tag you will deploy on your site. If you used the containers API to create your container, you can copy and configure the code examples provided in the deploying the ID swap tag section. Use the following settings for your ID swap tag.

Setting	Value
Tag Type	Pixel
Site ID	Use the default site ID (the desktop site ID that was generated when you created the container).
Protocol	Select the protocol of the page on which the tag is to be deployed (HTTP or HTTPS). Always use a secure ID swap tag (HTTPS) for web pages that use SSL.

4. Contact My Oracle Support ([MOS](#)) and provide them with your site ID and UUID key type.

Deploying the ID swap tag

Important: All URIs are assumed to be [percent-encoded](#) on the client side.

To deploy the ID swap tag:

1. Copy the code in the tag code generator (click **Copy Code to Clipboard**), and then paste the code directly above the closing `</body>` tag of each web page in your network.
2. In the query string, insert a key and value placeholder for passing your UUIDs to the platform.
 - If you are passing PUUIDs, use `id` as the key. The following example demonstrates where to place the PUUID key-value pair in the call:

```
http://tags.bluekai.com/site/siteID?&id=PUUID
```

- If you are passing oHashes, the key specifies the data type (email or phone) and hash (MD5 or SHA-256) of the ID you are passing. The following example demonstrates where to place the `e_id_m` MD5-based email oHash key-value pair in the call:

```
http://tags.bluekai.com/site/siteID?&e_id_m=oHash
```

To pass a SHA-256 based email oHash in the ID swap tag, use the `e_id_s` key.

The following table summarizes the oHash keys you can insert in the ID swap tag:

Key	Data type	Hash
<code>e_id_m</code>	Email	MD5
<code>e_id_s</code>	Email	SHA-256
<code>p_id_m</code>	Phone	MD5
<code>p_id_s</code>	Phone	SHA-256

Alternatively, you can copy one of the following ID swap tag examples, paste it into a text file, edit the site ID and UUID placeholder, and then copy and paste the tag code onto your web pages.

PUUID ID swap tag example

```
<!-- Begin ID Swap Tag-->  

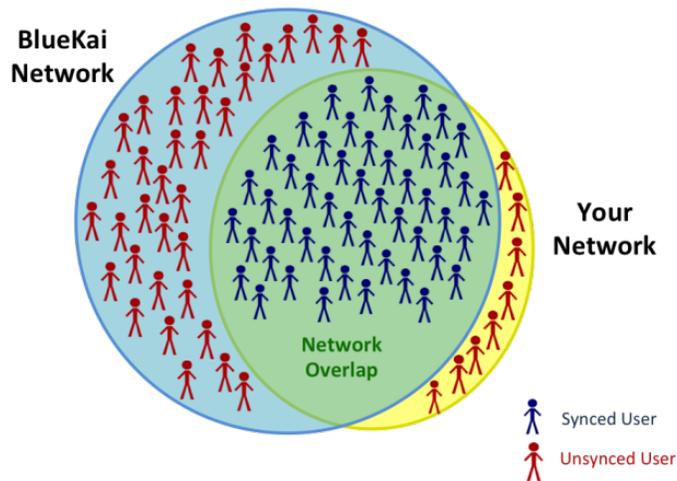
<!-- End ID Swap Tag-->
```

oHash ID swap tag example

```
<!-- Begin ID Swap Tag-->
<img height="1" width="1" src=
"http://tags.bluekai.com/site/siteID?limit=0&e_id_m=oHash"/>
<!-- End ID Swap Tag-->
```

3. Fire the ID swap tag on each unique user once every 30 days (desktop) or once every 7 days (mobile).
4. After you deploy the ID swap tag, contact My Oracle Support ([MOS](#)) to verify that your ID swap tag is sending requests to the platform.
5. If you are a DMP client, you can maximize overlap by deploying the ID swap tag in your DMP in addition to deploying it in your network. For more details, see [trafficking ID swap tags in your DMP](#).
6. You may also be allowed to deploy your ID swap tag in our network of data providers (the Oracle Data Cloud network). For more details, see [creating and trafficking ID swap tags in the Oracle Data Cloud network](#).
7. Deploy the ID swap tag in your network. Oracle recommends that you deploy your ID swap tag in your network instead of exclusively in the Oracle Data Cloud network. Although you may receive more users if you deploy your ID swap tag in the Oracle Data Cloud network, you may not be able to sync all of them to your own ID space if you they haven't been seen on your network. The following diagram compares the potential number of unsynced users when

trafficking ID swap tags in your network and Oracle's.



Deploying ID swap tags for PUUIDs

This section describes the ID swap syntax and provides templates you can use to create your own ID swap tags for passing PUUIDs.

ID swap tag syntax: platform maintains mapping table.

```
<!-- Begin ID Swap Tag-->

<!-- End ID Swap Tag-->
```

When your ID swap tag is called, it initiates an HTTP GET request that passes your PUUIDs to the platform. The URL in the GET request includes your site ID. The query string contains your pixel limit (the maximum number of slots available for firing third-party pixels, which is typically set to 0 for ID swapping) and your [percent-encoded](#) PUUIDs (phint=key%3Dvalue).

ID swap tag example: platform maintains mapping table.

```
<!-- Begin ID Swap Tag-->

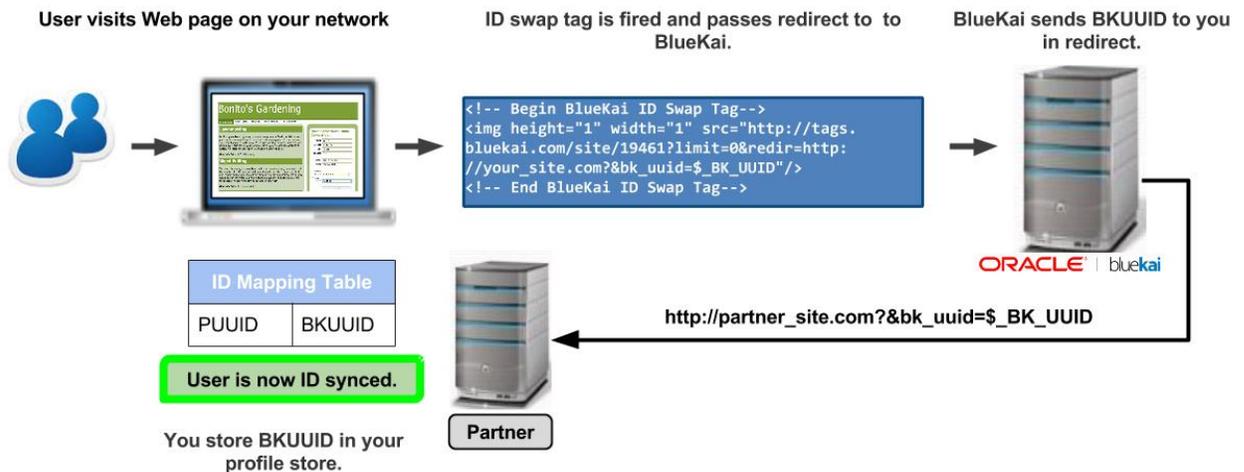
<!-- End ID Swap Tag-->
```

Important: To create an ID swap tag for secure sites, change the protocol used by the tag to **HTTPS** (for example, <https://tags.bluekai.com>). Your tag can then be fired from both non-secure and secure sites.

If your ID swap tag uses HTTP protocol, it will only be fired on non-secured (HTTP) sites; it will not be fired on secure (HTTPS) sites. If a mutual client has a secure site and your ID swap tag uses HTTP, it may affect the amount of overlap between the Oracle Data Cloud platform and your platform and therefore the amount of the client's 1st-party data that can be delivered to you.

If you use a protocol-relative URL, the protocol used to fire your tag is based on the protocol used on the site.

Alternative ID swap process - partner maintains the ID mapping table: If you do not want to share your UUIDs with the platform, you can alternatively maintain the ID mapping table yourself. It is recommended that the platform maintains the ID mapping table in order to debug and enhance the quality of the data. The following diagram illustrates the ID swap process if you are maintaining the ID mapping table:



To create the ID swap tag if you are maintaining the ID map table, use the following syntax:

ID swap tag syntax: Partner maintains ID mapping table.

```
<!-- Begin ID Swap Tag-->

<!-- End ID Swap Tag-->
```

Alternative ID swap process: Oracle Data Cloud and partner maintain ID mapping table (example not shown). To do this, merge the previous ID swap tag examples that show how Oracle Data Cloud and you can hold the mapping table. Insert the platform macros and your [macros](#) in their respective places.

ID swap tag syntax: Oracle Data Cloud and partner both maintain ID mapping table.

```
<!-- Begin ID Swap Tag-->

<!-- End ID Swap Tag-->
```

Monitoring your ID swap tag

After you deploy the ID swap tag and users begin logging into your site, your UUIDs should begin flowing into the platform.

To verify that your UUIDs are being collected and classified correctly and that your site is generating the expected amount of user inventory:

1. Verify that your ID swap tag is sending your match keys to the platform.
 - i. Paste your ID swap tag (for example, `http://tags.bluekai.com/site/19461?limit=1&id=1234`) in a web browser and use Firebug or another web inspector to verify that your Web page is passing your match keys.
 - ii. Contact My Oracle Support ([MOS](#)) to have them verify that your ID swap tag was fired.
2. Verify that your inventory of UUIDs is accumulating.
 - i. Use the [self classification tools](#) or the [category](#) and [rule](#) APIs to create a category that represents your ID swap site and then a URL-based rule that maps the firing of your ID

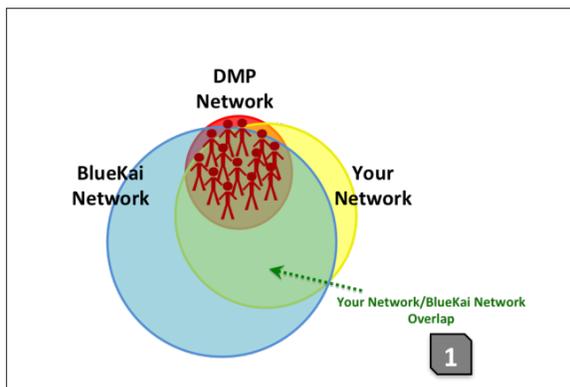
swap tag to this new category.

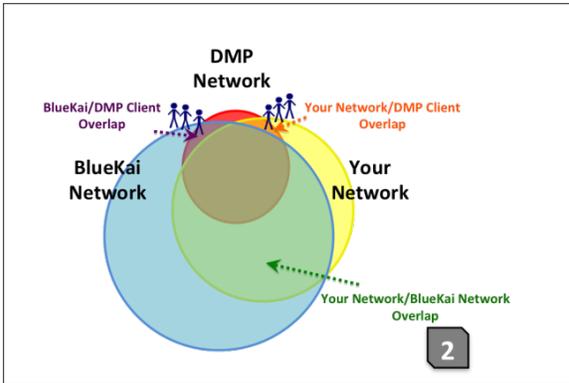
- ii. Use the [inventory trend report](#) to view the number of ID swaps being executed daily.
- iii. Use the [site hit report](#) to compare the inventory figures to the number of site hits the ID swap tag is generating.
- iv. Use the [Audience Builder](#) in the Oracle Data Cloud platform or the [categories API](#) to view the estimated number of unique users seen in your ID swap category. The inventory figures in your taxonomy may not initially be accurate but will indicate whether your match key inventory is ramping up.

Trafficking ID swap tags from your DMP

After your ID swap tag is trafficked in the Oracle Data Cloud network, you will begin to receive new users as they are ID synced on your network and Oracle's.

The following diagrams illustrate how trafficking your ID swap tag in the DMP network maximizes overlap. The ID swap tag is trafficked in the DMP network (1), and then as the tag is fired on new users seen in the DMP network, they are ID synced in the Oracle Data Cloud network and your network/DMP network segments, where there was previously no overlap (2).





To traffic the ID swaps tags:

1. [Create your ID swap tag](#). In the **HTML** box, enter your ID swap tag.
2. Enter the following values for the general settings:

Setting	Value
Status	Active
Priority	100
Start Date	Enter the date on which the ID swap tag is to start firing
End Date	Leave blank

3. Enter the following values for the advanced settings:

Advanced setting	Value
Inside iFrame	Enabled
Override: Tag Avg. Latency Limit (ms)	5000
Override: Max Tag Execution Time (ms)	1000
Frequency	1 time every 10 days

4. [Schedule the ID swap tag](#) to set when and where it is fired, and who receives it.
5. [Monitor the ID swap tag](#) to verify that it is firing in a timely manner.
6. [Generate a tag report](#).

Creating and trafficking ID swap tags

This section describes how to create an ID swap tag and traffic it in the Oracle Data Cloud network.

Creating an ID swap tag

In some cases, you may be able to create an HTTP image tag and traffic it on the Oracle Data Cloud network. Contact My Oracle Support ([MOS](#)) to request the trafficking requirements.

The platform monitors your pixel to verify that it loads within a minimum of 1,000 milliseconds; however, for best results, your pixel should load within 400 ms. Your pixel will be removed from the rotation if it does meet the minimum loading speed.

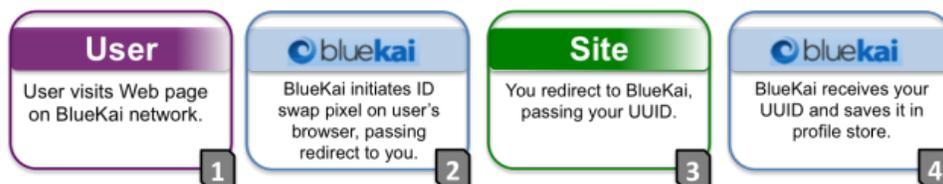
To create an ID swap tag to be trafficked in the Oracle Data Cloud network:

1. Provide Oracle Data Cloud with your ID swap URL endpoint, which is where you will receive campaign data.
2. Before trafficking your HTTP image tag in the Oracle Data Cloud network, the platform will assign you a `BK_SWAP_DEST=siteID` key-value pair, which identifies your site as the source of the ID swap.
3. Create the ID swap tag using the following syntax:

```

```

ID swap process: Oracle Data Cloud maintains the ID mapping table



Note: If you do want to share your UUIDs with Oracle Data Cloud, you can alternatively maintain the ID mapping table yourself. It is recommended that we maintains the ID mapping table to debug and enhance the quality of the data.

To create the ID swap pixel if you are maintaining the ID map table, use the following syntax:

```

```

ID swap process: You maintain the ID mapping table



Trafficking ID swap tags on the Oracle Data Cloud network

Oracle Data Cloud may approve the trafficking of your ID swap tag in our network. The firing of the tag is based on the availability of remnant bandwidth and contractual and partnership obligations.

ID swaps are only executed on users for which an ID swap has not already occurred.

The platform initiates ID swaps on users every 30 days by default.

4.8.5 Sending oHashes to the Oracle Data Cloud Platform

You can convert users' email addresses and phone numbers to MD5 and SHA-256 hashed IDs called oHashes and send them to the platform. They will be synchronized with the network of user profiles that are linked together in the Oracle ID Graph, which is used to manage IDs and user attributes for all Oracle Data Cloud platform customers.

This synchronization optimizes the targeting and communication of your users across desktop and mobile devices and media execution platforms. oHashes enable you to increase your offline to online

match rates, connect your Responsys platform to the Oracle Data Cloud platform, and execute cross-device targeting. Your private user data remains private when providing and using oHashes.

To provide the platform with your oHashes, you add Oracle Data Cloud code to your web page. The code normalizes the raw email addresses or phone numbers entered into your login screen or forms, hashes them using MD5 and SHA-256 algorithms, and sends the oHashes to the platform. If you do targeted email marketing, you can also provide oHashes by having your vendor add the code to your email messages.

Important: No personally identifiable information (PII) may be sent to the platform or stored in the Oracle Data Cloud platform. All IDs derived from PII must be hashed in the browser or on your servers before being sent to the platform.

To send oHashes to the Oracle Data Cloud platform:

1. [Generate and send oHashes.](#)
2. [Use the core tag to send oHashes.](#)
3. [Use an ID swap tag to send oHashes.](#)
4. [Use client-side code to send oHashes.](#)
5. [Use server-side code to send oHashes.](#)

Generating and sending oHashes

To add the Oracle Data Cloud code to your web page and begin anonymizing your known users and sending their oHashes to the platform, you can use one of the following methods:

- **Oracle Data Cloud CoreTag** (form submission): The Oracle Data Cloud [core tag](#) is an iframe that includes JavaScript functions for normalizing email addresses and phone numbers entered into your online forms and converting them into oHashes and sending the oHashes to the platform. The core tag is recommended because it automatically does the normalization and hashing for you.

- **Oracle Data Cloud Mobile CoreTag:** You can use the Oracle Data Cloud mobile core tag to pass oHashes to the platform from mobile devices. The mobile core tag is identical to the desktop core tag, but it has a few additional functions for optimizing performance on mobile sites.
- **ID swap tag:** The [ID swap tag](#) is an image pixel that takes the oHashes passed into it and sends them to the platform. The ID swap tag requires client-side or server-side code to normalize and hash your email addresses or phone numbers because image pixels do not include any normalization or hashing functions. The ID swap tag is typically used in environments that require pixels for making tag calls (for example, in display media).
- **Oracle Data Cloud client-side code (JavaScript):** Oracle Data Cloud client-side code uses the same functions as the core tag to generate oHashes and send them to the platform. The client-side code is used by DMP clients who want to generate oHashes on their own instead of using the core tag, or by customers who need to generate oHashes and pass them into an ID swap tag.
- **Oracle Data Cloud server-side code:** Oracle Data Cloud Python, Ruby, and Java server-side code includes a series of functions that take raw email addresses and phone numbers, normalize them, and hash them. The server-side code is used by DMP clients who want to send oHashes via server-side communication or by partners who need to generate oHashes and pass them into an ID swap tag. It also used by DMP clients to generate oHashes for their offline files.

You can have your email marketing vendor add the code to your email and send your oHashes to the Oracle Data Cloud platform using one of the following methods:

- **Email open ID swap:** Oracle Data Cloud client-side or server-side code converts the contact's email address to oHashes and passes them to an ID swap tag embedded in your email message. This method requires the implementation of server-side code within your email messages to hash the contact's email address prior to sending it to the platform.
- **Click-through ID swaps:** An ID swap tag is used to send the contact's oHashes to the platform.

Using the Oracle Data Cloud core tag to send oHashes

If you are a Responsys client who wants send oHashes to the platform via form submissions, contact My Oracle Support ([MOS](#)) to get the site ID and Oracle Data Cloud core tag code to be deployed on your site. If you already deployed the Oracle Data Cloud core tag on your site for extracting users' online attributes, you need a separate Oracle Data Cloud core tag for your forms to collect users' email addresses and phone numbers, convert them into oHashes, and send the oHashes to the platform. You can then use the oHashes in the Responsys platform.

If you are an Oracle Data Cloud platform client and you already deployed the core tag or mobile core tag on your site, you just need to add the `bk_addEMailHash` or `bk_addPhoneHash` functions to your existing tag code to send oHashes to the platform. For details, see [Core tag syntax](#).

To use the core tag to provide oHashes:

1. [Create the container](#) to generate a site Oracle Data Cloud core tagKai CoreTag code.
2. Contact My Oracle Support ([MOS](#)) and give them the site ID of the container.
3. Use the Oracle Data Cloud core tag to generate oHashes for delivery to the platform as shown in the following examples.

Sending oHashes via the Oracle Data Cloud core tag:

```
<!-- Begin Oracle Data Cloud core tag-->
<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)"
src="about:blank"></iframe>
<script language="text/javascript" src="http://tags.bkrtx.com/js/bk-
coretag.js"></script>
<script language="text/javascript">

//pass oHashes (hashed IDs) to the platform using the following
syntax:
//bk_addEMailHash("user@example.com");
bk_addEMailHash("joe@example.com");
//bk_addPhoneHash("<Country Code><Number>");
bk_addPhoneHash("14085551212");

//block passing of meta data (URL, meta keywords, and page title)
bk_ignore_meta = true;
```

```
//pass your site ID and the pixel limit using the following syntax:
//bk_doJSTag('Site ID', 'Pixel Limit');
bk_doJSTag(YOUR_SITE_ID, 1);
</script>
<!-- End Oracle Data Cloud core tag-->
```

JQuery sample for sending oHashes via the Oracle Data Cloud core tag

```
<!-- jQuery -->
<link rel="stylesheet"
href="//code.jquery.com/ui/1.11.1/themes/smoothness/jquery-ui.css">
<script src="//code.jquery.com/jquery-1.11.1.js"></script>
<script src="//code.jquery.com/ui/1.11.1/jquery-ui.js"></script>

<form id="myform">
  <label>Email Address:</label><input type="email" name="email"
placeholder="name@example.com" autocomplete="on"><br>
  <label>Phone Number:</label><input type="tel" name="phone"
placeholder="408-555-1212" autocomplete="on"><br>
  <input type="submit" value="Submit" id="submitButton"><br><br>
</form>

<!--Begin Oracle Data Cloud core tag -->
<iframe name="__bkframe" height="0" width="0" frameborder="0"
src="javascript:void(0)"></iframe>
<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-
coretag.js"></script>
<script type="text/javascript">
  $(function() {
    $("#tabs").tabs();
    $('#myform').on("submit", function(event) {
      event.preventDefault();
      bkCoreTag();
    });
  });
  function bkCoreTag() {
    var email = $('#myform input[name="email"]').val();
    var phone = $('#myform input[name="phone"]').val();
    bk_addEmailHash(email);
    bk_addPhoneHash(phone);
    bk_doJSTag(YOUR_SITE_ID, 1);
  }
</script>
<!--End Oracle Data Cloud core tag -->
```

For more information on creating and deploying the Oracle Data Cloud core tag, see the [Oracle Data Cloud core tag implementation](#).

Important: You may only pass PII in the `bk_addEmailHash` and `bk_addPhoneHash` functions in the Oracle Data Cloud core tag. These functions hash PII (email addresses and phone numbers) and send the hashes to the platform. Do not pass PII into any other fields or functions. Passing PII violates your BlueKai contract and the [BlueKai privacy policy](#).

Using an ID swap tag to send oHashes

If you are a Responsys client who wants to send oHashes to the platform via an ID swap tag, contact My Oracle Support ([MOS](#)) to get the site ID to be used in your ID swap tag.

To use an ID swap tag to provide oHashes:

1. [Create a container and generate a site ID and the ID swap tag](#). The following example demonstrates an ID swap tag configured for passing MD5-based oHashes to the platform.

```
<!-- Begin ID Swap Tag for passing oHashes-->

<!-- End ID Swap Tag-->
```

The `e_id_m` key indicates an MD5 oHash. To pass a SHA-256 oHash in the ID swap tag, use the `e_id_s` key.

2. Use one of the [server-side code examples](#) to generate oHashes from raw email addresses and phone numbers.
3. Pass the oHashes into the ID swap tag.

Important: If you have multiple email addresses or phone numbers for a user, pass all the IDs in the ID swap tag and the platform will synchronize them to the Oracle ID

Graph. For example, if you have two SHA-256 hashed email addresses for a user, your ID swap tag might have the following syntax: `http://tags.bluekai.com/site/YOUR_SITE_ID?limit=0&e_id_s={oHash1}&e_id_s={oHash2}`

4. Before deploying your ID swap tag in your production environment, contact My Oracle Support ([MOS](#)) to get a set of raw email addresses and phone numbers to verify that your server-side code is passing valid oHashes that adhere to the platform's standards.
5. After the platform verifies that your ID swap tag is passing valid oHashes, you can deploy it your production environment.

For more information on creating and deploying ID swap tags, see [ID swapping](#).

Using client-side code to send oHashes

You can download following sample client-side code that illustrates how you can take email addresses and phone numbers from your systems, convert them to oHashes, and send them to the platform:

[client-side oHash example](#).

The client-side oHash code example does the following:

1. When the user submits their contact information, it is passed to the `bk_addEmailHash` and `bk_addPhoneHash` functions, which normalizes and encrypts the email address or phone number. For example, the function enforces UTF-8 character encoding, lowercases all characters in the email address, verifies that it has the "@" symbol, and removes all special characters, punctuation, and spaces.

Important: The `bk_addEmailHash` and `bk_addPhoneHash` functions encrypt PII (email addresses and phone numbers) and send the hashes to the Oracle Data Cloud platform. Do not pass PII into any other fields or functions. Passing PII violates your contract and the [BlueKai privacy policy](#).

2. The `bk_doJSTag` function takes your site ID and pixel limit and initiates an HTTP GET request to send the MD5 or SHA-256 oHashes to the platform as prints (key-value pairs).

- **Site ID:** The unique identifier used to manage your site and oHashes in the Oracle Data Cloud platform. To get your site ID, [create a container](#) or use the [containers API](#).
- **Pixel limit:** Sets the maximum number of third-party tags that can be fired during a single page view. Set the pixel limit to `0` when sending oHashes.

Each oHash is associated with a key identifying its data type (email or phone) and hash (MD5 or SHA-256):

Key	Data type	Hash
<code>e_id_m</code>	Email	MD5
<code>e_id_s</code>	Email	SHA-256
<code>p_id_m</code>	Phone	MD5
<code>p_id_s</code>	Phone	SHA-256

For example, if you pass an email address in the `bk_addEMailHash` function, the HTTP GET request will include the following phints:

```
phint=e_id_m%3DMD5oHash&phint=e_id_s%3DSHA-256oHash.
```

3. Before deploying the client-side code in your production environment to pass oHashes to the platform, contact My Oracle Support ([MOS](#)) to request a set of raw email addresses and phone numbers to verify that you are passing valid oHashes.

Using server-side code to send oHashes

BlueKai's Python, Ruby, and Java server-side code examples demonstrate how you can convert raw email addresses and phone numbers on your server into oHashes.

- [Python server-side oHash code example](#)
- [Ruby server-side oHash example](#)
- [Java server-side oHash example](#)

These examples define a Hashing object that has the following functions:

- `normalizeEmail` and `normalizePhone`: Trims all special characters, punctuation, and spaces, lowercases all characters, and verifies that the email address has the @ symbol.

- `createEmailHash` and `createPhoneHash`: Takes an email address or phone number and a hashing algorithm (md5 or sha256), passes normalized versions of the input and the hashing algorithm to the `createHash` function, and returns the result.
- `createHash`: Takes the normalized email address or phone number and encrypts it using the specified hashing algorithm.

Email open ID swap

If you are an Oracle Marketing Cloud client that uses Responsys, you can send oHashes to the platform via your email marketing messages. BlueKai has an integration with Responsys that automates the creation and transfer of oHashes. Responsys converts the email addresses of the contacts in their database into oHashes. When a contact opens your Responsys-based email message, their email address is looked up and the associated oHashes are passed into an ID swap tag embedded in the message. The ID swap tag is then fired and the oHash is sent to the platform.

Alternatively, you can use a different email marketing vendor to pass oHashes to the platform.

To pass oHashes via an email marketing vendor:

1. [Create an ID swap tag](#) for passing oHashes and give it to your email marketing vendor. The following sample ID swap tag can send MD5 oHashes to the platform.

```
<!-- Begin ID Swap Tag-->  
  
<img height="1" width="1" src=  
"http://tags.bluekai.com/site/<YOUR_SITE_ID>?limit=0&e_id_m=  
{value}"/>  
  
<!-- End ID Swap Tag-->
```

Tip: The `e_id_m` key is used with an MD5 oHash.

To pass a SHA-256 oHash in the ID swap tag, use the `e_id_s` key.

2. Ask your vendor to contact your Oracle Data Cloud account manager to set up an integration.

3. Your email marketing vendor will then:
 - i. Programmatically lookup the contact's email address and use BlueKai's [client-side](#) or [server-side](#) code to normalize them and create oHashes.
 - ii. Pass the oHash into the **value** field of your ID swap tag.
 - iii. Fire the ID swap tag to send the oHash to the platform.

Click-through ID swaps

Your email marketing messages can include a click-through to your landing page for passing your oHashes to the platform. This is useful if a cookie cannot be directly set on users in the email message. You can execute ID swaps using a click-through for the following scenarios:

- **Tag URL parsing:** When a user clicks on a link to your landing page, their hashed email address is looked up and added to the query string, passed to a Oracle Data Cloud core tag or ID swap pixel deployed on the page, and sent to the platform.
- **Third-party site:** When a contact clicks on a link to a third-party site, which does not have any tags, a redirect is used to triggers an ID swap that sends the contact's oHashes and GUID to Oracle Data Cloud and redirects the contact to the destination URL.

Tag URL parsing

When a contact clicks on the link to your landing page, the oHash is looked up and added to the query string of the landing page URL. When the landing page opens, the oHash is extracted from the query string and then passed into a Oracle Data Cloud core tag or ID swap tag you have deployed on your site. The tag is then fired and the oHash is sent to the platform.

To use a click-through URL to pass oHashes to the platform:

1. Provide your email marketing vendor with a link to your landing page. The link must include the MD5 or SHA-256 oHash key and oHash value placeholder in the query string, as demonstrated in the following examples:
 - **MD5 oHash:** `http://your_site.com/landing_page.html?e_id_m=value`
 - **SHA-256 oHash:** `http://your_site.com/landing_page.html?e_id_s=value`

2. Create a Oracle Data Cloud core tag or ID swap tag for passing oHashes and deploy it on the landing page specified in the click-through URL. The following examples demonstrate the syntax of the Oracle Data Cloud core tag and ID swap tag you will deploy on the landing page for email click-throughs:

Oracle Data Cloud core tag for sending oHashes for email click-throughs

```
<!-- Begin Oracle Data Cloud core tag-->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)"
src="about:blank"></iframe>

<script language="text/javascript"
src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script language="text/javascript">

//pass oHashes into the 'Value' field of the bk_addPageCtx
function

bk_addPageCtx('e_id_m', 'Value'); // MD5 oHash

bk_addPageCtx('e_id_s', 'Value'); // SHA-256 Hash

//block passing of meta data (URL, meta keywords, and page title)

bk_ignore_meta = true;

//pass your site ID and the pixel limit using the following
syntax:

//bk_doJSTag('Site ID', 'Pixel Limit');

bk_doJSTag(YOUR_SITE_ID, 4);

</script>

<!-- End Oracle Data Cloud core tag-->
```

ID swap tag for sending oHashes for email click-throughs:

```
<!-- Begin ID Swap Tag-->
<img height="1" width="1" src=
"http://tags.bluekai.com/site/<YOUR_SITE_ID>?limit=0&e_id_m=
{value}"/>
<!-- End ID Swap Tag-->
```

The `e_id_m` key indicates an MD5 oHash. SHA-256 oHashes use the `e_id_s` key.

3. In your landing page, add code to parse the oHashes in the query string, and pass them to the Oracle Data Cloud core tag or ID swap tag.

FAQs

Q. How is my PII hashed and can the hash be reversed?

An MD5 or SHA-256 cryptographic hashing function is used to hash the email addresses and phone numbers for your contacts. These are the industry standard hashing algorithms used by many platforms for hashing users' contact information.

The MD5 and SHA-256 hashing algorithms are one-way functions. The length of the input used in these algorithms may vary, but the output is always a fixed length. This means that an infinite number of input strings could have been used to generate a hash, which makes it impossible to reverse the hash and get the PII from which it was created.

Consider the modulo operation as an example. If you did $5\%4$, you would get 1, but another party would have no way to determine the numbers used to get the result of 1.

The platform has no way to get the original email address from which the hash was created.

Q. What happens when I send my oHashes to the platform?

When you send your oHashes to the platform, they are mapped to the network of user profiles in the Oracle ID Graph.

4.8.6 Understanding the Data Expiration Policies

To ensure that the data you collect and deliver represents recent activity by actual users, the Oracle Data Cloud platform has rules and standards that govern when your data expires. Oracle determines when data expires using a number of factors, including ID type, metadata attributes, and online traffic behavior. As a result, DMP retains and provides only data that meets strict recency standards.

Bot Detection: To ensure data quality, the Oracle Data Cloud platform uses several different techniques to identify bot traffic and remove related profiles. For example, the platform removes profiles for which more than 4,000 categories have been set within any 24-hour period.

Understanding Oracle Data Cloud platform data expiration policies helps you to explain why your audience contains the number of profiles it does and why that number may differ from your own estimates. For example, suppose you are a publisher of a sports news website. You know how many people visit your pages based on your site analytics data and therefore can estimate the amount of inventory in your categories. When you log into the Oracle Data Cloud platform and create an audience, the estimated reach of that audience is similar to but somewhat smaller than your own estimate.

Much of the variation in the audience numbers is caused by the expiration of profiles and other data. For example, if 10,000 users visit your site, and 500 never come back, the number of profiles drops to 9,500 almost immediately. Similarly, if 1,000 users revisit your site within a day but don't return after that, their profiles expire in a week. So a net total of 8,500 profiles results from the 10,000 original site visits. That number changes over time depending on how many users revisit your site regularly.

Additionally, when you deliver your audience to a media execution platform, the actual number of profiles delivered is less than then the audience reach. This is because the overlap between the Oracle Data Cloud platform and the media execution platform is never 100%.

Profile Expiration

User profiles expire when they no longer represent recent data. When a profile expires, the DMP platform deletes it from the profile store. As a result, it can't be assigned to categories or included in audiences, and therefore can't be delivered as user data. For example, if a larger than usual number of

users visit your sports site during World Cup but do not visit regularly after that, their profiles all expire around the same time. As a result, there could be a noticeable drop in audience reach in a short period.

Oracle uses two factors determine when a profile expires:

- **Recency.** The time that the profile was last seen on the Oracle Data Cloud platform network.
- **ID Source.** The nature of the ID by which a profile is identified in the Oracle Data Cloud platform network. (See [ID Management](#) for more information about how the Oracle Data Cloud platform handles IDs.)

Oracle calculates profile expiration by adding the time-to-live (TTL) of its ID type to the time when it was last seen on the network. Different ID sources can have different TTL policies, but currently both Oracle Data Cloud cookies and MAIDs (including IDFA and Google AdID) share a maximum TTL of 30 days.

For example, if a user with an AdID visits your website on December 14 and 15 but does not return, their profile expires 30 days later on January 15.

The expiration date of a profile is extended on each visit, so it can stay active indefinitely. There is no maximum lifespan. Because most users visit the same sites frequently, their profiles are unlikely to expire based on their last-seen date and TTL. Profiles are more likely to expire because users delete their cookies.

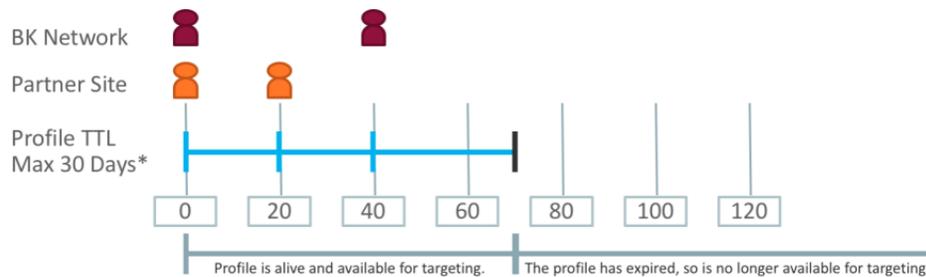
New Profile Expiration

To ensure that only active, valid profiles are stored in the Oracle Data Cloud platform, shorter expiration dates apply when profiles are less than 24 hours old. The expiration date changes based on the age of the profile. Profile age is defined as last-seen time minus first-seen time. The following table summarizes the expiration rules for new profiles:

Profile Age	Expiration
Less than 10 minutes	1 day
Between 10 minutes and 1 hour	2 days
Between 1 hour and 24 hours	7 days
Older than 24 hours	30 days

In this example, a user linked to an Oracle Data Cloud cookie visits your website on days 0 and 20. The same user visits other sites in the network on days 0 and 40, but is not seen on the network after day 40.

Because this user's profile is based on an Oracle Data Cloud cookie, it has a TTL of 30 days. It will therefore expire on day 70 (40 + 30).



Category Expiration

Categories expire when profiles are no longer classified into them. For example, if you created a category for users who live in Arizona but no longer collect location data, that category expires because no profiles are being classified into it. Expired categories can't be used for targeting.

By default, categories expire 90 days after a profile was last tagged with it. The last-tagged profile must be alive for the category to be available for targeting. So if that profile expires before 90 days, the category can't be used for targeting even if it has not expired.

The default category TTL can be extended to a maximum of 180 days, but an exception requires approval from the Oracle Data Cloud taxonomy team. You may need an extension if you match or overlap IDs delivered from the Oracle Data Cloud platform with your own private IDs that have longer TTLs. There is significant cost, processing, and work associated with these extensions, however, so you should ask for one only if it is truly required.

You can request approval by contacting your Implementation Consultant during onboarding or by contacting your Customer Service Manager after implementation is complete.

Category Expiration Example

In this example, a user profile visits your site on days 0, 20, and 40. On days 0 and 40, classification rules in the Oracle Data Cloud platform classifies the profile into Category A. On day 20, the profile is

classified into Category B. The user profile remains active and you are using the standard category TTL of 90 days.



In this scenario, Category A is available for targeting from day 0 to day 130. Category B is available from 20 to day 110.

Cookie Expiration

Oracle Data Cloud cookies expire, but their expiration is unlikely to affect the life span of profiles associated with them. Client-side browser cookies have a TTL of 180 days, which resets whenever the associated browser views a page that includes an Oracle Data Cloud tag. Profile TTLs also reset at each page view, but for a shorter time (30 days). So the cookie expiration date is always much farther in the future than the profile expiration date.

Cookie Expiration Example

In this example, a profile visits your web site on days 0, 30 and 70. On each visit, the cookie expiration date is reset to 180 days from the date of the visit. The current expiration date is therefore day 250 days (70 + 180).



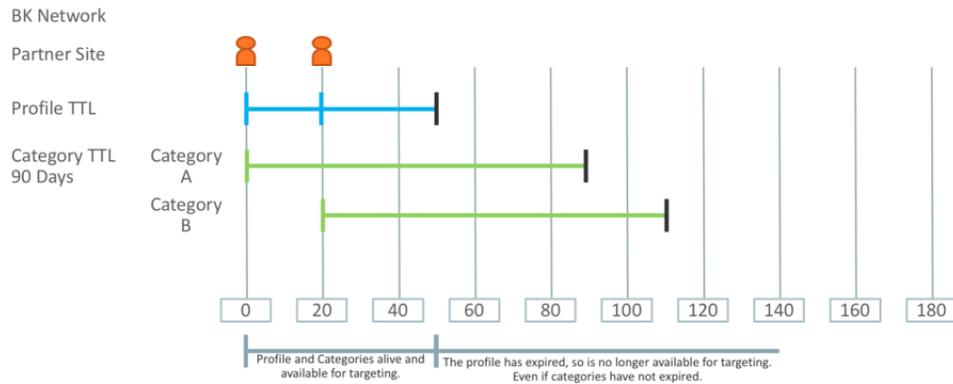
Profile Expiration and Category Availability

Profile expiration can affect the availability of categories. This section includes two scenarios that illustrate this interaction.

Profile Expiration Scenario 1

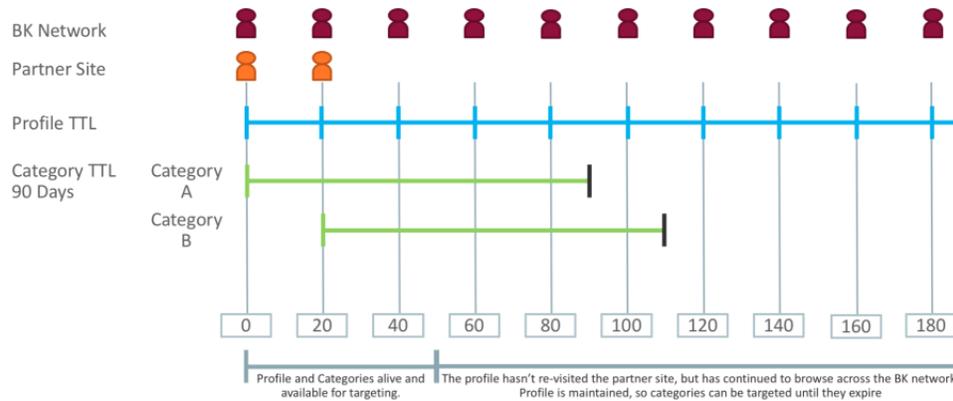
A user visits your site on days 0 and 20 but does not return. They also do not visit any other sites in the Oracle Data Cloud platform network. On the first visit, the Oracle Data Cloud platform creates a profile and classifies it into category A. On the second visit, the profile is classified into category B. This profile is the last one assigned to each of the two categories.

Because the TTL for a cookie-based profile is 30 days, the profile expires on day 50. Based on their TTLs, the categories would not expire till days 90 and 110. But they are available for targeting only until day 50 because the profile expires then. Categories are available for targeting only as long as their last-assigned profile is still active.



Profile Expiration Scenario 2

If the user in the previous scenario regularly visits other sites in the network after visiting your site, the profile does not expire as before. Categories A and B are therefore available for targeting for a full 90 days from the profile's last visit. Category A is available from day 0 to day 90. Category B is available from day 20 to day 110.



Deleted Cookies and MAIDs

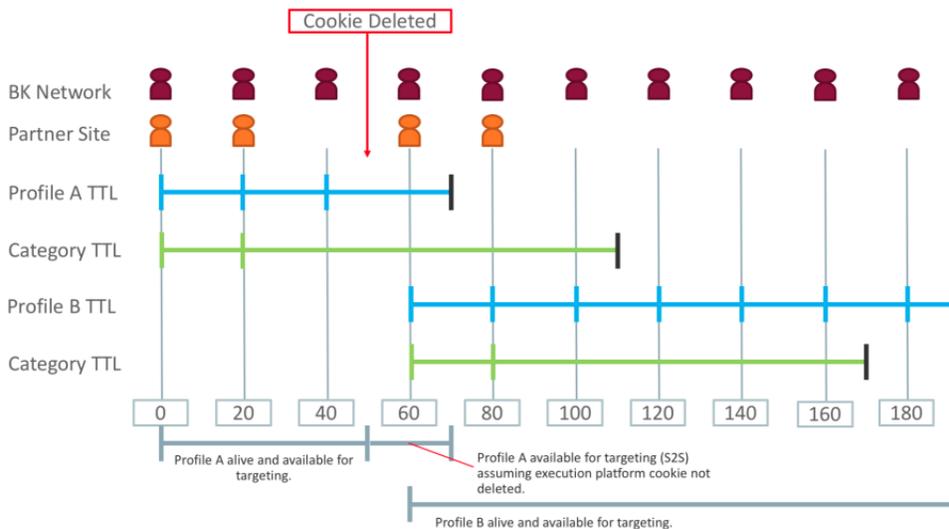
Deleting the Oracle Data Cloud cookie or a MAID affects profile expiration and availability. The example in this section concerns a cookie deletion, but deleting a MAID has the same results.

User A visits your site on day 0 and receives an Oracle Data Cloud cookie and is added to the profile store. The user also visits your site on day 20 and visits other network sites on days 0, 20, and 40. On day 50, the user deletes their Oracle Data Cloud cookie. The same user returns to your site on day 60, thereby generating a new Oracle Data Cloud cookie and profile (Profile B).

Because its cookie was deleted, Profile A is not seen on the network after day 40. The Oracle Data Cloud platform doesn't receive notifications when cookies are deleted, so the profile expires based on its last-seen date and its TTL rather than on the day the cookie was deleted. In this case, the profile expires on day 70 (40 + 30).

When the user visits your site again on day 60, the Oracle Data Cloud platform generates a new Oracle Data Cloud cookie and profile (Profile B) with expiration based on a new set of last-seen dates.

When the platform sees a browser, it tries first to find a previous cookie ID to reuse. If an old cookie ID can be used, previous offline profile information is copied back to the cookie.



Cookie deletion also affects when and how profiles are available for targeting. For example, Profile A is available for targeting from day 0 to day 70, the days on which the profile was created and when it expired. But the type of availability varies during this period. While the Oracle Data Cloud cookie for

Profile A exists, the profile can be targeted by campaigns using both server data transfer (SDT) and pixel delivery methods. From day 50 (when the user deletes the cookie) to day 70, the profile can be targeted only by SDT campaigns. Pixel campaigns require the cookie to be seen on the client site so the pixel can fire in the container. Because the cookie has been deleted, the pixel can't fire.

If the user had deleted all cookies (not just the Oracle Data Cloud cookie) on day 50, SDT campaigns would also not be possible. The cookies required to identify the user on the execution platforms would have been deleted, so the campaign could not execute.

About cookie-based profile creation

To ensure that profiles represent targetable users, DMP does not create a user profile the first time it receives a tag call from a web browser. Because many initial tag calls are the only contact with a browser, creating profiles in this case is wasted effort. (The initial tag call is captured for reporting in the DMP and is included in the Site Hits Report.)

Instead, the DMP waits for a second tag call to create the profile. To facilitate the eventual creation of the profile, however, the DMP drops two cookies on the browser after the first tag call:

- A regular Oracle Data Cloud cookie
- A temporary cookie that contains all the details needed to classify the data (site ID, prints, ID swap ID, and so on).

When the DMP receives a second tag call from the browser, it creates a profile and classifies the data based on the temporary cookie. It then deletes the temporary cookie, classifies the data from the second call, and applies the usual targeting logic.

The profile creation and TTL logic treats cookies that expire and are then seen again (*intermittent cookies*) as new. For example, suppose the DMP created a user profile for a browser some time ago, but that profile was later deleted because of inactivity. If the DMP receives a tag call for that device, the profile creation logic begins at the first step, as if the browser had never been seen. In other words, the browser would have to be seen again before a new profile was created. The cookie ID in the second profile is the same as in the first because it is based on the same cookie.

4.8.7 Opting users out of the Oracle Data Cloud registry

- [Opting desktop users out of Oracle Data Cloud tracking](#)
- [Opting mobile users out of Oracle Data Cloud tracking](#)
- [Opt-out example](#)

You can enable desktop and mobile users to opt-out of and opt-in to the collection of their anonymous preferences in the Oracle Data Cloud registry.

Opting desktop users out of Oracle Data Cloud tracking

Oracle Data Cloud tracking on desktop users is done by using anonymous cookie IDs. To enable Desktop users to opt-out of and opt-in of their Oracle Data Cloud cookie, you can provide HTML elements (links, buttons, check boxes) and JavaScript code on your site to call the following tags:

Tag	URL	Description
Opt-out	<code>tags.bluekai.com/set_ignore</code>	Clears all categories from the user's current anonymous Oracle Data Cloud cookie ID. Disables the collection of information on that cookie ID across the Oracle Data Cloud network.
Opt-in	<code>tags.bluekai.com/clear_ignore</code>	Re-enables information to be collected on the user across the Oracle Data Cloud network.

Important: If the user clears their cookies and then visits a site in the Oracle Data Cloud network, they will get a new Oracle Data Cloud cookie ID, which is automatically opted-in to the Oracle Data Cloud registry.

Opting out of the Oracle Data Cloud registry only opts users out from the Oracle Data Cloud network.

You should also provide links to the Network Advertising Initiative

(<http://www.networkadvertising.org/choices>), and the Digital Advertising Alliance

(<http://www.aboutads.info/choices>) so users can opt out of targeting by other companies.

Opting mobile users out of Oracle Data Cloud tracking

Oracle Data Cloud tracking on mobile users is done through Mobile advertising IDs (MAIDs), which includes raw and hashed IDs.

To opt mobile users out and back in of their MAIDs from your mobile apps, append a key-value pair that contains the MAID type (for example, IDFA or hashed Android ID) and the ID in the query string of the opt-in or opt-out call to the platform.

Opt-out tag

The opt-out tag clears all categories from the MAID across all of our data centers and disables the collection of information on that MAID/MAIDH across the Oracle Data Cloud network.

URL syntax

```
tags.bluekai.com/r/set_ignore?{MAID Key Name}={MAID}
```

Example

```
tags.bluekai.com/r/set_
ignore?idfa=NDI40TY3MjU3AFPdCeLfNct/BXAem05D0rAzGltm71JKWooIo1vfYlJu
```

Opt-in tag

The opt-in tag re-enables information to be collected on the MAID across the Oracle Data Cloud network.

URL syntax

```
tags.bluekai.com/r/clear_ignore?{MAID Key Name}={MAID}
```

Example

```
tags.bluekai.com/r/clear_
ignore?androididsha1=b89eaac7e61417341b710b727768294d0e6a277b
```

MAIDS

The platform supports the following key names and corresponding MAIDs you will use in opt-out and opt-in calls:

Key	MAID type
adid	Google Advertising ID
adidmd5	Google Advertising ID (MD5)
adidsha1	Google Advertising ID (SHA-1)
androididmd5	Android ID (MD5)
androididsha1	Android ID (SHA-1)
idfa	IDFA
idfamd5	IDFA (MD5)
idfasha1	IDFA (SHA-1)

Tip: You can pass multiple MAIDs in a single opt-out or opt-in call as shown in the following example:

```
tags.bluekai.com/r/set_
ignore?idfa=NDI40TY3MjU3AFpdCeLfNct/BXAem05D0rAzGltm71JKWooIo1vfY
Lju&androididsha1=b89eaac7e61417341b710b727768294d0e6a277b.
```

Opt-out example

The following example demonstrates how to add a button to your web page for opting users out and back Oracle Data Cloud tracking. When clicked, an invisible iframe is created and its source is toggled to the applicable opt-out or opt-in tag.

```
<!-- jQuery -->
<link rel="stylesheet"
href="//code.jquery.com/ui/1.11.1/themes/smoothness/jquery-ui.css">
<script src="//code.jquery.com/jquery-1.11.1.js"></script>
<script src="//code.jquery.com/ui/1.11.1/jquery-ui.js"></script>
<button class="optOut">Opt Out</button>
<script type="text/javascript">
```

```

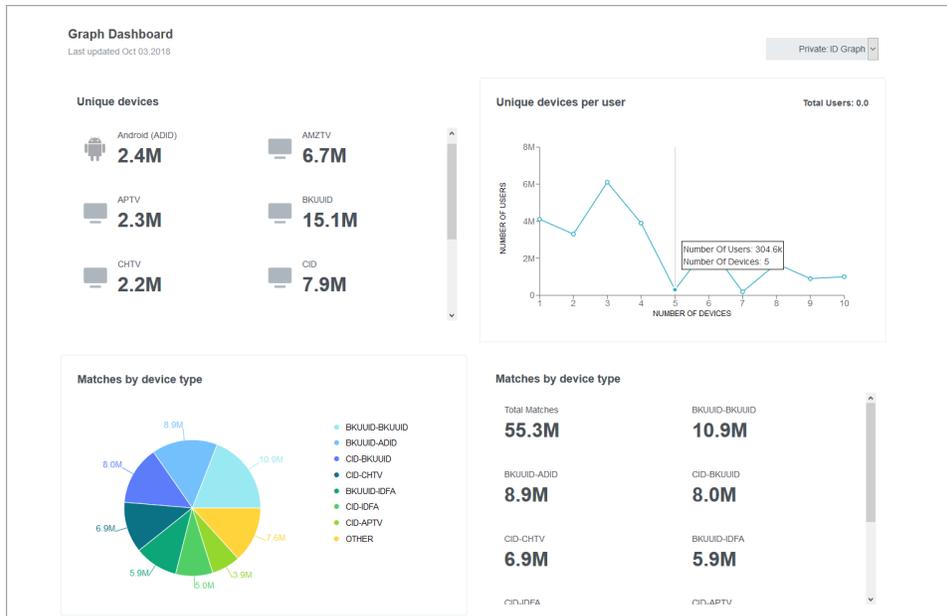
$('.optOut').click(function(){
    var $this = $(this);
    $this.toggleClass('optOut');
    if($this.hasClass('optOut'))
    {
        ifrm = document.createElement("IFRAME");
        ifrm.setAttribute("src", "http://tags.bluekai.com/clear_
ignore");
        ifrm.style.width = 0+"px";
        ifrm.style.height = 0+"px";
        document.body.appendChild(ifrm);
        $this.text('Opt Out');
    }
    else
    {
        ifrm = document.createElement("IFRAME");
        ifrm.setAttribute("src", "http://tags.bluekai.com/set_
ignore");
        ifrm.style.width = 0+"px";
        ifrm.style.height = 0+"px";
        document.body.appendChild(ifrm);
        $this.text('Opt In');
    }
});
</script>

```

4.8.8 Getting Information About ID Linkages

This feature is in Controlled Availability. It is not available by default in the DMP. Displaying information related to private IDs requires the use of the [Private ID Graph](#) feature. Contact your Customer Success Manager for more information.

You use the ID Graph dashboard to monitor the ID linkages you have configured. ID linkages can be based on mapping file uploads, ID swaps made on private IDs, and linkages passed via the tag. The dashboard can display information about standard IDs as well as private IDs.



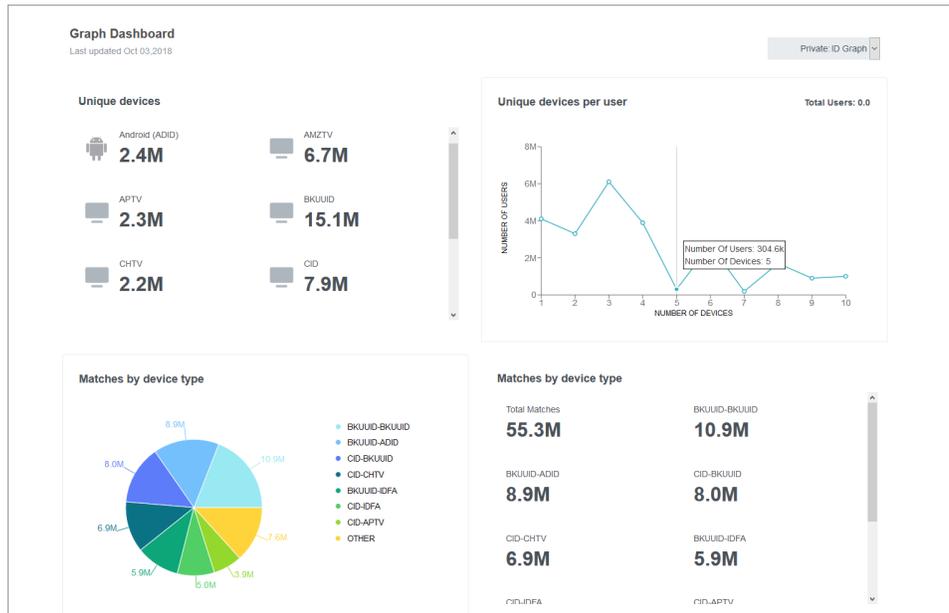
The dashboard displays information in three areas:

- Unique Devices.** Displays the number of devices included in the ID graph, sorted by ID type. The ID types depend on the ID sources in your audiences. They can include the standard ID types (desktop, mobile web, mobile app, console) and any private ID types you use.
- Devices Per User.** Shows a graph of the number of devices per user. The number of users (in millions) appears on the vertical axis while the number of users appears on the horizontal axis. The total number of users appears in the upper right corner. In the screen shot below, approximately 14 million users have 3 devices, while only 4 million users have 10 devices.
- Matches by type.** These two panels display the distribution of matches in the ID graph. The match combinations you see depend on the ID sources in your audience. Possible ID combinations can include desktop-to-desktop, desktop-to-mobile app, mobile app-to-private ID, and so on. The left panel shows the distribution as a pie chart, while the right panel displays the actual numbers.

To open the ID Graph dashboard:

1. Log into your partner seat at partner.bluekai.com.
2. Select **Apps > Identity Management > Graph Dashboard**.

The *Graph Dashboard* page appears.



- (Optional) If you have access to more than one private ID graph, select a graph from the menu in the upper-right corner

The page redisplay to show information about the new ID graph.

4.8.9 Using a Private ID Graph

You can use a private ID graph in the Oracle Data Cloud platform to leverage your ID linkages. Using a private ID graph enables you to execute cross-device targeting campaigns on your customers. You can also use a private ID graph to plan and evaluate your data targeting strategy based on a persistent, CRM-based private ID.

This feature supports both direct linkages between digital advertising IDs (cookies, mobile advertising IDs, console IDs, and so on) and more complex connections bridged through your private ID. For example, you can create cookie-Private ID-MAID and cookie-Private ID-console ID connections. These capabilities enable you to reach your customers on any device informed by your own identity dataset by using the DMP's cross-device targeting feature.

This feature is in Controlled Availability. It is not available by default in the DMP. You must also have the [cross-device extension](#) feature to use a private ID graph. After cross-device is enabled, a new *Cross-Device* tab appears in the audience creation workflow. Contact your Customer Success Manager for more information.

The private ID graph based on your linkages is available only in Oracle Data Cloud platform seats that you authorize.

4.8.10 Step 1: Pass your linkages to the Oracle Data Cloud platform

To create and use your Private ID Graph, you first pass your ID linkages into the Oracle Data Cloud platform using any of the following three methods:

- [Mapping file upload](#)
- [ID swaps made on your Private ID](#)
- [Linkages passed via the tag](#)

After your ID linkages are uploaded, the Oracle Data Cloud platform creates a private ID graph. A new **Private ID Graph** option becomes available on the *Cross-device* tab of the *Audiences* page. You use this option to enable cross-device targeting based on the ID linkages in your private ID graph.

To pass your linkages to the Oracle Data Cloud platform via mapping file upload

- Upload your mapping file and the required trigger file to **upload.bluekai.com** via SFTP. Follow the Mapping Ingest spec provided to you. (If you do not already have SFTP access, request it from your Oracle CSM.)

The DMP processes mapping files in one to three days depending on the size of the file. You can deliver mapping files at any cadence: daily, weekly, monthly, quarterly, or ad hoc.

Oracle configures a new Private ID Graph in the DMP and enables it in your seats.

To leverage your existing ID swaps on your Private ID

- Contact your Oracle CSM to request that your existing ID swaps be aggregated into a private ID graph. You need to provide a list of the the ID swap site IDs that you want to aggregate into a Private ID Graph.

Oracle configures a new Private ID Graph in the DMP and enables it in your seats.

This option requires that the identifier in your existing DMP ID swap be persistent across browsers and devices. In other words, it must be a CRM-based private ID and not a anonymous, session-based first-party cookie. A persistent private ID is needed to map to multiple DMP cookies (BKUUIDs) to create a graph. If your existing ID swap is with your anonymous, session-based first-party cookie, there is only a 1:1 relationship with BKUUIDs and no cross-device extension is possible.

To leverage linkages passed through the tag

1. Contact your Oracle CSM or the feature's product owner to request that your tag be used to capture ID linkages in addition to data categories.
2. Update your tag code to pass explicit ID linkages.

Oracle configures a new Private ID Graph in the DMP and enables it in your seats.

This option requires technical updates to your tag implementation.

4.8.11 Step 2: Create an audience using your Private ID Graph

After your ID linkages have been uploaded into the DMP and a private ID graph has been configured to your seat, you can create audiences and use the private ID graph for cross-device targeting. Your private ID graph can be applied to first-party, second-party, or third-party categories and to countries for which you have user consent and linkage coverage.

To create an audience using your Private ID Graph

1. [Create an audience](#) that you want to deliver via a cross-device campaign.

Configure categories and audience configurations normally, including recency, frequency, countries, and ID sources.

2. On the Cross Device tab, click **Private ID Graph**.

The screenshot shows the Oracle BlueKai interface for configuring an audience. At the top, there's a navigation bar with 'New Audience', 'Home', 'Manage', 'Report', 'Apps', and 'Tools'. Below this, a table shows audience statistics: 'Audiences', 'Previous Reach' (0), 'Total Reach' (1,028,598,716), and 'Price' (\$1.80). A search bar labeled 'Name' is present. Below the search bar are tabs for 'Categories', 'ID Sources', and 'Cross-device'. The 'Cross-device' tab is active, showing the 'Cross-device Extension' section. In this section, there are two options: 'Oracle ID Graph' (unchecked) and 'Private: ID Graph' (checked). The 'Private: ID Graph' option has a sub-note: 'Extend your audience using linked IDs only known to you'. At the bottom, there are 'Import', 'Export', 'Cancel', and 'Save' buttons.

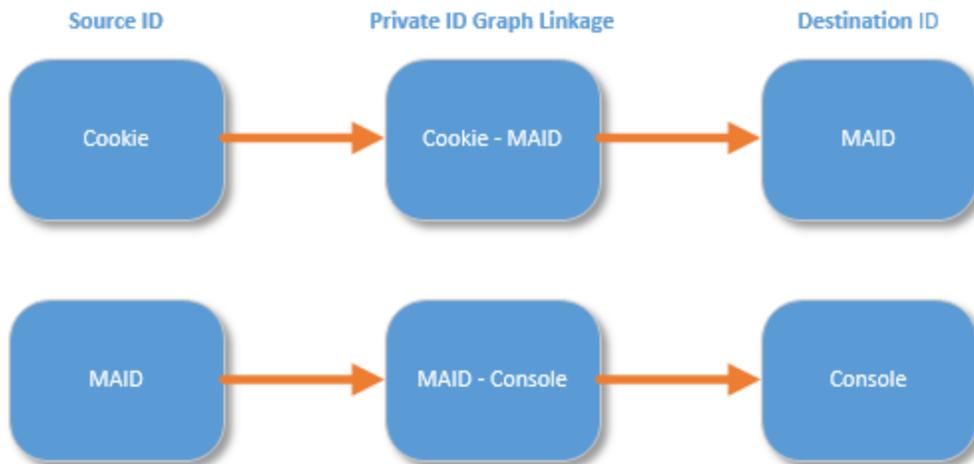
3. (Optional) Click **Oracle ID Graph** to an audience to include linkages from that ID graph.

The DMP automatically resolves conflicts and disagreements that result from using both ID graphs.

4.8.12 Step 3: Create a campaign and deliver your cross-device data

After your cross-device enabled audience is created, you can deliver that audience to a DSP or media partner on any ID space linked in your private ID graph. The DSP or media partner needs to support the ID space and have the appropriate integration with the Oracle Data Cloud platform.

Cross-device campaigns can deliver over any combination of IDs supported by the audience's source IDs, the linkage types in your private ID graph, and the delivery destination's supported ID types. For example, to deliver cookie-sourced data to MAIDs, the source audience must contain cookies, the private ID graph must contain cookie-MAID linkages, and the delivery destination must support MAIDs. Similarly, to deliver MAID-sourced data to console IDs, the source audience must contain MAIDs, the private ID graph must contain MAID-console ID linkages, and the delivery destination must support console IDs.



To create a campaign for delivering cross-device data

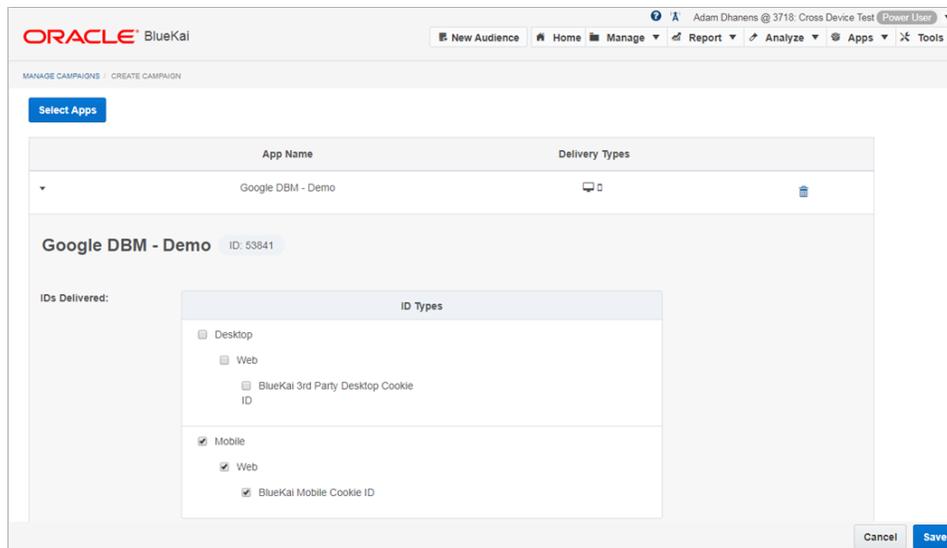
1. [Create a campaign.](#)

2. Select one or more delivery apps.

Cross-device campaigns must use a delivery app in order to set the appropriate destination ID types. You can select either simple saved or audience injection apps.

3. Select the arrow next to an app and select the destination ID types for the campaign.

In this example, the app will deliver MAIDs.



4. Save the campaign and enable it.

Cross-device data delivery begins immediately. As with standard campaigns, data typically takes two to three days to ramp. ID counts in the DSP's UI include cross-device extended profiles. Contact your CSM to request confirmation that cross-device data is being delivered within hours of enabling your campaign.

4.8.13 Step 4: Execute cross-device media campaigns in your DSP

After you have delivered cross-device profiles to your DSP, you can run media against that data on the ID space that was configured for delivery, regardless of where that data originated.

Cross-device extension rates using your private ID graph are contingent on the match rates to the source ID and on the coverage of your linkages to the destination ID space.

4.8.14 Cross-Device Audience Extension

You can reach your customers across all their devices by enabling the cross-device extension feature in the Oracle Data Cloud platform. Using cross-device extension, data attributes you collect on one of a customer's devices can now be activated on all the customer's devices.

For example, if a customer visits your product page on their work laptop, you can share that attribute to the customer's personal laptop and smartphone when delivering data to downstream activation platforms. This capability results in greater scale across all digital ID spaces that you can use for branding, direct response, or media suppression.

Use cases include:

- Targeting website visitors on their smartphone apps by delivering cookie-based attributes to your DSP on linked mobile advertising IDs
- Targeting app downloaders on the web by delivering mobile advertising ID-based attributes to your DSP on linked browser cookies
- Suppressing converters across all their devices by sharing the conversion event attribute to all the customer's devices

This feature is in Controlled Availability. It is not available or visible by default in the DMP and must be enabled in your partner seat. In addition, a delivery app must exist for recipient media partner before you create a cross-device campaign. Contact your Customer Success Manager for more information.

Understanding source and destination ID types

You establish cross-device extension when you create an audience in the Oracle Data Cloud platform, enable cross-device extension for it, and then include that audience in a campaign.

When you create the audience, you specify the ID types it contains. These ID types are called *source ID* types. When you create a campaign, you specify the ID types you want to include in the extended audience. These are called *destination ID* types. Destination ID types automatically include source ID types. As a result, source and destination ID types can be the same if you don't specify additional ID types in the campaign.

Source and destination IDs can include all supported ID types, including desktop cookies (BKUID), mobile cookies, MAIDs (IDFA and ADID), console IDs, and private IDs.

The output of a cross-device campaign is an extended audience that includes the IDs that are related to the IDs in the original audience. The scale of the extension of reach achieved by a cross-device

campaign depends on the combination of source and destination IDs included. So, for example, a cross-device campaign that connects all ID types can expect strong extension while a campaign that connects desktop cookies to mobile cookies can expect only a minor extension.

Note: Currently, the audience reach numbers in the Oracle Data Cloud platform do not reflect cross-device extension. All counts in downstream platforms do include cross-device linked IDs, however.

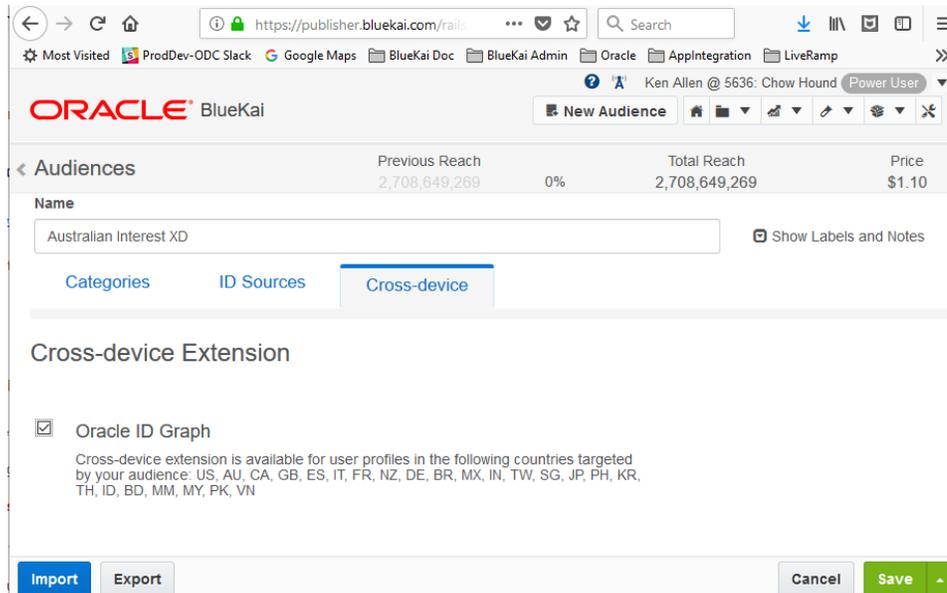
If you don't want to target the source ID types the original audience and target only the destination IDs types, you must create and deliver two separate audiences that are identical except that has cross-device enabled and one that does not. Later, in your DSP platform, you can exclude the audience that does not have cross-device enabled.

Creating a cross-device audience and campaign

Cross-device audiences and campaigns are not automatically labeled as such when you create them. To avoid confusion, consider adopting a naming convention that identifies them.

To create a cross-device campaign:

1. [Create an audience](#) that you want to deliver via a cross-device campaign.
2. On the *Cross Device* tab, click **Extend my Audience to Other Devices**. Text on the tab indicates which countries are available for cross-device extension from the countries selected on the **Categories** tab.

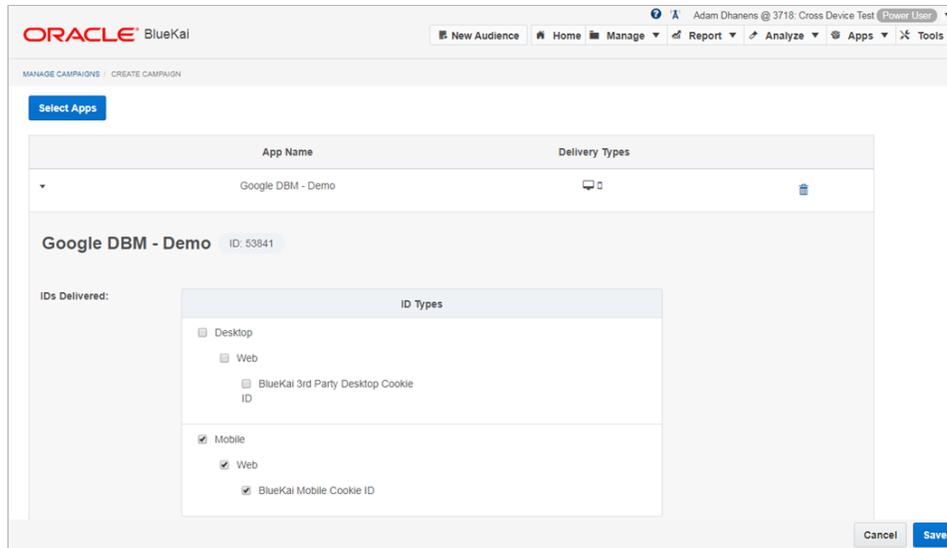


3. Save the audience.
4. [Create a campaign](#) based on the cross-device audience you created.
5. Select one or more delivery apps

Cross-device campaigns must use a delivery app in order to set the appropriate destination ID types. You can select either simple saved or audience injection apps.

6. Select the arrow next to an app and select the destination ID types for the campaign.

In this example, the audience contains all source IDs (desktop cookies, mobile cookies, Apple IDFAs, and Google AdIDs), but the delivery app sends only MAIDs (Apple IDFAs and Google AdIDs).



7. Save the campaign and make it active.

4.9 Becoming an app partner

The Oracle Data Cloud platform includes a comprehensive network of dedicated partners, including media partners who create ad targeting solutions and data app partners who leverage platform data to provide optimization, modeling, and analytics.

Oracle Data Cloud platform clients can [install an app](#) to connect to app partner platforms to ingest and activate data.

This topic provides instructions for partners who want to integrate with Oracle Data Cloud platform, which supports the following types of apps:

- [Audience injection](#)
- [Dynamic creative optimization](#)
- [Look-alike modeling](#)
- [Media targeting](#)
- [Site optimization](#)

If the integration does not involve specific financial terms, partners can execute required agreements and get started with their integration. The required steps include:

1. [Submit an AppCloud technology partner application.](#)
2. [Register as a developer.](#)
3. [Adhere to the Oracle Data Cloud platform app partner requirements.](#)
4. [Join the Oracle Partner Network \(OPN\).](#)

Once you join the OPN and read the app partner requirements, you can [develop an app](#) using the self-serve Develop App tool in the Oracle Data Cloud platform and submit it for approval. The Oracle Data Cloud platform will then complete an end-to-end test on the your integration and document the integration. Once the integration has been validated and documented, the platform will approve your app and publish it to the app catalog.

The following app partner integrations are the most common:

- **API app partner:** Receive DMP clients' metadata related to categories (users with the same attribute), audiences (logical combination of categories being targeted), campaigns (instructions for when, where, and how to send audiences to partners), and so on. For example, you could call the audience API and inventory reach API to list clients' audiences and sort it based on user inventory.
- **Data delivery partner:** Receive clients' online and offline user attributes and behaviors that are linked to anonymous online profiles (Oracle Data Cloud platform BKUUIDs). Once you have this user data in your system, it can help you to make decisions, such as which display ad, ad component, or site content to show the targeted user.
- **Data ingest partner:** Import DMP clients' user attributes into the Oracle Data Cloud platform and help them to leverage and enhance their first-party data for cross-channel marketing.
- **Embedded app partner:** Make your app's UI accessible from the Oracle Data Cloud platform UI via a secure iframe. You can also use Oracle Data Cloud platform APIs to automate your integration.

If your integration requires any financial terms, contact My Oracle Support ([MOS](#)) to request a separate agreement or contract. For example, data providers, modelers, and sellers in the Oracle Data Cloud platform's second-party private data marketplace must execute a separate agreement or contract.

4.9.1 Submitting a technology partner application

Submitting an AppCloud technology partner application is the first step in joining the Oracle Marketing AppCloud partner program, which is designed to support partners who want to integrate their apps with the Oracle Data Cloud platform and other Oracle Marketing Cloud platforms.

To submit an AppCloud technology partner application:

1. Go to <http://demand.eloqua.com/AppCloudPartnerApplication>.
2. Complete the online form, which asks for company information, customer information, and contact information.
3. Click **Submit**.

4.9.2 Registering as a developer

Registering as a developer enables you to develop your app without joining the Oracle Partner Network. As part of the registration process, you will execute the Oracle Cloud interoperability agreement, which specifies provisions governing the integration between you and Oracle.

To register as a developer and execute the agreement:

1. Go to <https://cloud.oracle.com/marketplace/developer>.
2. Click **Register as a Developer**.
3. Complete the developer application form, which asks for company and contact information.
4. Read the Oracle Cloud interoperability agreement and select the check boxes if you agree to its

terms.

5. Click **Submit**.

4.9.3 App partner requirements

You must follow Oracle Data Cloud platform requirements for developing, testing, and supporting app partner integrations. These requirements ensure that your app functions smoothly and complies with legal regulations and Oracle policies.

EU Data. To ingest and receive data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) agreements. Contact your Oracle Account Representative to obtain and sign the agreements.

API app partner requirements

API app partners follow Oracle Data Cloud platform [API documentation](#) for creating and managing metadata objects, which include but are not limited to:

- Human-readable category names in the taxonomy
- Audience segment composition
- Campaign delivery instructions
- Server-side configuration of container tags
- Self-classification categories and rules

For example, an API app partner can use the [audiences API](#) to pass individual categories from audience objects into their platform and then use the taxonomy API to get the corresponding human-readable category names.

Oracle obligations

Oracle provides developer keys and access to a test environment.

API app partner obligations

- The API app partner may only use the Oracle Data Cloud platform APIs for working with metadata and may not send or receive any user data with them.
- Must have a named engineering and product lead during all phases of the product life cycle (planning, development, testing, and production).
- Any changes to the integration made by the app partner require a minimum six-month notice to Oracle.

Delivery app partner requirements

Follow the [data delivery API documentation](#) for receiving clients' user data. For example, a delivery app partner can receive Oracle Data Cloud platform user attributes in their platform for targeting, optimization, analytics, attribution, modeling, and other solutions.

Oracle obligations

- Oracle provides access to the Oracle Data Cloud platform data delivery APIs.
- Based on the data delivery integration, Oracle may provide access to Oracle Data Cloud platform metadata APIs.

Data delivery app partner obligations

The data delivery app partner:

- Must adhere to the privacy requirements specified in the [Oracle Marketing Cloud and Oracle Data Cloud Privacy Policy](#).
- Must adhere to the data retention requirements specified in the Oracle Data Transfer Agreement and Oracle Data Usage Agreement. Contact your Oracle Data Cloud partner manager for more information on executing these agreements.
- Must provide data usage reports if the app partner receives third-party data from the Oracle Data Cloud platform. If third-party data is passed, it will be purchased by the client. However, the data delivery app partner is not involved in the financial transaction. For details of the reporting requirements, see AudienceON reporting integration.

- Based on the integration, may provide an Oracle-supported authentication method and user data delivery and metadata server endpoints.
- Must have a named engineering and product lead during all phases of the product life cycle (planning, development, testing, and production).
- Any changes to the integration made by the app partner require a minimum six-month notice to Oracle.

Data ingest app partner requirements

The data ingest process entails extracting user attributes from online, offline, and mobile sources and then mapping the collected attributes into categories via classification rules. For example, data ingest app partners can classify users based on page content and then map users into private first-party Oracle Data Cloud platform categories when they visit those pages.

Oracle obligations

- Provides access to the Oracle Data Cloud platform data ingest APIs.
- Provides a test seat and environment in the Oracle Data Cloud platform.

Data ingest app partner obligations

- Follows the guidelines in [Becoming a data ingest app partner](#) and the [data ingest API documentation](#) for onboarding clients' data into the Oracle Data Cloud platform.
- When onboarding client's media data into the platform, data ingest app partners must follow the [media audience analytics ingest documentation](#).
- Must adhere to the [Oracle Marketing Cloud and Oracle Data Cloud Privacy Policy](#) to ensure they are not passing any prohibited data into the platform.
- Must have a named engineering and product lead during all phases of the product life cycle (planning, development, testing, and production).
- Any changes to the integration made by the app partner require a minimum six-month notice to Oracle.

Embedded app partner requirements

Embedding an app directly in the Oracle Data Cloud platform user interface provides DMP clients with streamlined, automated workflows for a variety of partner features.

App partners typically develop an embedded app to automate their existing data ingest and delivery apps. For example, the Oracle OnRamp app is embedded in the platform UI and is available for DMP clients to automatically onboard their CRM data.

Oracle obligations

- Oracle to provide access to Embedded App Partner's user interface from the Oracle Data Cloud platform UI for mutual clients.
- Oracle provides Embedded App Partner with test seat and environment in the Oracle Data Cloud platform.

Data buyer and provider requirements

Partners who want to purchase or sell third-party data must execute an additional contract or agreement. To get started, contact your Oracle Data Cloud business development representative.

User data management

- For user data in the app partner's development environment, the app partner must purge any user data received from Oracle upon completion of the development and testing phases.
- For user data in the app partner's production environment, the app partner must adhere to the privacy and data retention requirements specified in the following documents:
 - [Oracle Marketing Cloud and Oracle Data Cloud Privacy Policy](#)
 - Oracle Data Transfer Agreement (DTA) and Oracle Data Usage Agreement (DUA): contact your Oracle Data Cloud partner manager for more information on executing the DTA and DUA.
 - [Network Advertising Initiative \(NAI\) Code of Conduct](#)

4.9.4 Joining the Oracle Partner Network

Partners who want to become Oracle Data Cloud app partners must be, at a minimum, [silver-level members the Oracle Partner Network](#) (OPN). Joining the OPN enables you to do the following:

- Build your business around Oracle's comprehensive product and services portfolio.
- Develop expertise and differentiate your offerings.
- Promote and sell your unique solutions.

For more information on joining the OPN, go to the [OPN Get Started page](#).

4.9.5 Developing an App

You can become an Oracle Data Cloud platform app partner by creating an app in the self-serve app development tool . When you submit the app for testing and approval, Oracle performs end-to-end testing and then publishes it to the app catalog. The app then becomes available to clients to use for data delivery.

Important: Data delivery is the only app type currently supported by the self-serve **Develop Apps** tool. For other app types, contact My Oracle Support ([MOS](#)) and request an integration.

Before you start

Before you begin developing your app, make sure that you have completed the following tasks:

- [Become an app partner](#).
- Complete the Oracle Data Cloud European Union (EU) General Data Protection Regulation (GDPR) Right to Use agreement if you plan on receiving EU data. Check with your Oracle Data Cloud account representative if necessary.
- Review the [revenue recognition reporting requirements](#) and ensure that you can comply with

them.

- Develop and successfully test a data delivery integration with the Oracle Data Cloud platform.

Developing a data delivery app

The Oracle Data Cloud platform provides a self-serve app development tool to guide you through the process of developing your app. You need the following information to complete the process:

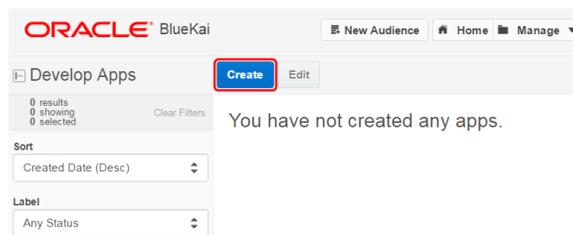
- Log-in credentials for your Oracle Data Cloud platform seat
- The app name and a short description
- A logo file to brand your app in Oracle Data Cloud catalog
- The type of app, such as media targeting
- A list of email addresses of team members who should be notified about app activity
- The type of data delivered by your app, such as first- or third-party and data linked to cookies or mobile advertising IDs (MAIDs)
- Configuration details, such as the data delivery method and endpoints

To develop your data delivery app:

1. Log in to partner.bluekai.com.
2. Select **Apps > Develop Apps**.

The *Develop Apps* page is displayed.

3. Click **Create**.



The *Basic Information* section is displayed.

Basic Information

Begin by defining the partner visible fields of name, type, description, and logo for your app.

Name*

Description*

App Logo*
Logo must be square, minimum 196 x 196 and maximum 1MB in size.
 No file chosen

4. Enter the name of the app as it should appear in the app catalog.
5. Enter a short description (up to 300 words).
6. In the *App Logo* section, click **Choose File** and upload a logo file. The logo can be up to 200 X 200 pixels with a maximum file size of 1 MB.
7. In the **Additional Contact Emails** box, enter a comma-separated list of email addresses for recipients of any notifications regarding your app. For example, you could include the product owner and a member of your operations team.
8. In the *App Type* section, select **Data Delivery App**.

< Develop Apps

App Type
Select the type of app you are developing. *Required

- Data Delivery App**
Enable clients to quickly send private and public data into your platform. Your logo will be displayed in the Oracle DMP Campaign Creation workflow.
- Embedded App [Coming Soon]
Embed your app directly in the Oracle DMP to provide clients with a tightly integrated environment that streamlines the workflow between platforms.
- Look Alike Modeling App [Coming Soon]
Provide clients with high-value users that behave similarly to their best customers and converters to increase the reach and precision of their audiences.

9. In the *Solution Types* section, select the solution that your app supports. Solution types represent different marketing execution channels. If your platform supports multiple solution types, configure an Oracle Data Cloud platform app for each type because each solution type

requires a different configuration.

Solution Types

Select the solution that your app supports. In the Oracle DMP, apps are categorized by solution types, which represent different marketing execution channels. If your platform supports multiple solution types, you need to configure each type one at a time. This is because each solution type typically requires a different configuration.

*Required

Media Targeting
 Pass campaign data to a media vendor to acquire users on ad exchanges and networks, or to make direct purchases.

My app accepts the following data:

Private Data
 Public Data

Dynamic Creative Optimization
 Pass granular campaign data (for example, SKU numbers) to a DCO vendor to retarget users with customized ad components.

Site Optimization
 Pass campaign data to a SSO vendor to target users on your site with customized content blocks.

Search
 Target your site visitors and prospect high-value users by leveraging audience attributes to boost your paid search keywords.

Social
 Target your site visitors and prospect high-value users across social media platforms.

Analytics
 Pass campaign data to an Analytics vendor to gain insights on your users.

10. In the *My app accepts the following data* section of the selected solution type, select the type of data to be delivered into your platform:

- **Private Data:** First-party online, offline, mobile, and look-alike data stored in clients' private DMP taxonomies.
- **Public Data:** Third-party data made available to DMP clients for purchase in the Oracle Data Marketplace. If you select this check box, select **Acknowledge** to agree to provide data usage reports to Oracle Data Cloud platform according to the AudienceON reporting requirements and select whether you (the app **Partner**) or the client is to be billed for the third-party data.

Solution Types

Select the solution that your app supports. In the Oracle DMP, apps are categorized by solution types, which represent different marketing execution channels. If your platform supports multiple solution types, you need to configure each type one at a time. This is because each solution type typically requires a different configuration.

*Required

Media Targeting
 Pass campaign data to a media vendor to acquire users on ad exchanges and networks, or to make direct purchases.

My app accepts the following data:

Private Data
 Public Data

Public Data Billing

I acknowledge that I must provide usage reporting for public data.

Billing

Client: Bill 3rd party data directly to the client.
 Partner: Bill 3rd party data to the app partner.

Dynamic Creative Optimization
 Pass granular campaign data (for example, SKU numbers) to a DCO vendor to retarget users with customized ad components.

11. In the *Delivery Method* section, select the data delivery method to use for receiving data from the platform and specify any additional data items that need to be included in your data delivery.

- JSON return:** Transfers user data from Oracle Data Cloud platform to a web page hosting an Oracle Data Cloud JavaScript tag. If you select the JSON return method, enter your pixel endpoint in the **Pixel URL** box, including any [macros](#). When a qualifying user visits the page, the platform returns a `bk_results` object that contains JSON-formatted data, including the external audience ID and the categories for the user. JSON return is typically used by site optimization and dynamic creative optimization app partners.
- Pixel:** Fires an image pixel to your endpoint. If you select the pixel method, enter your pixel endpoint in the **Pixel URL** box. You can specify the type of data to be passed in the pixel by appending macros to the pixel URL. You can then store the data passed via the pixel in the user's cookie or your profile store for later targeting. The pixel delivery method is not supported for audience injection apps.
- Server data transfer (SDT):** Transfers user data from the Oracle Data Cloud platform into your server-side profile store. If you select the SDT option, choose one of your SDT configurations from the **Endpoint** list. The ID types that may be delivered to the selected server endpoint are displayed. If the list is empty, contact My Oracle Support ([MOS](#)) and request an SDT configuration to deliver user data to your server endpoint.

App Configuration

Based on your app type, select the method used to receive Oracle DMP data. In the future, you will be able to have multiple server endpoints for an app. This is useful, for example, if you want to separate desktop and mobile device data.

Delivery Method*

Server Data Transfer

Endpoint*

330: Bluekai S2S Test

Additional Parameters
Enter any key-value pairs, macros, or external IDs to be included in your data delivery.

Parameter Type

Key Value Pairs

Key Value

Add Parameter

1	Key	Macro	Parameter Type
	bkuuid	\$_BK_UUID	macro

12. (Optional) In the *Additional Parameters* section, do one of the following:

- Select **Account Parameter** and then enter an account-specific parameter, such as an advertiser ID or account ID, that must be included in your data delivery. During installation, clients enter the corresponding values for their account parameters. The account parameters are then appended to the pixel URL generated when clients use your app in a data campaign.

Additional Parameters
Enter any key-value pairs, macros, account params or external IDs to be included in your data delivery.

Parameter Type
Account Parameters

Enter any account-specific parameters such as an account ID, advertiser ID, or client secret key that must be included in your data delivery. The client will enter the corresponding value once in the Install Apps tool. Use this for static values that do not change.

accountID

Add Parameter

- Select **Key Value Pairs** and then enter a key and (optionally) a default value pair to include in your data delivery. During campaign creation, the client enters a value for the key. If you entered a default value, the client can override it.

Additional Parameters
Enter any key-value pairs, macros, account params or external IDs to be included in your data delivery.

Parameter Type
Key Value Pairs

Enter any keys that must be included in your data delivery. The client will enter the corresponding value in the Campaign Creation tool each time they use your app. You can enter a default value for the key; however, the client can still override it. Use this for values that change based on the audience or campaign.

Region_code 110

Add Parameter

- Select **Macros** and then enter a key. Select one of the available [macros](#) to include in

your data delivery.

1	Key	Parameter Type	
	Example Parameter	accountParam	

13. Click **Add Parameter**.
14. Repeat steps 12 and 13 for each parameter you want to add to the app.
15. (SDT only) If you have separate endpoints for receiving data linked to different ID sources (such as cookies and MAIDs), click **Add Another Endpoint** and add your other endpoints to your app. Having a single app with multiple endpoints makes it easier for clients to deliver their data to your platform using a single data campaign.

Complete the form and click add to see your items appear here.

Add another endpoint

16. (SDT only) To enable ID swaps to be executed automatically on the client's site once every seven days, enter your **ID Swap Pixel URL**, which should be an endpoint that the Oracle Data Cloud platform can call to get your users' cookie IDs via a redirect.

ID Swap Pixel Configuration
Enter an ID swap pixel URL and select a monitoring region

ID Swap Pixel URL
Enter your ID swap image pixel URL

ID Swap Pixel Monitoring Region
Select region for your ID swap pixel...

Note: The **ID Swap Pixel URL** is mandatory for SDT apps. If you do not provide one, your app will not be approved.

Example ID swap pixel URL with redirect:

```
http://YOUR_SITE.com/?redir=http://tags.bluekai.com/site/YOUR_SITE_ID?id=PUUID
```

If you need your site ID, contact your Oracle Data Cloud representative.

ID Swap Tag Protocol: If your ID swap tag uses HTTP protocol, it will only be fired on non-secured (HTTP) sites; it will not be fired on secure (HTTPS) sites. If a mutual client has a secure site and your ID swap tag uses HTTP, it may affect the amount of overlap between the Oracle Data Cloud platform and your platform. This may affect the amount of the client's 1st-party data that can be delivered to you.

If your ID swap tag uses HTTPS protocol, it will be fired from both non-secure and secure sites.

If you use a protocol-relative URL, the protocol used to fire your tag is based on the protocol used on the site.

17. From the **ID Swap Pixel Monitoring Region** list, select the region closest to where your endpoint is located.

18. In the **Delivery Instructions for Client** box, enter instructions to be displayed in the install an app UI so that clients know how to deliver data into your platform. You can use the following template to prepare your data delivery instructions.

Oracle Data Cloud platform steps:

1. Create your target audience.
2. Create a data campaign to deliver your target audience to <partnerName>
3. (If necessary) In the campaign creation tool, enter your <partnerAccountID>. For details, see *instructions for getting your <partnerAccountID>*.
4. Once you save your campaign, <partnerName> receives an email notification with your name, campaign ID, and the category IDs delivered by your data campaign.
<partnerName> will use this information to map your Oracle Data Cloud platform data to a segment object in their platform.

<partnerName> steps:

1. Log in to the <partnerName> platform (<partner_URL>).
2. <Navigation steps for how client find Oracle Data Cloud platform audience/data in your platform>
3. <Steps for linking client's Oracle Data Cloud platform audience/data with media campaign in your platform>
4. For further support, contact <support_URL>.

19. In the *Data Delivery App Type* section, select one of the following types of data delivery apps:

- **Audience Injection**: The Oracle Data Cloud platform programmatically creates audience objects in your platform using your APIs. Your APIs return the synchronized object so that the platform can deliver user data into your platform via SDT, SDT batch, or JSON return.
- **Simple Saved**: Manually link the Oracle data you are receiving with the audience segments in your platform at the campaign or category level. The managed mapping method provides real-time email notification and a UI for tracking and managing mapping requests.

20. [Publish your app.](#)

Developing an audience injection app

Audience injection is an automated method for creating and mapping audience objects between the Oracle Data Cloud platform and execution systems. The Oracle Data Cloud platform programmatically creates audience objects in your platform via your APIs and your APIs return the object used in your system for storing and targeting users. The object is typically referred to as a user audience, a segment, or a list. Once this mapping is complete, you can add the users you receive via server data transfer (SDT) to your audience objects.

Note: Audience injection can be used for apps that use the SDT or JSON return delivery methods. Audience injection does not support image pixel delivery.

To develop an audience injection app:

1. Complete the steps in [developing an app](#).
2. In the *Data Delivery App Type* section, select **Audience Injection** from the **App Type** list to programmatically link the Oracle Data Cloud platform data you are receiving with the audience segments in your platform.
3. In the *Audience Injection Method* section, select how Oracle Data Cloud audiences are passed into the client seat within your platform:
 - **Direct:** The Oracle Data Cloud platform creates the audience object directly in the client's seat within your platform.
 - **Indirect:** The Oracle Data Cloud platform creates the audience object and then provisions it in the client's seat in your platform based on the client's account identifier provided when they install your app (advertiser ID, account ID, or client ID).

4. If you selected **Indirect**, enter a test advertiser ID, account ID, client ID, or other identifier in the **Account Number** box so that the platform can test your indirect audience injection integration.

< Develop Apps

Data Delivery App Type
Select how you will link the Oracle DMP data you are receiving with the audience/segment objects in your platform. You can do this manual campaign-level or category-level mapping, or you can do it programmatically using Audience Injection.

App Type*
Audience Injection

Audience Injection Method*
Indirect

Account Number
Enter a test advertiser ID, account ID, or client ID

5. In the *Authentication* section, select how clients will authenticate into your platform:
 - **Access Token:** Provide an access token that can be used to inject audiences into *all* client seats or into a single seat. Your platform must support HTTP authentication to use an access token.
 - **OAuth 2.0:** The Oracle Data Cloud platform creates the audience object directly in the client's seat within your platform.
6. If you selected the OAuth 2.0 option, enter the following [authorization code grant type](#) components, which allow the Oracle Data Cloud platform to access a client's seat within your platform via OAuth 2.0
 - **Authorization provider URL:** The URL where the platform should direct clients to enter their credentials for your platform and grant the Oracle Data Cloud platform access to their audience resources in your platform.
 - **Client ID:** Enter the unique client ID to be passed by the Oracle Data Cloud platform in requests to your authorization provider.
 - **Redirect URL:** Accept the default redirect URL, which is `https://publisher.Oracle-BlueKai.com/rails/oauth2/finish`. Do not change this or you will not be able to validate your app.
 - **Scope:** Enter a comma-separated list of authorization grants for the Oracle Data Cloud platform to access clients' audience resources in your platform.

- **Secret:** Enter the unique secret key for the platform to include in requests to your authorization provider.

7. In the *Audience JSON Objects > Request* section, enter your audience schema in the **JSON Schema for Audience Request** box. The Oracle Data Cloud platform uses your schema to send audience objects to your platform. For details, see [schema for the audience objects](#).

< Develop Apps

Audience JSON Objects

Request
Enter the schema of the audience object you want Oracle-BlueKai to send to your Audience API *Required

JSON Schema for Audience Requests

```
{ "name": "$AUDIENCE_NAME_$CAMPAIGN_NAME_$TIMESTAMP", "price": $PRICE "advertiserid": $ADVERTISER_ID }
```

Response
Enter the name of the ID field for the audience object you will create in your platform and return to Oracle-BlueKai *Required

Audience Object ID Name
Enter the name of your audience object ID field.

8. In the *Audience JSON Objects > Response* section, enter the name of the ID field in the **Audience Object ID Name** box. This is the ID of the audience object you will create in your platform and return to the platform, such as `external_audience_id`. When the platform creates an audience object in your platform (via a POST request to your audience API), your API will return a JSON object with the audience ID that was created in your platform, such as `"external_audience_id": "123"`.

9. In the **Audience API** box, enter the audience service endpoint that the platform will call to create, verify, and update objects to you platform. Your audience API must support the following calls:

- A GET request with your external audience ID in the URL that returns a 200 success code or a 4xx bad request code. For example, `partner.com/rest/audiences/external_audience_id`.
- A POST request that returns the name and ID of the external audience created in your platform back to the platform in JSON format. For example, `partner.com/rest/audiences`.

- A PUT request with your external audience ID and a JSON body that includes the updated CPM of the audience. For example, `partner.com/rest/audiences/external_audience_id`. The audience CPM may change when the data provider updates their rate card or a client updates the audience composition.

(Optional) You can include [supported macros](#) in your audience API call. For example:

```
partner.com/rest/audiences/$ADVERTISER_ID/segments
```

Where: `$ADVERTISER_ID` is a app macro included in your call that will insert the client's unique account identifier. Passing the `$ADVERTISER_ID` macro is useful if your audience API requires the client's account identifier in the POST request.

10. [Publish your app.](#)

Learn more: [Becoming an audience injection partner](#)

Schema for audience objects

The Oracle Data Cloud platform uses your audience schema to send audience objects to your platform. Enter your schema in the *Audience JSON Objects* section of the *Develop Apps* page.

The **JSON Schema for Audience Request** box shows the default schema:

```
{ "name": "$AUDIENCE_NAME_$CAMPAIGN_NAME_$TIMESTAMP", "price": $PRICE
  "advertiserId": $ADVERTISER_ID }.
```

Audience fields

Field	Type	Description
<code>advertiserId</code>	integer	A list of advertiser IDs for the given customer account This field is required if you are using the indirect injection method. You may also include it if you are using an access token for authentication.
<code>name</code>	string	The name of the external audience object to be created in your platform This field's default syntax includes the audience name, campaign name, and a timestamp when the audience was injected into your platform: <campaign_name>_<audience_name>_<timestamp>

Field	Type	Description
		Alternatively, you can insert macros in the name. A custom name must include the audience name or the campaign name in the audience macros table below. For example, you can enter the following in the JSON Schema for Audience Request box to prepend "Oracle Data Cloud" to the name of all audiences passed into your platform: <code>Oracle Data Cloud Audience: \$AUDIENCE_NAME</code>
<code>price</code>	float	The cost per thousand impressions (CPM) of the audience This field is required if your platform accepts third-party data. If you are receiving Oracle Data Cloud third-party data, you must provide data usage reports to Oracle Data Cloud. For details, see AudienceOn reporting requirements.

You can include the following macros in your audience object input schema:

Audience macros

Macro	Type	Description
<code>\$ADVERTISER_ID</code>	string	The client's unique account identifier If you are using the indirect injection method, the client enters this when they install your app.
<code>\$AUDIENCE_ID</code>	integer	The unique ID assigned to the audience
<code>\$AUDIENCE_NAME</code>	string	The name of the audience passed into your platform
<code>\$CAMPAIGN_ENDDATE_MM/DD/YYYY</code>	timestamp	The campaign end date in <i>MM/DD/YYYY</i> format
<code>\$CAMPAIGN_ENDDATE_YYYY/MM/DD</code>	timestamp	The campaign end date in <i>YYYY/MM/DD</i> format
<code>\$CAMPAIGN_NAME</code>	string	The name of the campaign
<code>\$CAMPAIGN_STARTDATE_MM/DD/YYYY</code>	timestamp	The campaign start date in <i>MM/DD/YYYY</i> format
<code>\$CAMPAIGN_STARTDATE_YYYY/MM/DD</code>	timestamp	The campaign start date in <i>YYYY/MM/DD</i> format
<code>\$DATETIME</code>	date	The time when the audience was injected into your platform in <i>YYYY/MM/DD HH:MM:SS</i> format. For example: 2016/05/20 14:05:27.
<code>\$PARTNER_ID</code>	integer	The client's partner ID
<code>\$PRICE</code>	float	The CPM of the audience
<code>\$TIMESTAMP</code>	timestamp	The Unix timestamp when the audience was injected into your platform (for example, 1432131627)

Sample JSON schema of an audience object to be sent to your platform:

```
{
  "name": "Oracle Data Cloud Audience: $AUDIENCE_NAME",
  "price": $PRICE,
  "advertiserId": $CUSTOM_CLIENT_ID
}
```

Developing a simple saved app

The **Simple Saved** app type allows you to link the Oracle data you are receiving with the audience segments in your platform at the campaign level or category level. There are two ways to map audience data for simple saved apps:

- **Managed mapping**: Provides a UI for tracking and managing clients' mapping requests and real-time email notifications. For details, see [becoming a managed mapping partner](#).
- **Manual mapping**: Manually link the Oracle data you are receiving to the audience segments in your platform at the campaign or category level.

Managed mapping

To develop a simple saved app that uses managed mapping:

1. Contact your partner manager and request managed mapping to be enabled in your partner seat.
2. Complete the steps in [developing an app](#).
3. In the *Data Delivery App Type* section, select **Simple Saved** from the **App Type** list to manually link the Oracle Data Cloud platform data you are receiving with the audience segments in your platform.
4. Select one of the following mapping methods from the **Audience/Segment Object Mapping** list:
 - **Campaign-level mapping**: You create a single audience object in your platform for each unique campaign ID and connect clients' Oracle Data Cloud platform data to your audience objects via the campaign ID. Campaign-level mapping is recommended for apps that deliver clients' audiences containing first- or third-party data because clients typically compose audiences that include multiple categories that are combined with

Boolean operators (AND, OR, NOT). The campaign ID provides a single object that encapsulates the audience composition.

- **Category-level mapping:** You create segment objects in your platform for each unique category ID and connect clients' Oracle Data Cloud platform data to your segment objects via the category ID. Category-level mapping is only recommended for channel partners receiving syndicated third-party data. This is because it enables you resell data so you must report usage of the individual categories.

Data Delivery App Type

Select how you will link the Oracle DMP data you are receiving with the audience/segment objects in your platform. You can do this manually using campaign-level or category-level mapping, or you can do it programmatically using Audience Injection.

The screenshot shows two dropdown menus. The first, labeled 'Data Delivery App Type*', has 'Simple Saved' selected. The second, labeled 'Audience/Segment Object Mapping*', has 'Campaign-Level Mapping' selected and is highlighted with a red rectangular border.

5. [Publish your app.](#)

Learn more: [Becoming a managed mapping partner](#)

Manual mapping

To develop a simple saved app that uses manual mapping:

1. Complete the steps in [developing an app](#).
2. In the *Data Delivery App Type* section, select **Simple Saved** from the **App Type** list to manually link the Oracle Data Cloud platform data you are receiving with the audience segments in your platform.
3. Enter instructions in the in the **Delivery Instructions for Client** box for the following types of mapping:
 - **Campaign-level mapping:** Campaign-level mapping typically requires the client to manual create and name the audience/segment object in your platform and then specify their campaign ID to be associated with that audience. Enter instructions in the **Delivery Instructions for Client** box so that clients know where to enter their campaign ID in your

platform. For example: "In the {app partner name} platform, enter your Oracle Data Cloud platform campaign ID in the {audience mapping page}."

- **Category-level mapping:** The category-level mapping method typically entails getting the audience name or human readable names of the category IDs included in your SDT data. Enter instructions in the **Delivery Instructions for Client** box so that clients know how to share their categories with you, which depends on which of the following methods they must use:

- **Audience sharing using the taxonomy API:** The client shares their audience so you can get the audience name and composition from your Oracle Data Cloud platform seat. Alternatively, you can use the [categories API](#) to do the following:
 - Pass category IDs into the `parentId` field to limit the response to the specified category and its child nodes.
 - Enable the `showReceivedAudienceCategories` flag to return the categories in the shared audiences.
 - Enable the `fullpath` flag to return the full taxonomy path of the categories in the shared audience.

Adjust the following sample instructions: "Audience sharing: Contact your Oracle Data Cloud account manager to share your audience with {app partner name}. This will enable {app partner name} to display your category names."

- **Audience sharing using the audience API:** The client shares their audience so you can get the audience name and composition from your Oracle Data Cloud platform seat. Alternatively, you can use the [audiences API](#) to do the following:
 - Make a GET list call with the name of the audience you received from the client passed into the `name_or_id` field. The audience API will return the audience ID.
 - Use the audience ID to make a GET read call. The audiences API response will include a segments object that includes the audience composition.

- **Category whitelisting:** The client works with their account manager to whitelist the categories included in your data delivery, which enables you to get the names and IDs of their categories. Adjust the following sample instructions: "Category Whitelisting: Contact your Oracle Data Cloud account manager to use taxonomy provisioning in order to whitelist your categories to {app partner name}. This will enable {app partner name} to display your category names."

4. [Publish your app.](#)

Publishing your app

Once you configure your app, you can save and submit it to Oracle Data Cloud for review.

Important: When you save an audience injection app, Oracle Data Cloud validates your authentication method and audience API. If you are using OAuth 2.0, you are redirected to an authentication login where you enter credentials to authenticate into your platform. Once validated, you can save your app and submit it for review. If your app has not been validated, saving it is not yet an option.

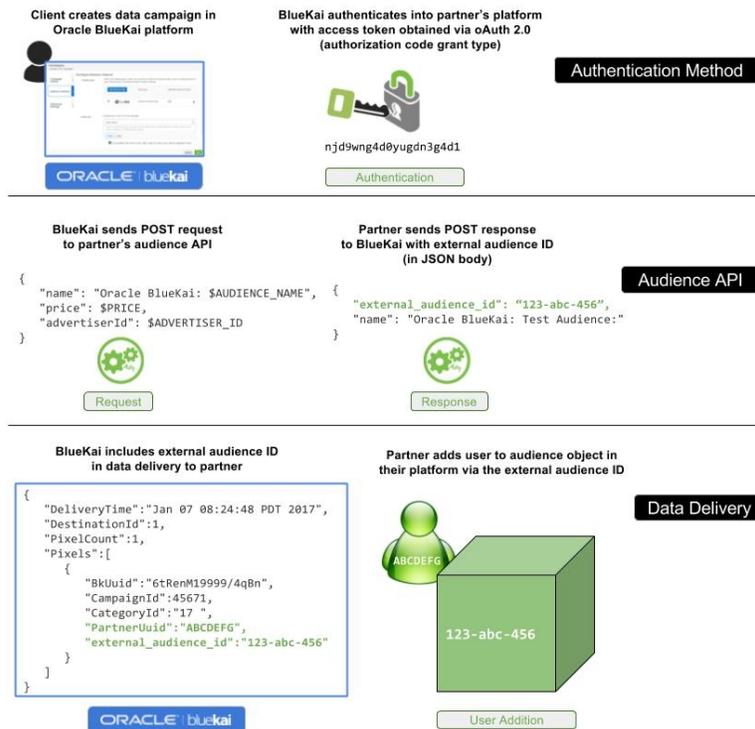
To submit your app for review:

In the bottom right-hand corner of the **Develop Apps** tool, select one of the following options:

- **Save as Draft:** Saves your app's configuration even if you have not completed the fields marked as required. You can later complete the required fields and submit your app for review.
- **Save for Testing:** Saves your app without submitting it. This enables you to [install the app](#) in your seat so you can test it. This option is only available if you have completed all the fields marked as required.
- **Save and Submit for Review:** Saves your app and sends an email notification to Oracle Data Cloud that your app is ready for review. After you submit your app, Oracle tests your app. Once validated, the app is approved and added to the Oracle Data Cloud platform app catalog. You can check the status of your app from the *Develop Apps* page.

4.9.6 Becoming an audience injection partner

Audience injection is an automated method for creating and mapping audience objects between Oracle Data Cloud platform and execution platforms. With audience injection, the Oracle Data Cloud platform authenticates into your system and uses your APIs to create audience objects. Your APIs return your "external audience IDs" for the injected audience and the platform includes them in subsequent data so that you can add users to your audience objects.



Audience injection makes delivering and activating audiences between platforms a rapid, seamless, self-serve process for mutual clients and it eliminates the need for your team to manually map segment objects.

It also deepens your integration with the Oracle Data Cloud platform partner ecosystem. Your logo will be displayed prominently within the UI and you will join the following audience injection app partners:

- [AppNexus](#)
- [Centro](#)

- [DataXu](#)
- [Exponential](#)
- [Google DBM](#)
- [Google DFP](#)
- [Google GDN](#)
- [MediaMath](#)
- [Optimizely](#)
- [The Trade Desk](#)
- Twitter

Audience injection workflow

Prerequisites

To become an audience injection partner, you must meet the following requirements:

- **[Audiences API](#)**: You must have a RESTful audience API that supports POST, GET, and PUT methods for creating, verifying, and updating audiences in your system and can successfully respond to a [set of cURL commands](#).
- **[Data delivery](#)**: You must be able to receive Oracle Data Cloud platform data via [server data transfer](#) (SDT) or [JSON return](#).
- **[Authentication](#)**: The platform must be able to authenticate into your system using one of the following methods:
 - OAuth 2.0 authorization code grant type
 - Access token with extended time to live (TTL)

Your authentication endpoints must adhere to the following syntax:

- `https://your_authorization_provider_url.com/oauth2/authorize`
- `https://your_authorization_provider_url.com/oauth2/token`

To develop your audience injection app:

1. Send your authentication and audience API documentation to your Oracle Data Cloud platform partner manager and set up a meeting to review your integration.
2. [Validate your audience API](#) with the provided cURL commands and send the results to your Oracle Data Cloud platform partner manager.
3. [Create your audience injection app](#) that includes your authorization service, audience services, and data delivery method and then save it for testing. The Oracle Data Cloud platform must validate your APIs in order for your app to be published. This is a requirement for engineering support to help debug and troubleshoot your app.
4. Test your app to verify the following:
 - Audiences are created in your system.
 - The platform receives and stores your external audience IDs.
 - Data delivery results in users being added to your external audiences.
5. (Recommended) Provide Oracle Data Cloud with a test seat in your system to test and validate the integration and help document how clients can find and use their audiences.
6. Work with Oracle Data Cloud to create instructions for your app. If you do not provide a test seat in your system, you will need to provide instructions and screenshots showing clients how to find their Oracle Data Cloud audiences in your system.
7. Beta test the integration with one to three clients for two to four weeks.
8. Publish the app to the Oracle Data Cloud app catalog, which makes your integration available to all clients.
9. [App installation](#): The client adds your app to their DMP and is then re-directed to your provider URL where they enter their credentials for your system and grant access to Oracle Data Cloud for creating and updating audiences in their seat.
10. [Audience and campaign creation](#): The client creates an audience and a campaign in the Oracle Data Cloud platform.

11. [Audience injection](#): The platform calls your audience creation API to inject the client's audience into their seat in your system.
12. [Data delivery](#): The platform delivers the client's user data (unique user ID, external audience ID, categories, or campaign ID) to your system via SDT or JSON return.

App creation

During the app creation process, you provide all the information needed for the audience injection integration, including a name, description, logo, pricing models, and a data delivery method. The process and requirements are described in [developing an app](#).

For audience injection apps, you must provide your:

- [Injection method](#) (direct or indirect)
- [Authentication service](#)
- [Audience object JSON schema](#)
- [Audience API](#)

Data Delivery App Type

Select how you will link the Oracle DMP data you are receiving with the audience/segment objects in your platform. You can do this manually using campaign-level or category-level mapping, or you can do it programmatically using Audience Injection.

App Type*
Audience Injection

Audience Injection Method*
Direct

Authentication *Required
OAuth 2.0

Enter your Authorization Provider URL

Enter the unique client ID to be passed by Oracle-BlueKai in requests to your authorization provider.

Use the OAuth 2.0 protocol (implicit grant type) to enable Oracle-BlueKai to create and edit audience objects and add users to those objects. This is the standard authentication method used by Oracle-BlueKai.

Audience JSON Objects:

Request:
Enter the schema of the audience object you want BlueKai to send to your Audience Creation API *Required

```
{ "name": "$AUDIENCE_NAME_SCAMPAIGN_NAME_STIMESTAMP", "price": $PRICE "advertiserId": $ADVERTISER_ID }
```

Response:
Enter the name of the ID field for the audience object you will create in your platform and return to BlueKai *Required

Audience Object ID Name

Audience APIs:

Audience API:
Enter Your Audience URL

Injection method

Select how Oracle Data Cloud audiences are passed into the client seat within your system:

- **Direct injection:** The Oracle Data Cloud platform creates the audience object directly in the client's seat within the app partner's platform.
- **Indirect injection:** The Oracle Data Cloud platform creates the audience object in the app partner's platform and then provisions the object based on the account identifier for your system provided by the client when they install your app. If you use indirect injection, you must provide us with a test advertiser ID, account ID, client ID, or other identifier that we can use to validate your indirect audience injection integration.

Authentication service

To allow the Oracle Data Cloud platform to create and edit the client's audiences object in their seat within your system and to add users to the lists, you must use the OAuth 2.0 protocol's [authorization](#)

[code grant type](#).

Note: The Oracle Data Cloud platform does not currently support the client credentials type or any other OAuth 2.0 method.

As an alternative to using OAuth 2.0, you can provide an access token with an extended TTL that can be used to inject audiences into all client seats or into a specific seat. your system must support HTTP authentication to use an access token.

Provide the following information:

Item	Description
Authorization provider URL	<p>The URL where the platform should direct the mutual client to enter their credentials for your system and grant Oracle Data Cloud access to the audience resources in their seat. You can use your in-house authorization provider or you can use a third-party authorization provider such as Facebook, Google, or Twitter. The authorization provider URL must include a redirect to return users back to the Oracle Data Cloud platform.</p> <p>Your authorization and token request endpoints must adhere to the following syntax:</p> <ul style="list-style-type: none">■ <code>https://your_authorization_provider_url.com/oauth2/authorize</code>■ <code>https://your_authorization_provider_url.com/oauth2/token</code> <p>The refresh token provided to the Oracle Data Cloud platform must have an extended time to live.</p>
Client ID	The unique ID the platform includes in requests to your authorization provider
Client secret	The unique secret key that the platform includes in requests to your authorization provider
Scope	The limits on the authorizations granted to the platform for accessing the client's audience resources

Audience object JSON schema

You must specify the JSON schema of the audience object sent to your system and the name of the field used to pass the primary ID of the injected audience back to the platform. Your POST and PUT methods must both support this schema.

Default audience object schema:

```
{ "name": "$AUDIENCE_NAME_$CAMPAIGN_NAME_$TIMESTAMP", "price": $PRICE
"advertiserId": $ADVERTISER_ID }
```

Fields in the standard JSON-formatted audience object you will receive from the platform:

Field	Type	Summary
advertiserId	integer	A list of advertiser IDs for the given customer account. This field is required if you are using the indirect injection method. You may also include it if you are using an access token for authentication.
name	string	The name of the external audience object to be created in your system. By default, the name includes a concatenation of the audience name, campaign name, and a Unix timestamp when the audience was injected into your system (<i>campaignName_audienceName_timestamp</i>). Alternatively, you can use insert macros in the name. The custom name must include the audience name or the campaign name in the custom fields listed in the table below. For example, you can enter "Oracle Data Cloud platform Audience: \$AUDIENCE_NAME" to prepend "Oracle Data Cloud platform" to the name of all audiences passed into your system.
price	float	<p>The cost per thousand impressions (CPM) of the audience. This field is required if your system accepts third-party data. If you are receiving third-party data, you must provide data usage reports to Oracle Data Cloud following the requirements specified in AudienceON reporting.</p> <p>If the client sends you an audience with only first-party categories, the price will be set to 0.00, so your audience API must be able to support audiences with a price of zero.</p> <div style="border: 1px solid orange; padding: 10px; margin-top: 10px;"> <p>Important: The audience CPM is based on the lowest price between your rate card and the client's.</p> </div>

You can include the following [macros](#) in your audience object input schema:

Field	Type	Summary
\$ADVERTISER_ID	string	The client's unique account identifier. The client enters this when they install your app (if you are using the indirect injection method).
\$AUDIENCE_ID	integer	The unique ID assigned to the audience
\$AUDIENCE_NAME	string	The name of the audience being passed into your system
\$CAMPAIGN_NAME	string	The name of the campaign

Field	Type	Summary
\$TIMESTAMP	date	The time when the audience was injected into your system in YYYY/MM/DD HH:MM:SS format (for example, 2016/12/20 14:05:27).
\$PARTNER_ID	integer	The client's partner ID
\$PRICE	integer	The CPM of the audience

The following example shows how you can configure the JSON schema of the audience objects sent to your system.

Sample audience object (JSON) sent to vendor:

```
{
  "name": "Oracle Data Cloud platform Audience: $AUDIENCE_NAME",
  "price": $PRICE,
  "advertiserId": $ADVERTISER_ID
}
```

The following example shows how you can configure the audience object input schema.

Sample audience object (JSON) output:

```
{
  "external_audience_id": "123-abc-456",
  "name": "Vendor Campaign_BlueKai Audience_1432131627"
}
```

Audience object fields:

Field	Type	Summary
external_audience_id	string	The unique ID generated for the external audience injected into your system
name	string	The name of the audience created in your system, which includes a concatenation of the audience name, campaign name, and a Unix timestamp when the audience was injected into your system <i>campaignName_audienceName_timestamp</i>

Audience Object ID Name

You need to provide the name of the key linked to the unique IDs generated for your audience objects created in your system (for example, `external_audience_id`, `id`, or `segment_id`). When the platform creates an audience object in your system (via a POST request to your Audience API), your API will return a JSON object with the ID created in your system for the audience (for example, `"external_audience_id": "123"`).

Audience API

You need to provide Oracle Data Cloud with an Audience API for that supports POST, GET, and PUT methods for creating, verifying, and updating audience/segment objects in your system, respectively.

Audience creation (POST)

The POST method is needed to receive audience objects from the Oracle Data Cloud platform in JSON format, using the audience object JSON schema you specified. If your system accepts third-party data, your audience API must be able to accept the `price` field in the JSON body. When you receive the POST request, you will return the external audience created in your system back to the platform in JSON format.

Request

```
example.com/rest/audiences
```

Sample body

```
{
  "name": "Vendor Campaign_BlueKai Audience_1432131627",
  "price": 1.35,
  "advertiserId": 12345
}
```

Sample success response: HTTP 200 success code and the following JSON body

```
{
  "external_audience_id": "123-abc-456",
  "name": "Vendor Campaign_BlueKai Audience_1432131627"
}
```

Error response: HTTP 4xx error code. If the error is related to authorization, authentication, or an expired access token, you must return a 401 or 403 error. The Oracle Data Cloud platform does not currently parse or display the error code. Error codes are important for internal debugging.

Audience verification (GET)

The GET method is needed for Oracle Data Cloud to verify that an audience/segment object has been created in your system for an injected audience.

Request:

```
example.com/rest/audiences/externalAudienceID
```

Sample success response: HTTP 200 success code and the following JSON body:

```
{
  "external_audience_id": "123-abc-456",
  "name": "Vendor Campaign_BlueKai Audience_1432131627"
}
```

Error response: HTTP 4xx error code

Audience update (PUT)

If you are receiving third-party data, the PUT method is needed to support the updating of the CPM of an audience. This may occur if category prices change or the client changes the categories in their audience. The PUT request must support an external audience ID in the URL path.

Request:

```
example.com/rest/audiences/externalAudienceID
```

Sample body:

```
{
  "price": 1.00
}
```

Sample response: HTTP 200 success code and the following JSON body:

```
{
  "external_audience_id": "123-abc-456",
  "price": "1.00"
}
```

Error response: HTTP 4xx error code

The PUT method must support the same audience schema as the POST. The sample body demonstrates the typical PUT use case of updating just the price; however, your PUT method must be able to accept all of the same parameters as the POST.

Testing your audience API

You can use the following cURL commands to test your audience API before trying to create your audience injection app. You must provide a bearer access token and place it in the authorization header, and you must include your audience endpoint.

POST syntax:

```
curl -X POST -d '{"name": "audienceName", "price": D.CC, "audience_id":  
"audienceID"}' -H'Content-Type:application/json' -H'Authorization:  
Bearer yourAccessToken' 'yourAudienceEndpoint'
```

POST example:

```
curl -X POST -d '{"name": "BK_AI JS test audience1", "price":  
1.75, "audience_id": "abc123"}' -H'Content-Type:application/json' -  
H'Authorization: Bearer atesttoken'  
'http://www.mocky.io/v2/570d68b8120000c60412e589'
```

GET syntax

```
curl -X GET -H'Content-Type:application/json' -H'Authorization: Bearer  
yourAccessToken' 'yourAudienceEndpoint/audienceID'
```

GET example

```
curl -X GET -H'Content-Type:application/json' -H'Authorization: Bearer  
atesttoken' 'http://www.mocky.io/v2/570d68b8120000c60412e589/abc123'
```

PUT syntax

```
curl -X PUT -d '{"price": D.CC}' -H'Content-Type:application/json' -  
H'Authorization: Bearer yourAccessToken'  
'yourAudienceEndpoint/audienceID'
```

PUT example

```
curl -X PUT -d '{"price": 1.50}' -H'Content-Type:application/json' -
H'Authorization: Bearer atesttoken'
'http://www.mocky.io/v2/570d68b8120000c60412e589/abc123'
```

Audience and campaign creation

In the Oracle Data Cloud platform, the client [creates an audience](#) containing their first-party data, private second-party data shared with them by other clients, and third-party data purchased from the [Oracle Data Marketplace](#). The client then [creates a campaign](#) to specify into which partner platform to inject their audiences and deliver their user data.

Audience injection

Once the client activates their campaign, the platform calls your audience creation API with the access token obtained in the [app creation](#) step to inject the audience into the client's seat in your system. Your audience creation API returns your external audience ID back to the platform.

You need to provide Oracle Data Cloud with your audience creations APIs. When a campaign is activated, the platform calls your system's audience creation API with an access token and creates an audience object in the client's seat within your system. The audience is immediately available to clients for targeting.

Each app partner platform uses a slightly different hierarchy for storing audience objects. If audience objects are stored within a hierarchy in the vendor platform (e.g., at the advertiser level or campaign level), Oracle Data Cloud may need to know how to associate audience objects to the appropriate level within the vendor platform.

Data delivery

When delivering data via a standard delivery method, ([SDT](#) or [JSON return](#)), the platform will pass the list ID that maps the user or campaign to your segment object and the categories, and the platform for which the user qualified.

SDT

The [SDT](#) method transfers user data from the Oracle Data Cloud platform into your server-side profile store in our standard delivery format. Once an ID swapped has been won by a campaign, real-time data

that includes the unique user ID (UUID) and external audience ID is delivered into your system via JSON-formatted POST requests. The `external_audience_id` is included as a separate key-value pair in the JSON object (and it is also appended to the `PixelURL` attribute). Alternatively, the platform can store the user data in hourly or daily batch files that you can download from the Oracle Data Cloud SFTP server or an Amazon S3 bucket. Based on the SDT data, you add the user to the specified list. The following example demonstrates the data that will be delivered into your system.

Example SDT JSON object:

```
{
  "DeliveryTime":"Thu Dec 22 02:22:33 PST 2016",
  "DestinationId":1,
  "PixelCount":1,
  "Pixels":[
    {
      "BkUuid":"6tRenM19999/4qBn",
      "CampaignId":45671,
      "CategoryId":"17 ",
      "PartnerUuid":"YOUR_PARTNER_UUID",
      "PixelId":9151,
      "PixelUrl":"http://www.site.com/15415/pixel.gif?external_
audience_id=123-abc-456",
      "Rank":4,
      "Timestamp":"Thu Dec 22 02:22:33 PST 2016",
      "UtcSeconds":1482445313,
      "external_audience_id":"123-abc-456"
    }
  ]
}
```

JSON return

The [JSON return](#) delivery method transfers user data from the Oracle Data Cloud platform to a web page hosting a JavaScript tag. When a qualifying user visits the page, the platform returns a `bk_results` object that contains JSON-formatted data including the `external_audience_id` and the categories for which the user qualified. The JSON return method is typically used by site optimization and dynamic creative optimization partners. The following example demonstrates the data that will be delivered into your system.

Example JSON return tag

```
var bk_results = {
```

```
"campaigns": [
  {
    "campaign": 45671,
    "external_audience_id": "123-abc-456",
    "timestamp":1482445313,
    "categories": [
      {
        "categoryID":17,
        "timestamp":1482445842
      }
    ]
  }
];
```

FAQs

What are the benefits audience injection?

Audience injection automates and expedites the audience mapping process, which provides the following benefits:

- Clients can self-serve their delivery of their audiences into your system, which makes working between platforms to activate their data a quick, seamless process. Audiences are typically fully ramped and ready for activation in your system within 24 hours because the mapping is done immediately. With a manual mapping process, it typically takes 48-72 hours for the clients' audiences to be ramped.
- The Oracle Data Cloud platform does not have to spend resources providing the information needed to map the client's audiences in your system. The time saved with audience injection can be invested in further enhancing the integration with, for example, analytics, insights, and other media campaign optimizations.
- You do not have to spend time on communication with Oracle Data Cloud and the client to get the information needed to map clients' audiences and you don't have spend resources doing the actual mapping itself. With a quick, easy integration, clients are more likely to deliver their data into your system.

What do I need to do an audience injection integration?

You need to provide an [authentication method](#) that Oracle Data Cloud can use to get access to client's seats in your system and an [audience API](#) that supports POST, GET, and PUT methods. You must also be able to receive user data from the Oracle Data Cloud platform via SDT or a JSON return tag.

My authentication method and audience API are ready, what do I do now?

You can log in to partner.bluekai.com, select **Apps > Develop Apps**, and create a new app. The app development tool enables you to quickly enter all the information needed for the integration. For details, see [developing an app](#).

I am receiving data via SDT. Do I need a new server endpoint or change anything with my current one?

You can use your existing server endpoint for the audience injection integration, but you need to be able to process an additional field that includes your external audience ID. For example, if you are receiving data via SDT real-time, your JSON POSTs will include a field such as `"external_audience_id": "123-abc-456"`. If you receive data via SDT batch, you need to parse the external audience ID from the query string of the pixel URL field such as:

```
http://tags.bluekai.com/site/15415?limit=0&external_audience_id=123-abc-456.
```

I get error messages when trying to save my app. What is wrong?

Your Oracle Data Cloud partner manager can schedule a meeting with the engineering team or provide you with a contact who you can email. Note that you must have validated your audience APIs with the [provided cURL commands](#) to receive support from DMP Engineering.

4.9.7 Becoming a data ingest app partner

Data ingest is the process of classifying data from your system and onboarding it into categories in the Oracle Data Cloud platform. This document provides an overview of ingesting data by using platform web services. For a detailed introduction, including information about using a user interface, see [Data ingest](#).

EU Data. To onboard data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent agreement. Contact your Oracle Account Representative to obtain and sign this agreement.

You ingest data programmatically by making a sequence of calls to the platform APIs. Specifically, you make API calls to create sites, categories, and rules to classify data. Additional API calls whitelist the categories into the client's taxonomy and then onboard the data.

For example, consider a client named Supertronx that wants to import all their smartphone purchaser data from your system into their DMP. You first generate a site ID (48419) that uniquely identifies the Supertronx data. You pass this site ID in all subsequent User Data API calls for onboarding their data. Next, you create a category for smartphone purchasers (category ID 341150). You whitelist the category to the client's taxonomy. Finally, you create a rule that specifies that if an item purchased is a smartphone AND the site ID is 48419, then the user should be added to the **Smartphone Purchasers** category. The "item purchased is a smartphone" condition in the rule is specified as a key-value pair called a *phint*. When this phint is passed into the User Data API with the site ID and the user ID, the user is classified into the **Smartphone Purchasers** category in the Supertronx taxonomy.

The following image illustrates how sites, categories, rules, whitelisting, and the User Data API are used to onboard your user data into your taxonomy.

Oracle BlueKai DMP: Programmatic Data Ingest

Site ID. Number that identifies owner of data being onboarded.

58038 (Supertronx)

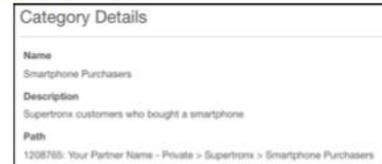
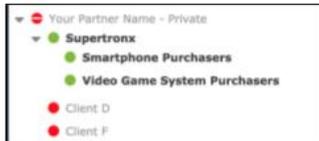


Category. Groups users with the same attributes into a bucket (for example, purchased a smartphone).

Category Name: Your Partner Name – Private > Supertronx > Smartphone Purchasers

Category ID: 1208765

Taxonomy Permission. Whitelists categories into client’s taxonomy.



Rule. Maps raw user attributes (key-value pairs called “phints”) to categories. Specifies for which site ID rule is applicable.

IF site ID is 58038 AND key=purchase & value=smartphone, THEN add user to category 1208765 (Supertronx’s smartphone purchasers)



User Data: Onboards data into category (requires site ID, user ID, and phint).

```
api.tags.bluekai.com/getdata/58038/v1.2?
userid=g3G991WRxNkbKGT6&&phint=purchase=
smartphone
```



Important: IDs that you pass into the User Data API may be linked to an Oracle Data Cloud cookie ID, partner ID (email hash, account ID hash, cookie ID, or another identifier), or Mobile Advertising ID (MAID). If you are passing a partner ID, it must be synced with the user’s anonymous Oracle Data Cloud cookie through an ID swap.

If you are onboarding data linked to a MAID, no ID swap is required because the data will be stored in separate Google AdID and Apple IDFA primary ID spaces, where linkages to Oracle Data Cloud cookies are not required.

The following table lists and summarizes the APIs used to import data from your system into the Oracle Data Cloud platform. The APIs are listed in the order in which you call them.

Step	API	Description	One Time/ Recurring	When to Call
1	Containers	Generates a unique identifier (called a site ID) for client data. The site ID is required for the Rule and User Data API calls.	Once per client	Client signals they want to use BlueKai integration.
2	Categories	Creates a bucket that contains users who share a distinct attribute or behavior.	Recurring	Client identifies a segment of users they want to classify in their DMP.
3	Taxonomy Permissioning	Adds the category to the client's taxonomy.	Recurring	Every time you create a new category.
4	Rules	Creates a rule that maps the raw data from your system into categories.	Recurring	Every time you create a new category.
5	User Data	Onboards data against a cookie ID, email hash, or mobile device ID. Supports one call per user with a maximum of 1,000 calls per second.	Recurring	Client confirms they want to onboard selected segment into their DMP.
5a	Bulk	Batch up individual User Data API calls. This step is optional but recommended.	Recurring	After batching up individual User Data API calls.

To make Oracle Data Cloud API calls, you need your partner ID and your Web service keys. For information about getting your ID and keys, see [Getting your developer keys](#).

Important: All Oracle Data Cloud API calls need to be authenticated via a request signature (bksig) by generating the encryption data into a string byte array containing the following elements and then signing the resulting string with a Web service private key:

HTTP_METHOD + URI_PATH + QUERY_ARG_VALUES + POST_DATA

For more information, see [Authenticating API calls](#).

Containers API

You use the BlueKai Containers web service (services.bluekai.com/Services/WS/sites) to create site IDs. A site ID defines a unique namespace for classifying, onboarding, and managing a client's data. The site ID ensures that different clients' data are classified into different categories.

The Containers POST request takes the client's name and your app partner ID, and returns the site ID to be used for managing the client's data. You include this site ID in subsequent Rules and User Data API calls.

API Reference: [Containers API](#)

To create a site ID with the Containers API:

- Make a POST request that specifies the client name and your partner ID. The request syntax and an example are shown below.

```
{
  "name": {"ClientName"},
  "data_transfer_limit": 0,
  "partner_id": {yourPartnerId},
  "analytics_only": "false",
  "transaction_scope": "self",
  "blocked_countries":["NL"]
}
```

```
{
  "name": "Supertronx - Data Ingest",
  "data_transfer_limit": 0,
  "partner_id": 1690,
  "analytics_only": "false",
  "transaction_scope": "self",
  "blocked_countries":["NL"]
}
```

The API returns the site ID as shown in the following example.

```
{
  "desktop_site": {
    "labels": null,
    "notes": "",
    "name": "Supertronx - Data Ingest",
    "id": 58038,
    "type": 0,
  }
}
```

```

    "allowed_buyers": [],
    "private_data": "true",
    "partner": {
      "name": "Your App Partner Name",
      "id": 1690
    },
    "created_at": "2017-06-17 12:18:14-0500",
    "updated_at": "2017-06-17 12:18:14-0500",
    "blocked_countries": [
      "NL"
    ],
    "redirect_domains": [],
    "data_transfer_boost_enabled": "false",
    "data_transfer_boost_interval": null,
    "transaction_scope": "self",
    "analytics_only": "false",
    "data_transfer_limit": 0,
    "group_id": 48419
  }
}

```

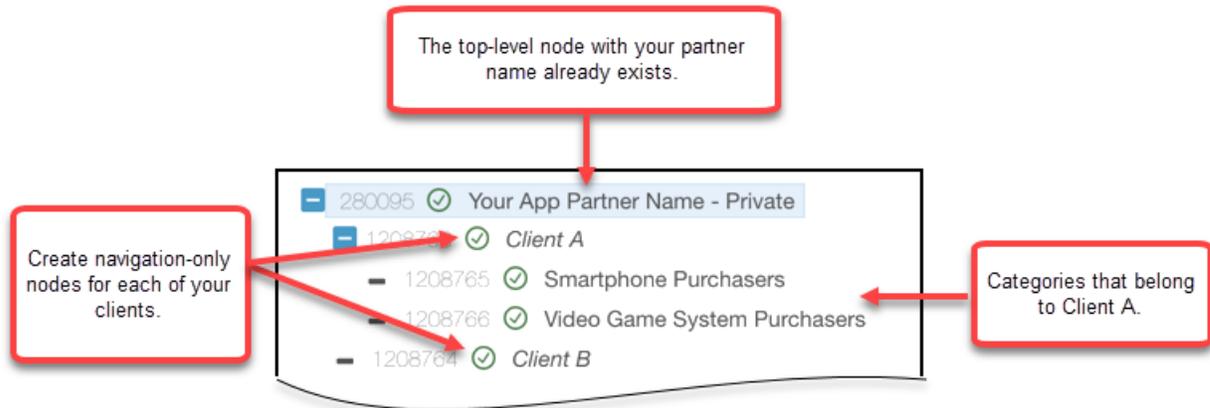
Categories API

You use the Categories API (taxonomy.bluekai.com/taxonomy/categories) to create a group that contains all the users that share a distinct behavior or have the same attribute. For example, you can create categories for users who have opened an email, clicked on an offer, browsed for a product, added a product to their cart, or purchased an item. In other words, a category represents a specific data item in your system. You use the Rules API along with the Categories API to map user attributes from your system into categories.

API Reference: [Categories API](#)

Best practices for organizing categories

When creating categories for a client, you should structure them in a logical hierarchy that makes it easy for clients to find the data exported from your system and that groups the data together in the same location. For example, you can create a hierarchy like the one shown below:



Creating categories with the Category API

To create a client category hierarchy, you retrieve the ID of your seat's root node, create a navigation-only node for the client, then create specific categories for users.

Important: The Categories and Rules APIs both support the uploading of .txt and .tsv files with the categories and rules to be created or updated. This enables you to take customer data from a catalog, port it to a file, and then upload the ported file to the Oracle Data Cloud platform programmatically. For more information on bulk upload, see [Adding and Editing Categories in Bulk \(via Upload\)](#) and [Rules Bulk Upload](#).

To create a client category hierarchy with the Category API:

1. Make a GET call to retrieve the category ID of the private root node in your seat. All the categories you create are stored under this node. Set the following parameters:
 - `partner.id`. Set to your partner ID.
 - `view` Set to **OWNER**.

- `q` Include a URL-encoded "name contains Private" in the parameter (`q=name%20co%20%22Private%22`).

An example GET request is shown below.

```
taxonomy.bluekai.com/taxonomy/categories?partner.id=1690&view=OWN  
ER&q=name%20co%20%22Private%22&bkuid=a33a152dba41b82d16fccd7e87d7  
d0df243d8625&bksig=WXpqovlKLUL%2BbuYo37Pq9EU%2BPml0IBS6Eqg%2BhJJS  
hp4%3D
```

The POST response includes the category ID of the private root node (**280095** in the example shown below). You use this category ID for the `parentCategory` parameter in subsequent POST requests.

```
{  
  "items": [  
    {  
      "id": 280095,  
      "name": "Your Partner Name - Private",  
      "parentCategory": {  
        "id": 344  
      },  
      "partner": {  
        "id": 1690  
      },  
      ...  
    }  
  ]  
}
```

2. Make a POST call to create a navigation-only category for the client. This category functions as a folder that contains all of the clients' data items exported from your system.

- `partner.id`. Set to your partner ID.
- `name` Set to the client name or another unique identifier on your system.
- `parentCategory` Set to the category ID for private root node returned by the previous GET call (**280095** in this example).
- `isForNavigationOnlyFlag` Set to **true**.
- `isMutuallyExclusiveChildrenFlag` (Optional) If you want to create the categories you create under this node to be mutually exclusive, set to **true**. Mutually exclusive means that if a user is classified into only one child category at a time. Only the most recently tagged category is stored in the user's profile. If they are classified into one child category, they are removed from any other child category. . For example, to classify users' gender, you could create a parent **Gender** category that is set to mutually exclusive, and then create child **Male** and **Female** categories under it.

An example POST request is shown below:

```
{
  "partner": {"id": 1690},
  "name": "Supertronx",
  "parentCategory": {"id": 280095},
  "isIncludeForAnalyticsFlag": true,
  "isForNavigationOnlyFlag": true,
  "isMutuallyExclusiveChildrenFlag": false
}
```

The API returns creates the navigation note and returns its category ID (**1208763** in the example shown below).

```
{
  "id": 1208764,
  "name": "Supertronx",
  "parentCategory": {"id": 280095},
  "partner": {"id": 1690},
```

```

.....

"isForNavigationOnlyFlag": true,
"isIncludeForAnalyticsFlag": false,
"isMutuallyExclusiveChildrenFlag": false,
...
"pathFromRoot": {
  "ids": [
    344,
    280095,
    1208763
  ],
  "names": [
    "ROOT",
    "Your Partner Name - Private",
    "Supertronx"
  ]
},
"status": "active",
"links": []
}

```

3. Create categories representing specific segments of users in your system. Set the following parameters for each category: Provide a clear, concise name for the category, and pass the navigation-only node's category ID, which you obtained from the POST call in step 2, in the `parentCategory` field (**1208764** in this example).
 - `partner.id`. Set to your partner ID.
 - `name`. Set to a clear, concise name that identifies the category.
 - `parentCategory`. Set to the category ID for the navigation node returned in step 2 (**1208764** in this example).

The following examples create two categories under the navigation-only node: **Smartphone Purchasers** and **Video Game System Purchaser**.

```
[
  {
    "partner": {"id": 1690},
    "name": "Smartphone Purchasers",
    "parentCategory": {"id": 1208763},
    "isIncludeForAnalyticsFlag": true,
    "isForNavigationOnlyFlag": false,
    "isMutuallyExclusiveChildrenFlag": false
  },
  {
    "partner": {"id": 1690},
    "name": "Video Game Purchasers",
    "parentCategory": {"id": 1208763},
    "isIncludeForAnalyticsFlag": true,
    "isForNavigationOnlyFlag": false,
    "isMutuallyExclusiveChildrenFlag": false
  }
]
```

The POST response includes the category IDs of the categories created (**1211430** and **1211431** in the example shown below), along with other information.

```
{
  "items": [
    {
      "httpStatusCode": 201,
      "item": {
        "id": 1211430,
        "name": "Smartphone Purchasers",
        "parentCategory": {"id": 1208763},
```

```

    "partner": {"id": 1690},
    "vertical": {"name": "Your Partner Name"
    },
    ...
    "isIncludeForAnalyticsFlag": true,
    "isMutuallyExclusiveChildrenFlag": false,
    "isExplicitPriceFloorFlag": false,
    "namespaceId": 1,
    ...
    "pathFromRoot": {
        "ids": [
            344,
            280095,
            1208763,
            1211430
        ],
        "names": [
            "ROOT",
            "Private",
            "Supertronx",
            "Smartphone Purchasers"
        ]
    },
    "status": "active",
    "links": []
}
{
    "httpStatusCode": 201,
    "item": {
        "id": 1211431,

```

```

        "name": "Video Game Purchasers",
        "parentCategory": {"id": 1208763},
        "partner": {"id": 1690},
        "vertical": {"name": "Your Partner Name"
        },
        ...
        "isForNavigationOnlyFlag": false,
        "isIncludeForAnalyticsFlag": true,
        "isMutuallyExclusiveChildrenFlag": false,
        ...
        "pathFromRoot": {
            "ids": [
                344,
                280095,
                1208763,
                1211431
            ],
            "names": [
                "ROOT",
                "Private",
                "Supertronx",
                "Video Game Purchasers"
            ]
        },
        "status": "active",
        "links": []
    }
}
],
"size": 2
}

```

Taxonomy Permissioning API

You use the Taxonomy Permissioning API (taxonomy.bluekai.com/taxonomy/partnerPermissions) to whitelist categories from your app partner seat to the client's taxonomy. The client can then view and select the whitelisted categories from their taxonomy tree just like any other categories.

Important: Before making Taxonomy Permissioning API calls, your Oracle Data Cloud integration support specialist must add the client as a category/audience recipient to your seat. After this is done, you receive the client's partner ID. You can also get the client's partner ID by having the client enter it in your system UI as part of the integration setup.

API Reference: [Taxonomy partner permissions API](#)

To whitelist categories into a client's taxonomy

1. Make a POST request to whitelist the categories. Set the following parameters:
 - `partner.id` Set to your partner ID.
 - `buyer.id` Set to the client's partner ID.
 - `whitelist_categories` Include a comma-separated list of category IDs to be whitelisted. This should include the navigation node category and its child categories.
 - `permissionType` set to **modelingTargetingAndAnalytics**.
 - If you have multiple Oracle Data Cloud partner seats, you must also pass your partner ID in a `pid` query string parameter.

The POST request syntax is shown below.

```
{
  "partner": {"id":yourPartnerId},
  "buyer": [{"id":clientPartnerId}],
  "whitelistCategories": [categoryId 1, categoryId 2, categoryId
n],
  "permissionType": "modelingTargetingAndAnalytics"
}
```

An example POST request is shown below.

```
{
  "partner": {"id":1690},
  "buyer": [{"id":4021}],
  "whitelistCategories": [1208764, 1208765],
  "permissionType": "modelingTargetingAndAnalytics"
}
```

The POST response includes the whitelisting ID (**27789** as shown in the following example). You can use this ID to whitelist additional categories to the client or remove categories from their taxonomy via a PUT request. See [Changing a client taxonomy after whitelisting](#) for more information.

```
[
  {
    "id": 27789,
    "partner": {
      "id": 1690,
      "name": "Your Partner Seat"
    },
    "buyer": [
      {
        "id": 4021,
        "name": "Supertronx"
      }
    ],
    "whitelistCategories": [
      1208764,
      1208765
    ],
    "permissionType": "modelingTargetingAndAnalytics",
    "createdAt": "2018-03-07T10:08:50-06:00",
  }
]
```

```
        "updatedAt": "2018-03-07T10:08:50-06:00"
    }
]
```

Changing a client taxonomy after whitelisting

If you need to whitelist additional categories to a client or remove categories from their taxonomy, you can make a PUT request with the categories to be added or removed. In the query string, pass the whitelisting ID received from the POST response you received during the original whitelisting. In the body, you pass the same set of parameters as in the original POST request, except that the new list of categories to be whitelisted should exclude categories you want to remove and include categories you want to keep or add. Excluding a previously whitelisted category removes it from the client's taxonomy.

Rules API

You use the Rule API (*services.bluekai.com/rest/taxonomyRuleChains*) to create the set of criteria that determine which users are added to a category. You specify criteria the following criteria:

- The rule operator, which can be **is**, **contains**, **starts-with**, or **ends-with**.
- Phints, which are key-value pairs representing user attributes in your system. Phint keys support only alphanumeric characters and underscores (a-z, 0-9, and _) and are case insensitive. Do not include spaces in the key. Phint values support all Latin-1 and UTF-8 characters (alphanumeric characters and special characters). Values are case insensitive.
- The client's site ID, which identifies them as the data owner.
- The category ID into which users are classified when the criteria are met.

After you create rules, you call the User Data API to onboard data. The Oracle Data Cloud platform evaluates the rules to determine which users are assigned to your categories. See [User Data API](#) for more information.

Important: It takes approximately 30 minutes for rules to be propagated across Oracle Data Cloud pixel servers. You should wait at least 30 minutes after creating a new rule before calling the User Data API with phints that are included in the rule.

API Reference: [Rules API](#)

To add rules:

1. Make a POST request to the Rules API in which you specify your partner ID in the `partner.id` query string parameter

The following example shows a Rules API call, with the partner ID in the query string.

```
services.bluekai.com/rest/taxonomyRuleChains?partner.id=1690&bkuid=a33a152dba41b82d16fccd7e87d7d0df243d8625&bksig=v85cOJxPFQCWQp%2BeFwsj1rwmHTPe90OFw%2BUj3KmjTJE%3D
```

2. In the body of the request, set the following parameters:
 - `taxonomyRuleOperator`: Enter the ID for the rule operator to be used. The rule operator can be one of the following values:
 - 1 (==) is: The phint value passed in the User Data API call must exactly match the one in the rule.
 - 3 (_*) starts-with: The phint value must start with the one in the rule.
 - 4 (* _) ends-with: The phint value passed must end with the one in the rule.
 - 5 -(*_*) contains: The phint value must be contained within the one in the rule.
 - `taxonomyRuleOperatorParams`: Enter the names of the phint key and value in the value parameters (`yourKey` and `yourValue`). Do not modify the `key` or `value1` parameter names.
 - `categories`: Enter the category ID for which this rule applies.
 - `sites`: Enter the client's site ID that you generated with the Containers API.

The following Rules API POST example classifies users into the Smartphone Purchasers

category (1211430) when the "purchase=smartphone" phint and site ID 58038 are passed into the User Data API.

```
{
  "rules": [ {
    "taxonomyRuleOperator": { "id": 1 },
    "taxonomyRuleOperatorParams": [
      { "name": "key", "value": "purchase" },
      { "name": "value1", "value": "smartphone" }
    ]
  } ],
  "categories": [ { "id": 1211430 } ],
  "sites": [ { "id": 58038 } ],
  "partners": []
}
```

The API response includes an ID for the rule and other information, as shown in the example below.

```
{
  "id": 37514815,
  "rules": [
    {
      "id": 39898800,
      "operatorExpression": "purchase=smartphone",
      "taxonomyRuleOperator": {
        "id": 1,
        "name": "==",
        "formula": "{{key}}={{value1}}",
        "description": "is ",
        "createdAt": "2016-04-05T21:22:11-05:00",
        "updatedAt": "2016-04-05T21:22:11-05:00",
      }
    }
  ]
}
```

```
        "status": "active"
    },
    "taxonomyRuleOperatorParams": [
        {
            "name": "key",
            "value": "purchase"
        },
        {
            "name": "value1",
            "value": "smartphone"
        }
    ]
},
"categories": [
    {
        "id": 1211430,
        "name": "Smartphone Purchasers"
    }
],
"ruleChainMetaData": [],
"classificationGroups": [],
"sites": [
    {
        "id": 58038,
        "name": "Supertronx"
    }
],
"partners": [],
"createdAt": "2018-03-07T13:51:08-06:00",
"updatedAt": "2018-03-07T13:51:08-06:00",
```

```
"status": "active"
}
```

Creating URL-based Rules

You can create rules that evaluate the path or query string of a web page URL, enabling you to link categories to your web pages and referrers. To use this capability, call the Rules API to add a rule, with `yourKey` in the `taxonomyRuleOperatorParams` parameter set to one of the following:

- `__bk_l` to evaluate the path or query string of a web page URL. This setting enables you to link categories to your web pages.
- `__bk_pr` to evaluate the path or query string of a URL where a customer clicked and was directed to your web page. The BlueKai CoreTag automatically extracts referrer URLs from your web pages. This setting enables you to link categories to referrers.

User Data API

You use the User Data API (*api.tags.bluekai.com*) to onboard user data into categories. The User Data API takes 1 call per user, and it supports 1,000 calls per second. Because of the volume of user data to onboard, we recommend that you batch User Data API calls by using the Bulk API. See [Bulk API](#) for more information.

When you call the User Data API, you specify the user's ID. The following table lists and describes the user IDs you can include in API calls.

ID Type	API Parameter	Description
BlueKai Cookie ID (BKUUID)	<code>bkuid</code>	An anonymous, obfuscated Oracle Data Cloud cookie ID received via Server Data Transfer (SDT) or JSON Return Tag.
Partner ID (PUUID)	<code>puserid</code>	An email hash, account ID hash, cookie ID, or other identifier that has been ID synced to an Oracle Data Cloud cookie ID. See ID swapping for more information on syncing your ID with the Oracle Data Cloud cookie ID.
MAID (ADID or IDFA)	<code>adid</code> , <code>idfa</code>	A Google or Apple device ID.

ID Type	API Parameter	Description
		Onboarded data linked to MAIDs resides in a primary ID space. No linkage to an Oracle Data Cloud cookie is required, but the data can only be delivered to platforms that accept data linked to MAIDs. To pass an IDFA or ADID, you must also set the <code>ccode</code> field to the two-letter ISO 3166-1 alpha-2 country code where the user's data was acquired and set the <code>create_profile</code> flag to 1. This enables a new user profile in your ID space to be added to the Profile Store. If the profile already exists, the user attributes you are passing in the <code>phints</code> field are just appended to the user's profile.

API Reference: [User data API](#)

API Tool:

To onboard user data:

- Make a GET request to the User Data API . Include the client's site ID in the URI path and set the following parameters:
 - The user ID as an Oracle Data Cloud cookie ID (`BKUID`), partner ID (`PUUID`), or MAID (`IDFA`, or `ADID`).
 - If you specified a MAID for the user ID: set `ccode` to the two-letter code for the country where the user's data was acquired.
 - If you specified a MAID for the user ID. set `create_profile` flag to 1.
 - For `phint` , include a key-value pair, such as `purchase=smartphone`.

The following example shows a GET request for data linked to a PUUID:

```
api.tags.bluekai.com/getdata/58038/v1.2?userid=g3G991WRxNkbKGT6&
phint=purchase=smartphone&bkuid=a33a152dba41b82d16fccd7e87d7d0df2
43d8625&bksig=wN9TzTedbuPXtw0YSaAus2t4LAtewJMakxuAihgfk48%3D
```

The following example shows a GET request for data linked to a MAID, in this case an ADID:

```
api.tags.bluekai.com/getdata/58038/v1.2?adid=38400000-8cf0-11bd&phint=purchase=smartphone&ccode=US&create_profile=1&bkuid=a33a152dba41b82d16fccd7e87d7d0df243d8625&bksig=wN9TzTedbuPXtw0YSaAus2t4LAteWJMakxuAihgfk48%3D
```

The User Data API returns a **200** code if the user profile has been found or created. It returns a **404 User Not Found** error if the user does not have an ID synced to an Oracle Data Cloud cookie.

Bulk API

You use the Bulk API to onboard large volumes of user data programmatically. Using this API enables you to batch many calls to the User Data API in the body of a single HTTPS POST request. The Bulk API reduces latency and maximizes throughput compared to making a large number of individual calls to the user data API.

To use the Bulk API, contact your Oracle Data Cloud partner manager to request it. In the request, include the maximum number of subrequests per day and any custom requirements. The partner manager will enable your web service keys for making Bulk API calls.

API Reference: [Bulk API](#)

To onboard batches of user data:

1. To make POST requests to the Bulk API call in the header of your POST request, set the following parameters:
 - **ApiKey:** Set to your BlueKai web service key.
 - **Accept:** Set to **application/json**.
 - **Content-Type:** Set to **application/json**.
2. In the URI path, include the method signature, which is calculated based on the entire request. You do not have to calculate signatures for the individual User Data API calls.

The following shows an example URI path:

```
https://bulkapi.bluekai.com/2/api?bksig=signature
```

The following shows a: signature calculation example:

```
#!/usr/bin/python

import os
import sys
import getopt
import hashlib
import hmac
import base64

def usage():
    print "\nUsage: " + sys.argv[0] + "-k <secret-key> [-f <post-  
file> | -p <post-data>] \n"

def main(argv=sys.argv):
    try:
        opts,args = getopt.getopt(argv, 'k:f:p:')
    except getopt.GetoptError:
        usage()
        sys.exit(2)
    key = ""
    data = ""
    for opt,arg in opts:
        if opt in ('-k'):
            key = arg
        elif opt in ('-f'):
            try:
                data = open(arg, 'r').read()
            except:
```

```

        print "Failed to read file: " + arg
        sys.exit(2)
    elif opt in ('-p'):
        data = arg
    else:
        usage()
        sys.exit(2)
if key == "" or data == "":
    usage()
    sys.exit(2)

h = hmac.new(key, data, hashlib.sha256)
s = base64.standard_b64encode(h.digest())

print "  key: " + key
print "  data: " + data
print "digest: " + h.hexdigest()
print "result: " + s

if __name__ == "__main__":
    main(sys.argv[1:])

```

3. In the body, pass the individual User Data API calls (subrequests) in the `Scatter` object.

The following shows an example request body.

```

{
  "ResponseType": "Detail",
  "Method": "POST",
  "ResponseCallbackUrl": "http://example.com/uri",
  "Scatter": [{
    "Method": "POST",

```

```

        "URIPath":
"/getdata/58038/v1.2?puserid=j4r951sRx125KqT6&phint=purchase=smar
tphone",
        "RequestID": "001"
    }, {
        "Method": "POST",
        "URIPath":
"/getdata/58038/v1.2?puserid=g3G991WRxNkbKGT6&phint=purchase=smar
tphone",
        "RequestID": "002"
    },
    . . .
]
}

```

Monitoring data onboarding

To monitor whether your user data is being successfully onboarded into categories, you can generate an inventory trend report in the DMP. The Inventory Trend report lists and visualizes historical daily inventory, for both new and all unique users, over daily intervals. The report is updated daily (around 12PM GMT) with the previous day's inventory data, and it is unsampled. See [Using the Inventory Trend Report](#) for more information.

Validating integration

After your integration has been completed, you must provide your Oracle Data Cloud integration support specialist with a demo seat in your system. The support specialist can test the integration end-to-end to verify that it works correctly and also provide troubleshooting support.

Documentation

After your integration has been validated, you must provide your Oracle Data Cloud integration support specialist with instructions, including screen shots, on how clients can onboard data from their platform into the platform. Your integration may not be enabled until this requirement is completed.

4.9.8 Becoming a dynamic creative optimization partner

By working with Oracle Data Cloud as a dynamic creative optimization (DCO) app partner, you become a vital part of our data activation system. You can provide another asset that some of the world's premier publishers, marketers, and advertising companies rely on for intelligent marketing. Partners create Oracle-powered offerings and you are listed as a technology app partner who leverages Oracle Data Cloud platform data to inform solutions beyond ad targeting.

Data delivery terminology

- **ID swapping**: Enables partners and Oracle Data Cloud to share a common user ID. This occurs on an ongoing basis by:
 - The partner passing their unique user ID (UUID) to the platform.
 - Oracle Data Cloud platform passing a unique user ID (BKUUID) to the partner.
 - Or the partner and the platform both exchange user IDs.
 - An ID swap is triggered by a user visiting partner's pages.
- **Pull delivery**: The Oracle Data Cloud platform sends data to the media partner via a pixel or JSON post. The media partner then parses (or "pulls") JSON data delivered from the platform.
- **Push**: A data delivery mechanism in which the Oracle Data Cloud platform partner sends (or "pushes") data via an image pixel
- **Server-side data transfer (SDT)**: A highly efficient way for you to receive data from the Oracle Data Cloud platform. The SDT method enables the platform to surpass any pixel capacity restrictions and transfer the data directly to your server - getting you more data, faster.

Workflow and code examples

The DCO workflow encompasses various components of the Oracle Data Cloud platform, including ID-swapping, SDT, and pixel-based or JSON-based delivery.

Prerequisites

- Request a partner seat and a user account for you to set up Oracle Data Cloud platform data campaigns.
- Get the necessary tag for data delivery (applicable for SDT or pull).
- SDT integrations also require a partner server destination for data reception.

SDT or push image pixel integration

Workflow for an SDT or push pixel delivery:

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
DMP partner	Places DCO app partner ID swap pixel inside the container. Oracle Data Cloud platform calls the partner's ID swap pixel and passes the BKUID.	Creates audience and campaigns in the Oracle Data Cloud platform		Passes catalog with DCO instructions and creative content.		
Oracle Data Cloud platform			Sends audiences to DCO and media app partners via SDT.			
Media app partner					Sees targeted user and calls the DCO app partner for optimization.	
DCO app partner						Uses first- and third-party data to optimize creative based on Oracle Data Cloud instructions.

1. The DMP partner places the DCO app partner's ID-swap pixel inside the container.
 - i. For ID swapping, the platform provides the partner with a tag to place across their network.

Example ID-swap pixel:

```
http://<app partner ID swap pixel>.com?bk_uid=$_BK_
UUID&redir=http://tags.bluekai.com/site/xxxx?id=PARTNER_UUID
```

The partner immediately redirects to an image tag with the partner's user ID. Oracle Data Cloud, the partner, or both store the ID pairings in a mapping table for later use. The ID-mapping table can be owned by the partner or Oracle Data Cloud. A redirect (**redir**) function must be supported if Oracle Data Cloud owns user ID mapping.

- ii. For data transfer, you need to provide a server destination URL to which the platform can pass data via HTTP POST. For more details, see [SDT](#).
2. The DMP partner creates an audience in the Oracle Data Cloud platform:
 - i. The partner selects a combination of first- and third-party categories combined with Boolean operators to create an audience.
 - ii. The partner creates two separate campaigns using the created audience. One campaign uses the DCO campaign type and a DCO app partner; the other campaign uses a media campaign type and a media app partner.
3. The Oracle Data Cloud platform transfers necessary data to media app partner and DCO app partner via SDT or pixel.

SDT: The HTTP POST will contain JSON-formatted data and is formatted to support multiple wins in the same call (potentially for multiple data campaigns wins. DCOs can optimize based on categories or pixel URL attributes.

Sample SDT output

```
{
  "DeliveryTime": "Fri May 07 08:24:48 PDT 2010",
```

```

"DestinationId": 1,
"PixelCount": 2,
"Pixels": [{
    "BkUuid": "6tRenM19999/4qBn",
    "CampaignId": 7539,
    "CategoryId": "1573,1581",
    "PartnerUuid": "2ac905d3ea832cb",
    "PixelId": 9151,
    "PixelUrl": "http://www.sample-
adnet.com/pixel.gif?sku=123,234,456&price=5,6,7",
    "Rank": 4,
    "Timestamp": "Fri May 07 08:24:46 PDT 2010",
    "UtcSeconds": 1305217390
}, {
    "BkUuid": "Aw2V3a3p1290445zj",
    "CampaignId": 7539,
    "CategoryId": "1573,1581",
    "PartnerUuid": "3bd894d4fb921da",
    "PixelId": 9151,
    "PixelUrl": "http://www.sample-
adnet.com/pixel.gif?sku=123&price=6",
    "Rank": 4,
    "Timestamp": "Fri May 07 08:24:47 PDT 2010",
    "UtcSeconds": 1305217390
}]
}

```

Pixel delivery: DCOs can optimize based on categories or pixel URL attributes or through the use of pixel macros for additional optimization.

Example pixel delivery

```

http://www.sample-
adnet.com/pixel.gif?sku=123&price=6&cat=17,18,19
http://www.sample-adnet.com/pixel.gif?vakue1=MACRO_
1&value2=MACRO_2

```

- The DMP partner sends a catalog with DCO instructions and creative content. This step occurs outside out of the Oracle Data Cloud platform and the process is dictated by agreements and procedures between the DMP partner and the DCO app partner. The DCO app partner should request that the catalog received from their DMP clients have the category IDs.

Example catalog

sku	Product name	Creative	Color	category ID
1234	Product 1	Creative 1	Green	17
1235	Product 2	Creative 1	Blue	200
1236	Product 3	Creative 2		23
1237	Product 4	Creative 3		2700

- The media app partner sees a user with the desired DMP audience and calls the DCO app partner for creative optimization.
- The DCO app partner uses the DMP partner's first- and third-party data to optimize creative based on instruction from the DMP.

Pull delivery via image pixel or JSON to page

The workflow for JSON-to-page or pull pixel delivery is much like SDT except that the ID swap is replaced later in the process by a real-time data call and delivery in the client (browser).

Workflow for a pull JSON-to-page or pull image pixel delivery:

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
DMP partner	Creates audience in the Oracle Data Cloud		Passes catalog with DCO instructions and creatives.				

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
	platform.						
Oracle Data Cloud platform		Sends audience to media app partner via pixel or JSON to the page.				Redirects in real time with the audiences on that user.	
Media app partner				Sees user desired audience to show ad and calls the DCO app partner for optimization.			
DCO app partner					Calls Oracle Data Cloudtag.		Uses DMP partner's first-party data to optimize creatives based on Oracle Data Cloud instructions.

1. The DMP partner creates an audience in the Oracle Data Cloud platform:
 - i. In the Oracle Data Marketplace, the partner selects a combination of first- and third-party categories combined with Boolean operators to create an audience.
 - ii. DMP partner creates two separate campaigns after creating an audience. One campaign uses the DCO campaign type and a DCO app partner; the other campaign uses a media campaign type and a media app partner.
2. The Oracle Data Cloud platform transfers necessary data to both the DCO and media app partners.
3. DMP partner sends catalog with DCO instructions and creative content. This step occurs outside out of the Oracle Data Cloud platform and the process is dictated by agreements and procedures between the DMP partner and the DCO app partner. The DCO app partner should request that their catalog received from the DMP clients has the BK category IDs.

Example catalog

sku	Product name	Creative	Color	category ID
1234	Product 1	Creative 1	Green	17
1235	Product 2	Creative 1	Blue	200
1236	Product 3	Creative 2		23
1237	Product 4	Creative 3		2700

- The media app partner sees a user with the desired DMP audience to show an ad to, and calls the DCO app partner for optimization.
- The DCO app partner calls the tag. Request data on media call. This is accomplished using pull via image pixel or JSON to page. (For additional information, refer to [data delivery](#).)

Example pull image pixel tag request

```
<!-- Begin BlueKai Tag --><iframe name="__bkframe" height="0"
width="0" frameborder="0" src="javascript:void
(0)"></iframe><script type="text/javascript"
src="http://tags.bkrtx.com/js/bk-coretag.js"></script><script
type="text/javascript">bk_doJSTag(SITEID, 0);</script><!-- End
BlueKai Tag -->
```

Response Example

Example response

```
http://www.sample-adnet.com/pixel.gif?vakuel=MACRO_
1&value2=MACRO_2
http://www.sample-
adnet.com/pixel.gif?sku=123&price=6&cat=17,18,19
```

Example pull JSON to page tag request

```
<script type="text/javascript"
src="http://tags.bluekai.com/site/13517?ret=js"></script>
```

Example response

```
var bk_results = {
  "campaigns": [{
    "campaign": [campaign_ID],
    "timestamp": [UNIX_timestamp],
    "categories": [{
      "categoryID": [category_ID],
      "timestamp": [UNIX_timestamp]
    }]
  }]
};
```

6. The Oracle Data Cloud platform redirects to the DCO app partner in real time with the audiences on that user.
7. The DCO app partner uses the DMP partner's first- and third-party data to optimize creative based on instruction from the DMP.

Categories

The Oracle Data Cloud platform organizes the DMP client's data (user site data, offline CRM data, media targeting data) into a structured taxonomy. Each attribute is converted into an object in the platform. The granularity and number of categories depends on the client's desire. DMP clients can then [create an audience](#) that they would like to target. When an audience or set of categories is shared with a DCO app partner, the app partner has the ability to access the category definitions via the categories API. Refer to the [categories API documentation](#) for information on how to call the API and review the data that can be returned.

Pass-through of tag URL or referral page attributes

- **Tag URL:** The tag URL which passes attributes about the user or page
- **Referral URL:** The page the tag is on

Due to the nature of DCO app partners, the DMP partner may occasionally want the DCO app partner to target at the lowest granularity. For example, the DMP clients might build their taxonomy with a

category called Printers. To classify this data, The Oracle Data Cloud platform actually knows about each product SKU and knows that SKU=1234 is a printer and SKU=2345 is a TV. The DMP partner does not want to classify at the SKU level, but the platform can unlock this data for the DCO app partner. The platform can pass the tag URL and referral URL attributes using standard parsing macros.

4.9.9 Becoming an embedded app partner

Oracle offers a controlled availability program where you can embed your web application directly within the Oracle Data Cloud platform. Embedding your app provides a tightly integrated environment that streamlines the workflow for our mutual clients. When you embed your app, you can further unify our platforms by automating any manual procedures within our integration. Automation eliminates the resources spent by both our teams and your teams to complete a client's integration.

Unifying and automating our integrations provides the following benefits:

- **Data onboarding and delivery solution:** Clients can independently work with their data in your system, ingest it into the Oracle Data Cloud platform, and quickly deliver it across multiple media execution platforms.
- **Operational efficiency:** Eliminate the back-and-forth between multiple platforms and teams to manage clients' data.
- **Promotion in the Oracle Data Cloud platform:** Your logo will be prominently displayed in the Oracle Data Cloud platform UI and you will have opportunities for co-branded press releases and case studies. You will join Google, Facebook, AppNexus, and other partners that enjoy the benefits of being an integrated vendor in the Oracle Data Cloud platform.

To become an embedded app partner:

1. Contact My Oracle Support ([MOS](#)) and request product support for a new embedded app.
2. Provide access to your app or set up a demo.
3. Work with Oracle Data Cloud on a technical implementation plan for the proposed workflow, the specific cross-domain communication and API calls that need to be implemented in your app, and service endpoints.

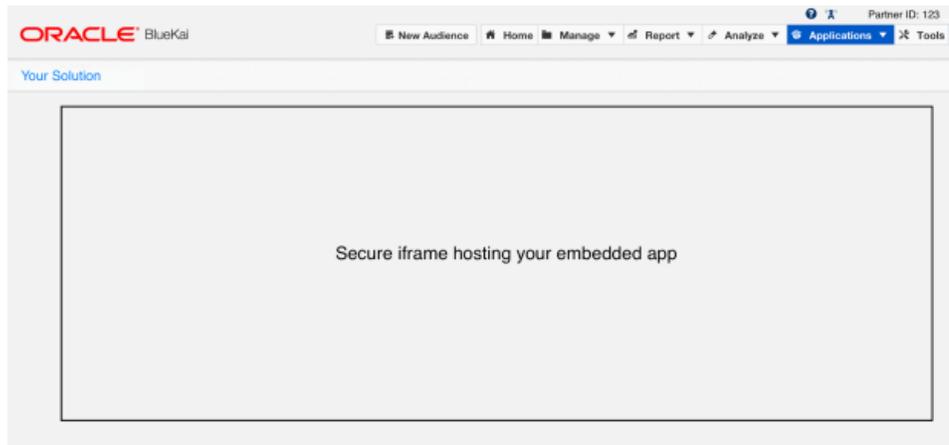
4. Provide Oracle Data Cloud with the landing page URL of your app (HTTPS domain).
5. Oracle Data Cloud will add an entry for your app in the platform menu bar and create a separate web page for hosting your app. The page will include a secure iframe in which your app is embedded (via an HTTPS domain).
6. Provide Oracle Data Cloud with your OAuth 2.0 server endpoint to authenticate your users so they can open your app without having to log in to your system.
7. Oracle Data Cloud will test the integration with you and then complete controlled availability testing with selected clients.
8. Your embedded app integration will be deployed to the Oracle Data Cloud platform production environment.

How clients access your app from the Oracle Data Cloud platform

For a client to access and use your app in the Oracle Data Cloud platform:

1. The platform enables your app in the client's seat.
2. The client uses the [install an app](#) workflow to install your app, enters any necessary configuration details such as their login credentials, and then saves your app.
3. When the client enters their login credentials for your app, The Oracle Data Cloud platform will call your OAuth 2.0 server to authenticate the client and get an access token.
4. The Oracle Data Cloud platform will store the access token in our vendor database so the user does not have to log in to your app again when accessing it from the platform.
5. The client can then select your app from the **Apps** menu in the Oracle Data Cloud platform UI.

6. The platform calls the landing page URL for your app (HTTPS), passing the access token in the call.



7. Your app loads in a secure iframe. The permissions associated with the access token determine the client's experience within your app.
8. The client then uses your app within the Oracle Data Cloud platform just as they were directly accessing it from your system.
9. Once your app is embedded in the Oracle Data Cloud platform, you can optimize it by calling APIs to automate the onboarding and classification of the client's data. Oracle Product Support and Engineering teams will work with you on the automation procedures.

Embedded app integration workflow details

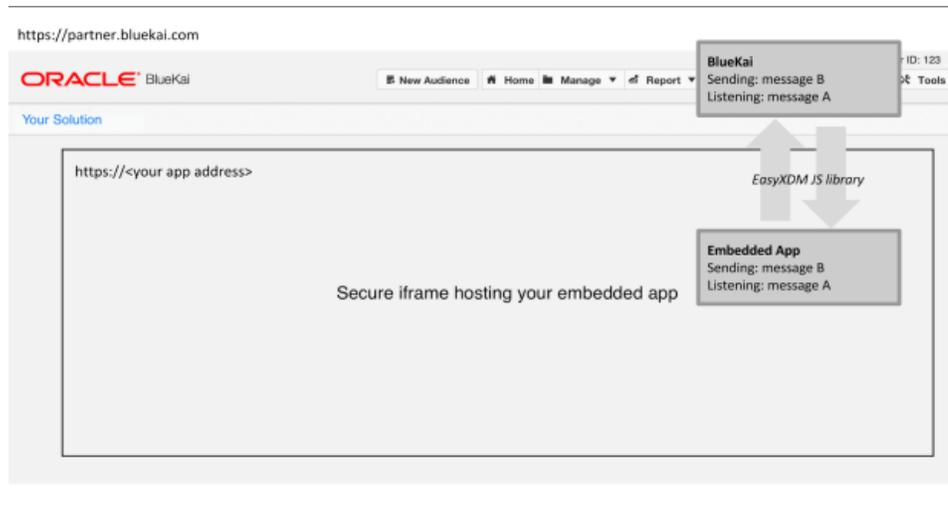
Once you embed your app in the Oracle Data Cloud platform, you can streamline the integration workflow by automating the onboarding and classification of the client's data. This empowers our clients with a fully integrated, cost-effective platform that they can use to rapidly and independently onboard user data whenever they want. This automated workflow eliminates the resources consumed when manually onboarding a client.

To automate the typical onboarding and classification of a client's user data through an embedded app:

1. The platform initiates client-side communication with your embedded app via the [easyXDM cross-domain messaging library](#), which enables your embedded app to complete a series of read-write operations that may include:

- Identifying from which Oracle Data Cloud partner seat the client is logged in.
- Retrieving site information for onboarding audience data into the Oracle Data Cloud platform.
- Creating new categories in the client's private taxonomy tree.

The following diagram illustrates how the easyXDM library facilitates communication between your app (embedded in a secure iframe) and the Oracle Data Cloud platform.



The following JavaScript code demonstrates the client-side communication between your app and the Oracle Data Cloud platform that occurs after your app opens an easyXDM socket. The technical implementation plan will include the final list of messages to be exchanged, and the format in which the data is delivered.

```
//code from easyXDM JS library required for communication with
BlueKai
window.socket = new easyXDM.Socket({
  remote: 'https://partner.bluekai.com/rails/{Partner Name}',
  onMessage: function(message, origin) {
    if (origin !== "https://partner.bluekai.com")
      return
    //proposed code used for receiving and sending messages
    var _message = JSON.parse(message);
    switch (_message.action) {
```

```

        case 'ready-provider':
            encodeMessage('set-container', {
                "container-id": _message.data.default-site -
id
            });
            break;
        case 'onboarded-container':
            renderOnboarding(_message.data);
            // _message.data.service_request_id
            break;
    }
}
});

```

2. Your app receives a `ready-provider` message from the Oracle Data Cloud platform when an embedded app loading completes.
3. Your app sends a `get-container` message that requests on which site to apply the later integration operations.
4. The platform returns a `list-containers` message that includes the default onboarding site ID that can be used for specifying the following (but not limited to):
 - On which site to apply the rules for mapping the client's segments to their online categories.
 - Under which site in the client's taxonomy to onboard their categories.
5. Your app sends a `set-container` message that confirms that it will use the default onboarding site ID.
6. In response to the `set-container` message, the Oracle Data Cloud platform creates the client's service request, which specifies the work you will perform for the client, and it sends your app an `onboarded-container` message that includes the `service-request-id`, which is used when calling the `serviceRequests` API to get the client's access token.

7. In your backend system, you pass the `service-request-id` in a call to the service requests API to get the client's access-token, which you use to make calls to the classification APIs on their behalf.

Important: An access token is required to call the Oracle Data Cloud APIs on behalf of the client. In certain cases, you need to provide both the token and the token type to gain required permissions. Access tokens vary by expiration dates and permission levels.

For example, some typical tokens could be:

token A: expiration = 7days later, permission=write

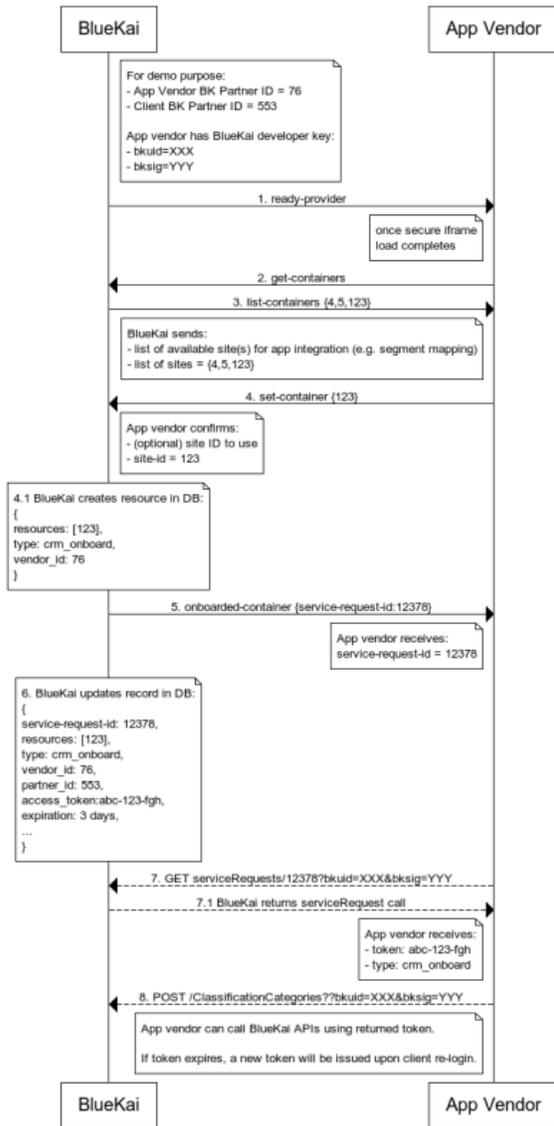
token B: expiration = 1years later, permission=read

token C: expiration = 6months later, permission=read taxonomy,write journal

8. You call APIs on behalf of the client to classify, onboard, and perform other tasks on behalf of the client. The set of tasks that you can perform on behalf of the client are based on the type of token you receive from the platform.

The following diagram shows how your embedded app communicates with the Oracle Data Cloud platform. The diagram starts when a client enters his credentials to log into your embedded app. After your embedded app loads, the platform sends a `ready-provider` message to you. The diagram ends when you successfully receive an access token and therefore are able to make API calls on behalf of

the client (such as [category](#) and [rule](#) API calls).



Solid-line: client-side communication via easyXDM

Dotted-line: server-side communication via RESTful API calls

Calling Oracle Data Cloud APIs

This section details how to make the Oracle Data Cloud API calls needed to complete read-write operations with the Oracle Data Cloud platform. See the [developer guide](#) to learn about Oracle Data Cloud APIs.

To call the Oracle Data Cloud APIs:

1. [Get your API developer keys](#) to make API calls to the Oracle Data Cloud web services.
2. Call the [classification Categories API](#) to create categories for each segment in the client's offline match file.
3. Call the [classification Rules API](#) to map the categories to the segments.

Calling the service requests API

You need to call the serviceRequests API to obtain the access token needed for creating classification categories and rules in the client's seat.

Syntax

```
https://services.bluekai.com/Services/WS/serviceRequests/<
serviceRequestID
>&bkuid=<BlueKaiWebServiceKey>&bksig=<messageSignature>
```

The **serviceRequests** API returns a service request, which includes the access token, the timestamp when the token expires (7 days by default), and a list of whichever resources have been created so far (for example, the container, the offline configuration, and so on).

Request example

```
https://services.bluekai.com/Services/WS/serviceRequests/137&bkuid=q33
a152dba41b82d16fccd7e87d7d0df243d8623&bksig=T3LUrYTayISFLlyWzW%2FsZwZi
dSQotKscCbOeF8esDxw%3D
```

Response Example

```
{
  "status": "ACTIVE",
  "access_token": "8dfd49bf-2c70-4e1d-907d-496722dcbc90",
  "partner_id": 486,
```

```
    "created_at": "2016-12-09T15:53:13-0800",
    "vendor_id": 1,
    "updated_at": "2016-12-09T15:53:13-0800",
    "expires_at": "2016-12-16T15:53:13-0800",
    "type": "contextual_classification_onboard",
    "id": 137,
    "resources": [{
      "type": "Partner Offline Container",
      "id": 123
    }, {
      "type": "offlineConfig",
      "id": 131
    }]
  }
```

Where:

- `"partner_id": 486` is the client's partner ID.
- `"vendor_id": 1` is the app partner's ID.
- `"id": 137` is the service request ID.
- `"id": 123` is the default onboarding site ID.
- `"type": "offlineConfig"` specifies the offline configuration for upload.bluekai.com.

The access token is revoked when it reaches the expiration date or certain operation is completed. For example, in a CRM onboarding app, The platform expires the token after you upload the client's offline file, or the `expires_at` timestamp elapses (typically, 7 days after the service request was created), whichever comes first.

Calling the classification Categories API

For each segment in the offline match file, you need to create a category in the client's taxonomy. To do this, you make calls to the [Categories API](#), passing the access token in the authorization field of the

request header.

You will create the following hierarchy under the client's root **self-classification** node in their private taxonomy.

Self-Classification

- + Partner offline onboard
 - ++ Onboarding site <site ID>
 - +++ Segment 1
 - +++ Segment 2
 - +++ Segment n

To create this hierarchy:

1. Send a GET request to the Categories API to get the category ID of the client's root self-classification node within their private taxonomy:

Example

```
https://services.bluekai.com/Services/WS/classificationCategories
?name=Self-Classification&bkuid=<Oracle Data Cloud Web Service
Key>&bksig=<message signature>
```

Response: The GET response returns the category ID of the client's self-classification node:

```
{
  "categories": [{
    "name": "Self-Classification",
    "id": 280096,
    "description": null,
    "leaf": false,
    "notes": null,
    "parent_id": 280095,
    "created_at": "2016-11-20 11:32:27-0600",
    "updated_at": "2016-11-20 11:45:49-0600",
```

```

        "navigation_only": true,
        "analytics_excluded": false,
        "mutex_children": false,
        "rules": []
    }],
    "total_count": 1
}

```

2. Send a POST request to the classification Categories API to create a node that will contains the client's onboarding site IDs.
 - i. In the `name` parameter, include your company name and the type of operation (for example, "Partner Offline Onboard").
 - ii. Set the `parent_id` to the category ID of the root classification node you got (280096 in this example).
 - iii. In the `description` parameter, summarize the functionality of the node (for example, "this category contains all your partner segments onboarded by partner").

Example: The following example demonstrates the API call and the JSON body to include in your POST request:

API call

```

https://services.bluekai.com/Services/WS/classificationCategories
&bkuid=<Oracle Data Cloud Web Service Key>&bksig=<message
signature>

```

JSON body

```

{
  "name": "Partner",
  "parent_id": 280096,
  "description": "this category contains all your segments
onboarded by Partner",
  "analytics_excluded": "false",

```

```
"navigation_only": "false",
"mutex_children": "false",
"notes": "Partner Offline Parent Node"
}
```

Response

The POST response includes the category ID of the new parent node:

```
{
  "name": "Partner",
  "id": 314620,
  "description": "this category contains all your segments
onboarded by Partner",
  "leaf": true,
  "notes": "Partner Parent Node",
  "parent_id": 280096,
  "created_at": "2016-03-17 12:24:59-0500",
  "updated_at": "2016-03-17 12:24:59-0500",
  "navigation_only": false,
  "analytics_excluded": false,
  "mutex_children": false,
  "rules": []
}
```

3. Send a POST request to the classification Categories API to create an onboarding site ID node that will contain all the new categories you are creating for a specific offline onboard.
 - i. In the `name` parameter, include the onboarding site ID (for example, "Onboarding site 123").
 - ii. Set the `parent_id` to the category ID of the partner parent node you created (314620 in this example).

- iii. In the `description` parameter, summarize the functionality of the node (for example, "this category contains the segments onboarded in site 123").

Example: The following example demonstrates the API call and the JSON Body to include in your POST request.

API call

```
https://services.bluekai.com/Services/WS/classificationCategories
&bkuid=<Oracle Data Cloud Web Service Key>&bksig=<message
signature>
```

JSON Body

```
{
  "name": "Onboarding Site 123",
  "parent_id": 314620,
  "description": "this category contains the {Partner name}
segments onboarded in site 123",
  "analytics_excluded": "false",
  "navigation_only": "false",
  "mutex_children": "false",
  "notes": "Site ID Parent Node"
}
```

Response

The POST response includes the category ID of the new parent node. You will add new categories representing the client's segments under this node:

```
{
  "name": "Onboarding Site 123",
  "id": 314621,
  "description": "this category contains the Partner segments
onboarded in site 123",
  "leaf": true,
```

```
"notes": "Site ID Parent Node",
"parent_id": 314620,
"created_at": "2016-03-17 12:25:59-0500",
"updated_at": "2016-03-17 12:25:59-0500",
"navigation_only": false,
"analytics_excluded": false,
"mutex_children": false,
"rules": []
}
```

4. For each segment in the client's offline match file, send a POST request to the classification Categories API to create a new category representing that segment.
 - i. In the `name` parameter, include the name of the partner segment (for example, "BK user segment 1").
 - ii. Set the `parent_id` to the category ID of the site ID parent node you created (314621 in this example).
 - iii. In the `description` parameter, summarize the functionality of the node (for example, "this category contains all users with the segment 1 attribute").

Example: The following example demonstrates the API call and the JSON Body to include in your POST request.

API call

```
https://services.bluekai.com/Services/WS/classificationCategories
&bkuid=<Oracle Data Cloud Web Service Key>&bksig=<message
signature>
```

JSON body

```
{
  "name": "User Segment 1",
  "parent_id": 314621,
  "description": "this category contains all users with the
```

```
Segment 1 attribute",
  "analytics_excluded": "false",
  "navigation_only": "false",
  "mutex_children": "false",
  "notes": "Partner segment"
}
```

Response: The POST response includes the following information for the new category. You will need the **id** to create rules for creating rules mapping the category to its corresponding offline segment.

```
{
  "name": "Segment 1",
  "id": 314639,
  "description": "this category contains all users with the
Segment 1 attribute",
  "leaf": true,
  "notes": "Partner Segment",
  "parent_id": 314621,
  "created_at": "2016-03-17 13:40:49-0500",
  "updated_at": "2016-03-17 13:40:49-0500",
  "navigation_only": false,
  "analytics_excluded": false,
  "mutex_children": false,
  "rules": []
}
```

Bulk import

Instead of making multiple calls to the self classification Categories API, you can create the partner category, onboarding site ID category, and segment categories in the client's taxonomy using the Categories API's bulk import feature.

To perform a bulk import:

1. In the query string of your call to the Categories API, include the category ID of the root classification node you got (280096 in this example).

```
https://servcies.bluekai.com/Services/WS/classificationCategories/280096
```

2. In the headers field, set the **Content-Type** to **multipart/form-data** and specify an encapsulation boundary parameter.

```
headers = {"Content-Type": "multipart/form-data; boundary=a8d84ae2e7db4676843c7df172b68bfc", "Accept": "application/json", "User-Agent": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10.8; rv:22.0) Gecko/20100101 Firefox/22.0"}
```

3. In the POST/PUT body, do the following:
 - i. Enter the opening encapsulation boundary.
 - ii. Set the **Content-Disposition** to form-data, and include a name parameter that is set to **categoryFile**, and an optional filename parameter.
 - iii. Set the content type to text/tab-separated-values.
4. Enter tab-separated values for the categories to be created. You must still insert fields for any values that you do not specify. The following table lists the values that may be included:

Column	Field	Data type	Required?	Default
1	id	string	required	Either the permanent ID of an existing category in your self-classification tree or a temporary ID that you provide for a new category defined in this file.
2	parent_key	int	optional	The parent ID of this category. This may either be an ID of an existing category in your self-

Column	Field	Data type	Required?	Default
				classification tree, or a temporary ID for a new category defined in this file. If you enter an ID, this category will be listed under the specified parent category. If you leave this blank, the category is added to the category ID specified in the service endpoint.
3	name	string	required	A unique, concise name for the category. The category will be listed by this name in your taxonomy. The name may be a maximum of 255 characters.
4	description	string	required	A verbose summary of the type of users included in with this category. The description may be a maximum of 255 characters.
5	analytics_excluded	boolean	optional	Whether the category is excluded from audience analytics reports. The default value is false.
6	navigation_only	boolean	optional	Whether the category functions exclusively as a parent node that cannot be selected. The default value is false.
7	mutex_children	boolean	optional	Whether child categories under this category are mutually exclusive (only one may be selected). The default value is false.
8	notes	string	optional	Any notes to be associated with the category
9	rule_ids	list	optional	A colon-separated list of rule IDs used to map user attributes (phints) into this category (for example, 100:101:102)

5. Enter the closing encapsulation boundary. The following example demonstrates the body of a bulk import POST request. The following example creates the partner category, onboarding site ID category, and segment categories.

```

'''--a8d84ae2e7db4676843c7df172b68bfc
Content-Disposition: form-data; name="categoryFile";
filename="self-classification-categories.tsv"
Content-Type: text/tab-separated-values
xyz123    Partner    Contextual site data onboarded by Partner
abc124    xyz123    Onboarding Site 123 contains data onboarded
under site ID 123
abc125    abc124    Partner segment 1 contains users with
segment 1 attribute
abc126    abc124    Partner segment 2 contains users with
segment 2 attribute
abc127    abc124    Partner segment 3 contains users with
segment 3 attribute
--a8d84ae2e7db4676843c7df172b68bfc--'''

```

To see a demonstration of the programmatic bulk import, see the [Categories API bulk import example](#).

Calling the classification Rules API

For each new category you created in the client's taxonomy, you need to create a rule that maps the category to its corresponding segment in the client's offline match file. To do this, you make calls to the Rules API, passing the access token in the authorization field of the request header. You can use the [Rules API](#) to learn more about making calls to this API and to test your calls within your own seat.

To create mapping rules:

1. Send a GET request to the Categories API to get a list of the categories created under the **Partner > Onboarding <site ID>** parent node.

```

https://services.bluekai.com/Services/WS/classificationCategories
?parent_id=<Onboarding Site ID>&<Oracle Data Cloud Web Service
Key>&bksig=<message signature>

```

2. Parse the category names and IDs included in the GET response.
3. For each category included in the GET response, send a POST request to the Rules API to create a phint-based mapping rule.
 - i. In the `name` parameter, include your name, the type of operation, and the category being mapped. For example, you can enter "Partner <Category Name> Rule".
 - ii. In the `type` parameter, enter "phint".
 - iii. In the `phints` parameter, use the following convention:

```
{
  "key": "category",
  "value": "<Partner segment name>",
  "operator": "is"
}
```

- iv. In the `partner_id` parameter, enter the DMP client's partner ID. You received this ID in the response to the serviceRequests API GET call.
- v. In the `site_ids` parameter, enter the onboarding site ID (123 in this example).
- vi. In the `category_ids` parameter, enter the ID of the category you are mapping (314639 in this example).

Example: The following example demonstrates the API call and the JSON Body to include in your POST request:

API call

```
https://services.bluekai.com/Services/WS/classificationCategories
&bkuid=<Oracle Data Cloud Web Service Key>&bksig=<message
signature>
```

JSON Body

```
{
```

```
"name": "Partner Segment 1 Rule",
"type": "phint",
"phints": [{
    "key": "category",
    "value": "Segment 1",
    "operator": "is"
}],
"partner_id": 486,
"site_ids": [123],
"category_ids": [314639]
}
```

Response

The POST response includes the following information for the classification rule:

```
{
  "name": "Partner Segment 1 Rule",
  "id": 898,
  "type": "phint",
  "status": "active",
  "phints": [{
    "key": "category",
    "value": "Segment 1",
    "operator": "is"
  }],
  "partner_id": 486,
  "sites": [{
    "id": 123,
    "name": "Partner Onboarding Container"
  }],
  "categories": [{
    "id": 314639,

```

```
        "name": "Segment 1"
    }],
    "created_at": "Mon Mar 17 14:34:45 CDT 2016",
    "updated_at": "Mon Mar 17 14:34:45 CDT 2016"
}
```

4.9.10 Becoming a look-alike modeling partner

Becoming an Oracle Data Cloud look-alike modeling vendor connects you to clients who want to identify high-value users that behave similarly to their best customers and converters in order to quickly and effectively increase the reach and precision of their target audiences. By providing Oracle Data Cloud clients with a method for creating and activating look-alike models, you can take advantage of the rapidly growing market for look-alike modeling technology.

Becoming a look-alike modeling vendor deepens your integration with the Oracle Data Cloud ecosystem. Your logo will be displayed prominently in platform user interface, and you will have opportunities for co-branded press releases and case studies. You will join Oracle Modeling 360 as look-alike modeling vendors that enjoy the benefits of partnering with Oracle Data Cloud.

You can enhance your integration further by implementing Oracle Data Cloud audience injection technology, which enables clients to directly transfer their model requests into your system for seamless data delivery.

You may even be able to place your look-alike modeling app directly within the Oracle Data Cloud platform through our embedded app program. Embedding your look-alike modeling app provides a tightly integrated environment that streamlines the workflow for mutual clients.

Vendor requirements

To be a look-alike modeling vendor in with Oracle Data Cloud, you must confirm the following:

- You can receive and parse user-level attributes in batch files.
- You have Amazon Web Services and Amazon Simple Notification Service (SNS) accounts. It is also recommended that you have an Amazon Simple Queue Service (SQS) account

- You have a subscription to the Oracle Data Cloud Amazon SNS topic, and you can provide us with a subscription to your Amazon SNS topic.
- You can parse JSON objects sent to you via SNS.
- You can upload offline files to our SFTP servers.
- You have developer resources ready to work on the look-alike model vendor integration with Oracle Data Cloud.

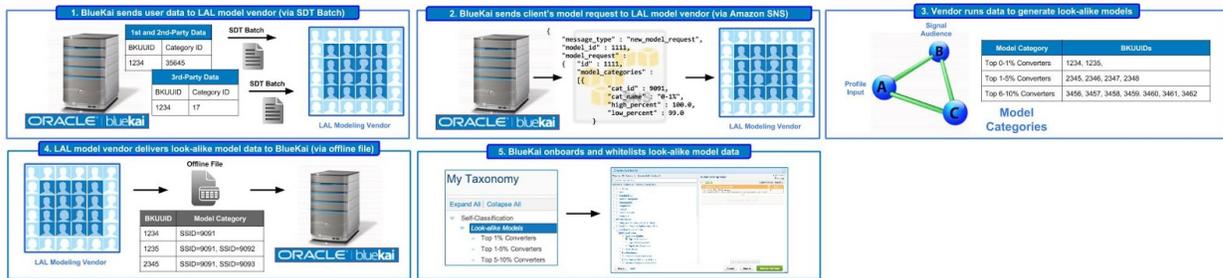
Look-alike modeling workflow

To be a look-alike modeling vendor with Oracle Data Cloud, you need to be able to receive user data and model requests from our platform, and return look-alike model categories back to it. The workflow for doing this is as follows:

1. Process user data (via Oracle Data Cloud SDT hourly batch files). The platform sends you two separate SDT batch files containing the following user data:
 2. The first- and second-party data permissioned by the client.
 3. All third-party data in the Oracle Data Marketplace.
4. Process the client's model request (received via SNS). The platform sends you a model request as a JSON object that includes the following components:
 - **Profile input:** The group of categories used to score and rank the users that you received in step 1. This is a subset of the user data you received. It is essentially the pool of users from which to find look-alikes.
 - **Signal audience:** The users to be modeled (for example, converters, user with specific demographics, and so on).
 - **Model categories:** The desired data granularity (for example, the top 0-1%, 1-5%, and 6-10% of users in the profile input who best match the attributes of the signal audience).
5. Run data to generate look-alike model. Use the profile input and signal audience to run the look-alike model and generate the model categories requested by the client.

6. Deliver look-alike model to the platform (via offline file). Create an offline file containing users' encrypted unique user IDs (BKUUIDs), modeled categories, and model request ID, and then drop it on our upload servers.
7. Look-alike models are onboarded. The platform onboardes the modeled categories into your seat via classification rules, and then whitelists the modeled categories into the client's taxonomy.

The following diagram illustrates the look-alike modeling workflow:



Processing client's user data (SDT batch)

Once a client adds your vendor configuration to their DMP, the platform will send you two hourly SDT batch files containing the client's user data. One batch file contains the private first- and second-party data permissioned by the DMP Client; the other file contains all the public 3rd-party data in the Oracle Data Marketplace. The user data you receive will include line-separated entries for each user. Each entry will include the following tab-separated data:

- The user's unique user ID (UUID), which is a 16-character alphanumeric identifier that can include upper-case letters, lower-case letters, and special characters (for example: dXF+DNR/99YjF70X).
- A timestamp and the list of categories the user qualified for within the last 30 days. The category list includes the following information for each category in user's online profile (separated by a colon):
 - The category ID (a two- to six-digit identifier).
 - Your ID swap site ID (22583).
 - The partner ID associated with your Oracle Data Cloud partner seat (1).

The following example demonstrates the format of the user data that will be sent to you:

```
pqe7/TJa92YIw8jo
1398380671,210217:22583:1,210223:22583:1,210224:22583:1,210229:22583:1
,210233:22583:1
8ss+P/2d556zqIZT
1398380671,234989:22583:1,234993:22583:1,234984:22583:1,234985:22583:1
,234986:225
```

Processing model requests (SNS)

Once the client creates a model request in the Oracle Data Cloud platform UI, you will receive a new model request message from the platform via SNS. The new model request message contains a JSON object that includes meta data, the model categories to be created, the profile input (permissioned and non-permissioned categories), and the signal audience. You will then send a message to the platform to acknowledge that you have received the model request.

Note: The use SNS of to exchange messages requires both parties to strictly adhere to the following set of rules:

Do not lose SNS notifications because they are never resent. It is recommended that you connect the SNS notification to an Amazon Simple Queue Service (SQS). Using the SQS message locking protocol ensures that messages are completely processed—even if there is system crash—by only removing messages once either a permanent write to disk has been made or an SNS message has been sent.

Always send ERROR messages in response to any message request that is not understood or processed. This is required to avoid silent failures and help debug model requests.

Do not depend on SNS messages being sent in a specific order (SNS does not guarantee any ordering of messages).

Adhere to the following message formatting rules:

- Messages may only include ASCII code points (unicode is not supported).
- Messages must be sent as JSON objects that are formatted according to the JSON specification.

- Messages may not exceed the SNS limit of 48kb after URI encoding. As a result, text boxes for free-form text must have a character limit.

The following sections describe the model request and response messages that you and the platform will exchange, as well as other messages that may be sent during the model workflow

Model request message example

The following example demonstrates the new model request message you will receive from the platform. The subsequent tables detail the various components within it.

Sample new model request

```
message_type : new_model_request,
model_id : 1111,
model_request :
{
  id : 1111,
  model_categories :
  [
    {
      cat_id : 9091,
      cat_name : 0-1%,
      high_percent : 100.0,
      low_percent : 99.0
    },
    {
      cat_id : 9092,
      cat_name : 1-5%,
      high_percent : 99.0,
      low_percent : 95.0
    },
    {
      cat_id : 9093,
      cat_name : 5-10%,
      high_percent : 95.0,
      low_percent : 90.0
    },
    {
      cat_id : 9094,
      cat_name : >10%,
      high_percent : 95.0,
```

```

        low_percent : 90.0
    }
],
name : Test Model,
partner_id : 973,
partner_name : Best Buy Marketer DMP - Razorfish,
profile_input :
{
    category_parents_permissioned: [
        { cat : 123, partner_id : 812},
        { cat : 456, partner_id : 812}
    ],
    category_parents_not_permissioned: [
        { cat : 345, partner_id : 812},
        { cat : 766, partner_id : 812},
        { cat : 890, partner_id : 812}
    ]
},
signal_audience :
{
    categories :
    {
        AND :
        [
            {
                OR :
                [
                    {
                        { cat : 24179, partner_id: 973 }
                    }
                ]
            },
            {
                OR:
                [
                    {
                        { cat : 24180, partner_id: 973 }
                    }
                ]
            },
            {
                NOT :
                {

```

```

OR :
[
  {
    { cat : 12318, partner_id: 973 }
  }
]
}
}
],
id : 6666,
name : Test Signal Audience
},
status : DRAFT
},
partner_id : 973,
version : 1

```

Model request message reference

Key	Type	Description
message_type	string	<p>The type of the message being sent to you from the platform. For new model request, this will be <code>new_model_request</code>. The values for other messages that you may receive are:</p> <ul style="list-style-type: none"> ■ <code>resending_model_request</code> ■ <code>enable</code> ■ <code>disable</code> ■ <code>delete</code> ■ <code>ping</code>. Used for testing. The platform may send this message to your system to ensure that the round-trip is working. In response to a ping, you return a pong message. ■ <code>info</code>. Used to get you to return the current status of a model to the platform. The <code>model_id</code> and <code>partner_id</code> fields are required. Your response to an info message is the same as the one for a <code>resending_model_request</code> except that no updates are made to the state of the model. ■ <code>partner_activation</code>

Key	Type	Description
		<ul style="list-style-type: none"> partner_deactivation
model_id	int	The internal model ID. You will need to include this value in the offline file you will send to the platform to onboard the client's look-alikes. You can also use this field to identify the model for which you are sending responses back to the platform. This field is not required and therefore should be set to 0 for the following message types: ping, partner_activation, partner_deactivation.
model_request	object	Details the model request created by the client in the Oracle Data Cloud platform. This object is only included in new_model_request and resending_model_request messages; otherwise, it is empty.
partner_id	int	The internal ID for the client owning the model. This field is set to 0 for ping messages.
version	string	This field is included for forward compatibility, and is set to 1.

Model request object

Key	Type	Notes
id	integer	The internal model ID. This matches the model_id field in the model request.
model_categories	array of objects	The segments (categories) to be generated from the model
name	string	The human-readable name for the model specified by the client.
partner_id	integer	The internal ID for the client requesting the model. This matches the partner_id field in the model request.
partner_name	string	Human-readable name of the partner requesting the model. This field helps you understand the business needs of the model and adjust internal parameters accordingly.
signal_audience	signal audience object	The attributes of the target audience to be modeled. Attributes are provided as a audience segment object, which uses boolean logic (OR, AND, NOT) to define the combination of categories users must have to qualify for the signal audience and be modeled
profile_input	profile input object	The data to be used for creating the model. Includes the pool of permissioned and non-permissioned categories to be used (or excluded) for scoring and ranking the users in the client's signal audience
status	string	The platform-specific internal state of the model. This field is provided for information only.
model_description	string	Human-readable summary of the model's purpose. This field enables you to adjust the internal model parameters. If you need to send a resending_model_request response back to the platform, use this field to include any extra information. This field supports English ASCII text with a 16 KB limit.

Model categories object

Key	Type	Description
cat_id	integer	The category ID to be used for the segment to be created.

Key	Type	Description
cat_name	string	<p>The machine-readable name of the segment to be created . The name must match one of the following regular expressions:</p> <ul style="list-style-type: none"> ■ <code>[0-9]+-[0-9]+%</code> ■ <code>>[0-9]+%</code> ■ Removed. This category is used when other categories need to be cleared from a BKUUID because the BKUUID is no longer in any segment of that model.

Profile input object

Key	Type	Description
category_parents_permitted	array of integers	The list of first- and second-party parent categories that the client has explicitly permitted for inclusion in the model. These categories and all the child nodes underneath them may be used for creating the model. If this property is empty, all first- and second-party data has been permitted.
category_parents_not_permitted	array of integers	The list of first- and second-party parent categories that the client has explicitly excluded from the model. Not permitted takes precedence over permitted. These categories and all the child nodes underneath them may not be used for creating the model.

Signal audience object

Key	Type	Description
id	integer	The internal audience ID.
name	string	The human-readable name of the audience as it was defined in the platform UI by the customer.
categories	object	<p>Boolean expression defining the audience. This is a JSON object that is recursively structured as follows:</p> <ul style="list-style-type: none"> ■ Terminals <ul style="list-style-type: none"> ■ <code>TERMINAL :: { cat: <integer> }</code> ■ Non-terminals <ul style="list-style-type: none"> ■ <code>ANDEXPR :: { AND: [EXPR, EXPR, ...] }</code> ■ <code>OREXPR :: { OR: [EXPR, EXPR, ...] }</code> ■ <code>NOTEXPR :: { NOT: EXPR }</code> ■ Expressions

Key	Type	Description
		<ul style="list-style-type: none"> ■ <code>EXPR :: TERMINAL ANDEXPR OREXPR NOTEXPR</code>

Model response message example

The following example demonstrates the message you will send to the platform in response to a model request. The subsequent tables detail the various components within it.

Sample response to a model request

```

details :
{
  config :
  {
    id : 1111,
    model_categories :
    [
      {
        cat_id : 9091,
        cat_name : 0-1%,
        high_percent : 100.0,
        low_percent : 99.0
      },
      {
        cat_id : 9092,
        cat_name : 1-5%,
        high_percent : 99.0,
        low_percent : 95.0
      },
      {
        cat_id : 9093,
        cat_name : 5-10%,
        high_percent : 95.0,
        low_percent : 90.0
      },
      {
        cat_id : 9094,
        cat_name : >10%,
        high_percent : 95.0,
        low_percent : 90.0
      }
    ],
    name : Test Model,
  }
}

```

```

partner_id : 973,
partner_name : Best Buy Marketer DMP - Razorfish,
profile_input :
{
  category_parents_permissioned: [
    { cat : 123, partner_id : 812},
    { cat : 456, partner_id : 812}
  ],
  category_parents_not_permissioned: [
    { cat : 345, partner_id : 812},
    { cat : 766, partner_id : 812},
    { cat : 890, partner_id : 812}
  ]
},
signal_audience :
{
  categories :
  {
    AND :
    [
      {
        OR :
        [
          {
            { cat : 24179, partner_id: 973 }
          }
        ]
      },
      {
        OR :
        [
          {
            { cat : 24180, partner_id: 973 }
          }
        ]
      },
      {
        NOT :
        {
          OR :
          [
            {

```

```

        { cat : 12318, partner_id: 973
    }
    ]
}
}
]
},
id : 6666,
name : Test Signal Audience
},
status : DRAFT
},
enabled : true,
external_id : 1,
request :
{
    message_type : new_model_request,
    model_id : 1111,
    model_request :
    {
        id : 1111,
        model_categories :
        [
            {
                cat_id : 9091,
                cat_name : 0-1%,
                high_percent : 100.0,
                low_percent : 99.0
            },
            {
                cat_id : 9092,
                cat_name : 1-5%,
                high_percent : 99.0,
                low_percent : 95.0
            },
            {
                cat_id : 9093,
                cat_name : 5-10%,
                high_percent : 95.0,
                low_percent : 90.0
            },
            {
                cat_id : 9094,
                cat_name : >10%,

```

```

        high_percent : 95.0,
        low_percent  : 90.0
    }
],
name : Test Model,
partner_id : 973,
partner_name : Best Buy Marketer DMP - Razorfish,
profile_input :
{
    category_parents_permitted: [
        { cat : 123, partner_id : 812},
        { cat : 456, partner_id : 812}
    ],
    category_parents_not_permitted: [
        { cat : 345, partner_id : 812},
        { cat : 766, partner_id : 812},
        { cat : 890, partner_id : 812}
    ]
},
signal_audience :
{
    categories :
    {
        AND :
        [
            {
                OR :
                [
                    {
                        { cat : 24179, partner_id: 973
                    }
                ]
            },
            {
                OR :
                [
                    {
                        { cat : 24180, partner_id: 973
                    }
                ]
            }
        ],
    }
}
}

```

```

        {
            NOT :
            {
                OR :
                [
                    {
                        { cat : 12318, partner_id:
973 }
                    }
                ]
            }
        }
    ],
    },
    id : 6666,
    name : Test Signal Audience
},
status : DRAFT
},
partner_id : 973,
version : 1
},
status : VALIDATING
},
message_type : received,
model_id : 1111
}

```

Model response message reference

Key	Type	Description
details	object	The content that should be passed into this field depends on the message_type.
message_type	string	<p>The type of the message being sent to the platform. For a successful response to a new model request, this will be received. The values for other messages that you may send to the platform in the model workflow are as follows:</p> <ul style="list-style-type: none"> ■ more_info: You have received a model request, but more information is required from the client. No further work will be done on the model until the platform provides the required data. ■ valid: You have performed the first training of the model and have sent it back to the platform for ingestion. The platform is awaiting the completion of the model ramp process. This message is also sent in response to a

Key	Type	Description
		<p>client request to disable or delete the model.</p> <ul style="list-style-type: none"> ■ data_ramping: You have performed an initial analysis of the model, but determined that there is not enough data or the timestamps in the data are not granular enough (they are too close to when the data was first onboarded). Your system is waiting for more data. ■ failed: A previously working model has failed and is no longer being updated. This typically occurs when there is no longer sufficient data to retrain the model because of tag errors or other problems. ■ invalid: You could not create a valid model from the model request. the platform will need to determine the cause of the problem and help the client modify their model. ■ error: You do not understand or could not process a message received from the platform. ■ pong: You have received a ping message from the platform.
model_id	integer	The internal model ID. This is the model to which this message applies.

If you are sending a received or more_info response, you must include the following additional fields:

Key	Type	Description
config	Model Request Object	The current configuration of the model in your Specify database.
enabled	boolean	Specify whether the model is currently enabled your system. Note: Enabled only means that the model will be processed, if possible. It does not mean that the model is currently succeeding.
external_id	string	Your internal model ID used within your system. This field helps identify models to be debugged.
status	string	The current status of the model in your system.

Details object

The content to be included in the details object depends on the message type.

Message type	Use case	Content to include in response
received	Acknowledge that you have received a request from the platform.	The type of message you received
more_info	You need more information from the client to complete the modeling process.	Textual description (free form string) explaining the extra information required from the client to complete the model.
data_ramping	The signal audience may be valid but you do not have enough user data to train the model.	Textual description (free form string) summarizing the amount of available data and the amount required
valid	You have successfully generated the model and uploaded it to the SFTP site. The model is ready to be imported into the platform.	none
failed	A nightly training run has not succeeded for a given model.	Textual description (free form string) describing why the training run failed
invalid	A model request is not valid and cannot be used to generate a good model.	Textual description (free form string) describing why the model request is invalid
error	You do not understand a message received.	The parts of the message request (JSON) that caused the error. See below.
pong	Respond to a ping message. This message is used for debugging, and therefore has no effect on the system.	The contents of the message that was sent. For example, if you receive a ping from the platform: { message_type : ping, version : 1 } You send the following pong: { details : { request : { message_type : ping, version : 1 } }, message_type : pong, model_id : 0 }

Error response details

If there is an issue with the model request, you need to include the following fields in the details object.

Any time the platform receives an error response, the original message will be ignored.

Key	Type	Description
request_raw	string	If you could not parse the original JSON request, pass the raw request as a string.
error	string	Enter a high-level, human readable explanation for the error.
exception	string	Enter a low-level description for the error. The platform uses this field to send information back to you for helping debug failed model requests.

The following example demonstrates the structure of the Details object for sending an error response message. In this example, the following improperly formatted request is sent to you: this is an invalid message

Your error message response would have the following structure (the content in the fields will vary based on the model request error) :

```
{
  details :
  {
    error : Error parsing request body,
      exception : at : this is an invalid message:1:1: at : expected
structure of type The LAL Model Vendor::BlueKai::Request,
      request_raw : this is an invalid message
    },
  message_type : error,
  model_id : 0
}
```

Platform responses to details

The platform sends you back the following messages based on your responses.

Key	Type	Description
request	object	The parsed JSON request that was received from your message response. This field is especially useful for error responses.
message	string	A free-form text string returned by the platform to address one of the following messages responses: invalid, failed, data_ramping, more_info.

Running the model

After you have parsed and processed the user data received in [processing user data](#) and you have received the client's model request, score and stack rank the client's users according to who best matches the attributes of their signal audience, and map those look-alikes to the model categories in their request.

Delivering the look-alike models (offline onboard)

To deliver the users that qualified for the model categories, you will create an offline file that contains the BKUUUID and the model category for each of those users, and then send the offline file and a trigger file (for validating the data transfer) to the platform via SFTP.

Creating the offline file

The offline file is a compressed, tab-separated file with four fields, where each row in the file represents a unique user. The four fields to be included in the offline file are as follows (listed in the required order):

Field	Description	Example
1 BKUUID	The user's unique user ID. This is a 16-character alphanumeric identifier that can include upper-case letters, lower-case letters, and special characters	RAQ99aMPtNEYXuhr
2 LAL Model Vendor Partner ID (PID)	Your Partner ID. This value is passed in the partner_id field included in the model request message and model request object.	1690
3 Model Request ID(s) (MID)	A comma-separated list of the client's model request IDs. This value is passed in the model_id field included in the model request message.	8500
4 Model Categories	A comma-separated list of key-value pairs representing the model categories the user is to be classified into. The key-value pair uses the following syntax: {key}={modelCategoryId} <ul style="list-style-type: none"> ■ key. Use SSID as the key. ■ model category ID. The model category ID passed in the cat_id field included in the model categories object. 	SSID=50000, SSID = 50100

The following example demonstrates the format of an offline file for onboarding look-alike model categories. The file contains the model categories for five users:

BKUUID	PID	MID	Model category
d5NeEQ7zpuc6PeaH	1690	8500	SSID=50000
hPYX8JgQCnPGSNqN	1690	8500	SSID=50000, SSID=50100
Hx5XfffPzsdCvLA	1690	8500	SSID=50000, SSID=50200, SSID=53000
gxYzeAbTRhmScKVd	1690	8500	SSID=50100, SSID=50200
9VY3ULNqEgF6b5LF	1690	8500	SSID=50100

Creating the trigger file

A trigger file specifies the size, name, and checksum of your offline file. It is used to verify that all the data in your offline file was successfully transferred, without any corruption. If validation is successful,

the platform will begin onboarding your offline; if validation fails, you will receive an automated notification with the error details.

The trigger file must contain three row-delimited fields that include the size, name, and checksum of your offline file. The following example demonstrates the format of the trigger file:

```
FILE=BlueKai_15415_20170426.gz
SIZE=367
MD5SUM=a10edbbb8f28f8e98ee6b649ea2556f4
```

Trigger file format

The following table lists the required format, name, type, and size of the trigger file:

Requirement	Example	Description
Format	<code>FILE=partner_siteID_YYYY-MM-DD.gz</code> <code>SIZE=367</code> <code>MD5SUM=a10edbbb8f28f8e98ee6b649ea2556f4</code>	<p>The file contains the following three row-delimited fields:</p> <ul style="list-style-type: none">■ FILE: The name of the offline file being uploaded. This row is optional if the trigger file name is identical to its offline file but with the .trigger file extension. This row is required if your offline file has a different name than its trigger file or if you are triggering multiple offline files (<i>not</i> recommended).■ SIZE: (Recommended) The size of the offline file (in bytes). See calculating the offline file size to get this value.

Requirement	Example	Description
		<ul style="list-style-type: none"> MD5SUM: (Recommended) The checksum of the offline file. The checksum value changes each time the content of the file is modified. If your file gets corrupted or truncated during the transfer, its MD5 checksum will not match. For details, see calculating the offline file MD5 checksum.
Name	<code>partnerName_siteID_YYYY-MM-DD.gz.trigger</code>	(Required) The trigger file must have the same name as the offline file, but with the .trigger file extension appended. The file name must not contain spaces. You can optionally use the FILE row to specify a different file name if you cannot use the same name as the offline file (not recommended).
Type	.bz2 (or .gzip)	
Maximum Size	<=50 GB	The offline file may be separated into smaller files.

Creating a trigger file for uploading multiple offline files

If you are uploading your offline file in multiple parts (not recommended), the structure of the trigger file must be as follows:

- The FILE field must contain a comma-separated list of the individual file names.
- The SIZE field must contain the total number of bytes of the individual files.
- The MD5SUM field must contain a comma-separated list of the individual checksum strings.

The following example demonstrates the required structure of the trigger file in this case:

```
FILE=partner_siteID1_YYYY-MM-DD.gz,partner_siteID2_YYYY-MM-DD.gz
SIZE=1108
```

```
MD5SUM=b1946ac92492d2347c6235b4d2611184,a10edbbb8f28f8e98ee6b649ea2556f4
```

Uploading the offline and trigger files

Once you have created your offline file and trigger file, you can upload them to the Oracle Data Cloud SFTP servers. The platform provides you with a directory, user name, and password for securely uploading your offline files to our upload server (upload.bluekai.com).

To upload your offline file:

1. Upload a small test file with a minimum of 1000 records so that Oracle Data Cloud can verify your file's format and provide you with any required changes.
2. Once Oracle Data Cloud approves your sample file, upload your offline file (or files if you separated your offline file into smaller files).
3. Once the offline file has been completely uploaded, upload the trigger file. A script automatically download the file into the offline match rules-based classification system. The platform sends you an automated notification confirming whether the upload was successful.

Onboarding the look-alike model data

Once your offline file has been validated, the platform will begin onboarding the model categories into your private taxonomy. Classification rules, which are automatically generated based on the partner ID and the model category IDs in your offline file, map the model categories into the user's anonymous online profiles. The BKUUIDs in the offline file are used to match the model categories with the users' anonymous online profiles. The platform then whitelists the model categories from your taxonomy into the client's taxonomy. The client's model categories will be completely onboarded and ready for activation within 24 to 48 hours.

4.9.11 Becoming a managed mapping partner

Managed mapping helps you to connect Oracle Data Cloud platform campaigns and categories with your audience/segment IDs so that a mutual client's data can be delivered to your system.

To become a managed mapping partner:

1. Contact your Oracle Data Cloud partner manager and request a partner seat with managed mapping enabled. This allows you to log in to the platform UI to develop a managed mapping app and manage mapping requests.
2. Develop a [simple saved managed mapping app](#) (or upgrade an existing app if you already have one) and publish it to the app catalog.

Receiving mapping requests

When a mutual client [installs your app](#), specifies it in a campaign, and saves it with a **Campaign Status of Active**, the following note is displayed to clients in the Oracle Data Cloud platform UI:

Audience Mapping Request ×

Oracle DMP sent an email notification to the selected App Partners. The email contains all the information the partners need to map your audience to a segment in their platform. Once the partner maps your audience, your campaign will be activated and your Oracle Data will start being delivered to the partner.

Close

An email notification is sent to the email addresses that you specified when you developed your managed mapping app.

Sample campaign-level mapping request:

Audience Mapping Requested By Castleton – Demo Partner

You are receiving this email because you have identified yourself as a partner who uses managed audience mapping. This means that you use the information in this email to map the clients Oracle-Bluekai data to an audience/segment object in your platform.

Requested Date: 02/17/2017
User: jduval
Event: Audience Mapping Request By Castleton – Demo Partner
Campaign ID: 132334
Campaign Name: Video Gamers – AB Buckets 1 and 2
Audience CPM: \$0.8
ID Sources: BlueKai 3rd Party Desktop Cookie ID, BlueKai Mobile Statistical ID, BlueKai Mobile Cookie ID, Google
Delivered: Advertising ID (AdID), Apple IDFA
Client Notes:
 Country US, CN

Audience Reach 4,172,480

BlueKai 3rd Party Desktop Cookie ID	2,836,480
Mobile ID's:	1,336,000
Mobile Web ID's:	1,336,000
BlueKai Mobile Statistical ID	469,120
BlueKai Mobile Cookie ID	866,880

After completion of Mapping

[Click Here](#) to manage audience mapping request in your Oracle DMP Seat.

Sample category-level mapping request:

Audience Mapping Requested By Castleton – Demo Partner

You are receiving this email because you have identified yourself as a partner who uses managed audience mapping. This means that you use the information in this email to map the clients Oracle-Bluekai data to an audience/segment object in your platform.

Requested Date: 02/17/2017
User: jduval
Event: Audience Mapping Request By Castleton – Demo Partner
Campaign ID: 132330
Campaign Name: Video Gamers – AB Buckets 1 and 2
Audience CPM: \$0.8
ID Sources: BlueKai 3rd Party Desktop Cookie ID, BlueKai Mobile Statistical ID, BlueKai Mobile Cookie ID, Google
Delivered: Advertising ID (AdID), Apple IDFA
Client Notes: Please map ASAP. We have a massive media campaign launching today!
 Country US, CN

Audience Composition

Segment 1

Category ID	Category Path / Name	CPM
3589	In-Market > Retail > Video Games	\$0.8

[AND]

Segment 2

Category ID	Category Path / Name	CPM
38838	A/B Test Groups > Group 01	\$0.0
38840	A/B Test Groups > Group 02	\$0.0

After completion of Mapping

[Click Here](#) to manage audience mapping request in your Oracle DMP Seat.

Your team is responsible for completing the audience mapping at the [campaign or category level](#) and providing the corresponding audience/segment ID to be entered in the *Manage Mappings* page.

Note: If the client sets the **Campaign Status** to **Idle** before saving the campaign, the notification is *not* sent.

The notification includes the following details that your team can use to map the client's data:

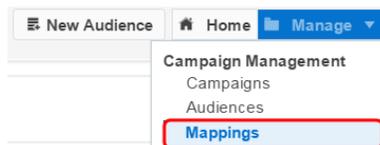
	Item	Description
1	Requested Date	The date the mapping was requested by the client. This is when the client saved their data campaign with a status of Active .
2	User	The name of the user who requested the mapping for the data campaign
3	Event	This is set to: Audience Mapping Request by <i>clientName</i> .
4	Campaign ID	The unique ID generated for the client's data campaign in the Oracle Data Cloud platform
5	Campaign Name	The name the client entered for this data campaign
6	Audience CPM	The CPM for the audience, which is based on the category with the highest price in the audience. If the campaign includes only first-party data, the audience CPM will be \$0.00.
7	Countries	A comma-separated list of two-letter ISO 3166-1 alpha-2 country codes for the countries being targeted by the data campaign
8	ID Sources Delivered	The types of cookie IDs and MAIDs linked to the data delivered to your system. For details, see ID sources .
9	Client Notes	Any notes the client has entered related to this mapping request.
10	Audience Reach (campaign-level mapping only)	The estimated 30-day average of users in the audience being delivered to your system summarized by the different ID sources (cookies and MAIDs) targeted by the audience. For details, see reach . <div data-bbox="483 1186 1385 1446" data-label="Text" style="border: 1px solid #008080; padding: 10px; margin-top: 10px;"> <p>Note: Audience reach does not consider whether the users have been ID swapped between Oracle and your system. For example, if an audience contains 1 M users but only 500 K have been ID swapped, you can only receive 500 K users.</p> </div>
11	Audience Composition (category-level mapping only)	Information related to categories included in the audience being delivered to your system: <ul style="list-style-type: none"> ■ Category ID: The unique ID generated for the category in the Oracle Data Cloud platform ■ Category Path/Name: The full taxonomy path and name of the category so that you can create a segment based off the provided path and name

Item	Description
	<ul style="list-style-type: none"> CPM: The cost per thousand impressions of the third-party categories. CPM will be set to \$0.00 for clients' first-party categories.

Managing mapping

To track and manage client mapping requests:

1. Log in to your Oracle Data Cloud platform partner seat and select **Manage > Mappings**.



The *Manage Mappings* page is displayed.

Manage Mappings								
No filters applied...								
<a>Edit <a>Mark As Mapped								Mapping ID
Status	Mapping ID	Client Name	Campaign ID	Campaign Name	Request Date	Mapping Date	Audience/Segment	Client Notes
	23	Castleton - Demo Partner	132334	Video Gamers - AB Buckets 1 and 2	2/17/2017	-		
	22	Castleton - Demo Partner	132333	Video Gamers - AB Buckets 1 and 2	2/17/2017	2/17/2017	988766	
	21	Castleton - Demo Partner	132330	Video Gamers - AB Buckets 1 and 2	2/17/2017	2/17/2017	566447	Please map ASAP. We have a massive media campaign.
	20	Castleton - Demo Partner	132329	AB Test Campaign	2/17/2017	2/17/2017	8909766	Please map this today. We have a big media campaign.
	19	Castleton - Demo Partner	132200	Rocket Fuel campaign Demo	2/16/2017	2/16/2017	asdfink4	high priority campaign
	17	Castleton - Demo Partner	132032	test	2/15/2017	2/16/2017		
	11	Castleton - Demo Partner	132021	israel test campaign 02-15-17 ssv category-level	2/15/2017	-		dear app partner, i have these audience mapping instructions.

2. You can sort and filter your mapping request by the following columns:

Column	Description
Status	The current status of the mapping request, which may be one of the following: Processing, Completed, or Idle (if the client has since deleted their data campaign after the mapping was requested).
Mapping ID	The unique ID generated for the mapping request in the Oracle Data Cloud

Column	Description
	platform. A mapping request is created when a client saves a campaign that has been set to the "Active" status.
Client Name	The name of the client's Oracle Data Cloud platform partner seat.
Campaign ID	The unique ID generated for the client's data campaign in the Oracle Data Cloud platform.
Campaign Name	The name the client entered for this data campaign.
Request Date	The date when the mapping request was created (when a client saved a campaign set to the "Active" status).
Mapping Date	The date when you completed the mapping request (you entered your audience/segment ID for the Oracle Data Cloud platform audience and marked the audience as mapped).
Audience/Segment ID	The audience/segment ID that you entered for the Oracle Data Cloud platform audience being delivered to your system. This field is empty if you have not entered an audience/segment ID.
Client Notes	Any notes the client has entered related to this mapping request.

Apply Filters

Status

- Mapping in Progress
- Any
- Mapping in Progress**
- Idle
- Mapping Completed

Client Name

Request Date

Select Date

Mapping Date

Select Date

Reset Cancel Apply

Name	Campaign ID	Campaign Name	Request Date
- Demo	132334	Video Gamers - AB Buckets 1 and 2	2/17/2017
- Demo	132333	Video Gamers - AB Buckets 1 and 2	2/17/2017
- Demo	132330	Video Gamers - AB Buckets 1 and 2	2/17/2017
- Demo	132329	AB Test Campaign	2/17/2017
- Demo	132200	Rocket Fuel campaign Demo	2/16/2017
- Demo	132032	test	2/15/2017
- Demo	132021	israel test campaign 02-15-17	2/15/2017

- Select the check box for the request, enter your system's audience/segment ID, and click **Mark As Mapped**.

<input type="checkbox"/> Edit <input checked="" type="checkbox"/> Mark As Mapped		Mapping ID <input type="text" value="97143213"/>							
<input type="checkbox"/>	Status	Mapping ID	Client Name	Campaign ID	Campaign Name	Request Date	Mapping Date	Audience/Segment	Client Notes
<input checked="" type="checkbox"/>		23	Castleton - Demo Partner	132334	Video Gamers - AB Buckets 1 and 2	2/17/2017	-	97143213	

- Alternatively, click the mapping ID link to open the *Audience Mapping* page for the request, enter the .audience/segment ID, enter any notes in the **Partner Notes** box that will be sent to the client in the mapping confirmation email, and then click **Mark As Mapped**.

< Audience Mapping

<p>Client Information</p> <p>Client Name: Castleton - Demo Partner</p> <p>Campaign Information</p> <p>Campaign ID: 132334</p> <p>ID Sources: BlueKai 3rd Party Desktop Cookie ID, BlueKai Mobile Statistical ID, BlueKai Mobile Cookie ID, Google Advertising ID (AdID), Apple IDFA</p> <p>Delivered: BlueKai Mobile Statistical ID, BlueKai Mobile Cookie ID, Google Advertising ID (AdID), Apple IDFA</p> <p>Countries: US, CN</p> <p>Audience CPM:</p> <p>Composition</p> <p>Inclusion</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">3589 Video Games</div> <p>or</p> <p>Exclusion</p>	<p>Mapping Information</p> <p>Mapping ID: 23</p> <p>Mapping Completed: processing</p> <p>Request Date: 2/16/2017</p> <p>Partners's Segment ID: <input type="text" value="Enter Partner's Segment ID"/></p> <p>Partner Notes:</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">Partner message to Partner</div> <p style="text-align: center;"><input type="button" value="Mark as Mapped"/></p>
---	--

Note: The *Audience Mapping* page will display the audience composition and reach for category-level mapping requests.

The Oracle Data Cloud platform notifies the client that their data campaign was mapped and is delivering data. The Oracle Data Cloud platform will deliver user data to your system via the delivery method that you selected when you developed your app.

Managed mapping FAQs

What are the benefits of managed mapping?

Managed mapping streamlines and expedites the audience mapping process, which provides the following benefits:

- **Client benefits:** Self-serve delivery of their audiences into your system, which makes working between platforms to activate their data a relatively quick, seamless process. Audiences start ramping as soon as you map the audience in your system and mark the audience as mapped.
- **Partner:** You do not have to spend time communication with Oracle Data Cloud and the client to get the information needed to map audiences. You only have to do the actual mapping. With a quick, easy integration, clients are more likely to deliver their data into your system, which means more opportunities for selling Oracle third-party data.

What do I need to do a managed mapping integration?

You need:

- A login to the Oracle Data Cloud platform with managed mapping enabled
- A managed mapping simple saved app that specifies the mapping level (campaign or category)
- A system for receiving user data from the Oracle Data Cloud platform via SDT or a JSON return tag

I am already receiving Oracle Data Cloud platform data via SDT. Do I need a new server endpoint or change anything with my current one?

You can use your existing server endpoint for the managed mapping integration.

I already have an app. Do I have to create a new app or can I upgrade my existing one?

You can do this either way. If you want to upgrade an existing app with managed mapping, contact your Oracle Data Cloud channel partner manager and request the feature. Once managed mapping is enabled, the audience/segment object mapping drop-down list will be added under *Data Delivery App Type* in the develop app tool. Select your mapping level (campaign or category), and then click **Save** and **Submit for Review**. Until the upgraded app is approved, clients cannot install your app. Approval is typically provided within one business day. Clients who have already installed your app can continue to use it to deliver data to you.

If you don't want to disrupt the availability of your app to clients who have not yet installed it, create a new app. In this case, you can manually copy and paste the information from your existing app into

your new managed mapping one. Once your managed mapping app is approved, save the original app as a draft, which will remove it from the Oracle Data Cloud app catalog.

4.9.12 Becoming a site optimization partner

The Oracle Data Cloud platform is the most interconnected media-independent data management, data exchange, and analytics system in the industry. As experts in big data ingestion, analysis and portability, we help the online advertising ecosystem connect all data assets (with external data) and put them to use everywhere they need to be.

The platform can seamlessly integrate with site optimization vendors to dynamically render page content in real time for the very first event.

By working with Oracle Data Cloud as a site optimization vendor, you become a vital part of the our data activation system by providing another asset that some of the world's premier publishers, marketers, and advertising companies rely on for intelligent marketing. Partners are listed as technology app partners who leverage Oracle Data Cloud data to inform solutions beyond ad targeting.

The Oracle Data Cloud optimization vendor integration provides the following benefits for your data and targeting needs:

- Data is available on each page view, which enables targeting on the first, and every page view.
- Integration does not interfere with existing implementations on the page.
- Integration allows flexible targeting of low-level categories and pre-built custom audiences.

Workflow with code examples

Some basic steps must take place before the site optimization integration can be completed.

1. Create a user account
 1. **Request partner seat:** Your Oracle Data Cloud account manager will create a user account and corresponding company seat for you to use to setup Oracle Data Cloud platform data campaigns. He will also be able to give you training on how to use the UI.

2. **Pull tag from UI:** Once familiar with the platform UI, you will be able to use it to generate a JSON response tag. The JSON response tag is what most site optimization integrations will use to return data back to the SSO vendor.
2. Configure your account to work with the partner DMP
3. **Configure data access:** The DMP partner will use their Oracle Data Cloud account to create audience segments from their DMP. Once created, these segments can then be shared to your company seat for audience targeting.
4. **Data mapping:** Steps must be taken to ensure the proper segment mapping. The platform includes audience and taxonomy APIs for this purpose. Your Oracle Data Cloud account manager will have to create a separate web services account and credentials for API access.

Integration

	Step				
	1	2	3	4	5
SSO Vendor	Implements Code				Adjusts to consume JSON and verify access and optimization of the page based on data ingestion
Partner		Creates data campaign			
Oracle Data Cloud			Configures campaign for SSO integration	Verifies campaign is functioning properly and verify JSON response	

To implement the code:

1. **Place the JSON response tag:** The JS tag should be placed in the <HEAD> before all site optimization vendor code. This ensures that platform data collection is initiated and available prior to any site optimization rendering and decision-making. This single line of code makes a call to `tags.bluekai.com` and returns a `bk_results` JSON object to the first-party DOM.
2. **Place the JSON collection code:** This is the site optimization partner code that accesses the `bk_results` object. This code should be located directly on the page and must be called after

the JSON response tag.

Standard SSO code integration:

```
<head> <script type="text/javascript"
src="http://tags.bluekai.com/site/<site>?ret=js"></script> |SSO_
collection_code| |existing_head_code|</head>
```

Some site optimization vendors may opt to place the JSON response tag from their own coded solution. This is an acceptable practice, but when placed in this fashion the JSON response tag must be called serially and ahead of the site optimization collection code. Failing to do so may not result in actionable data on the first page view.

3. **Place site optimization conditioning code:** Some vendors may require optional code to format their optimization once they've ingested the `bk_results` JSON response. In most cases, this code should be placed at the end of the section `<BODY>`, of the page. Please have the partner refer to the vendor for this type of integration.

Some site optimization vendors are able to store Oracle Data Cloud platform data from subsequent user visits. These vendors may opt to use server data transfer ([SDT](#)) delivery and not use the `tags.bluekai.com` script call on some pages. Vendors using the SDT delivery method will not have user data on the first page view and until an ID swap has taken place.

4. **Create a data campaign** targeting the appropriate audience segments using the standard platform UI. Site optimization campaigns should be configured to return data on every page view (instead of the default once per 30 day cadence). Your account manager will help you configure this backend setting.
5. **Site optimization data configuration:** When the JS tag is called, the platform immediately returns data to the page as an invisible `bk_results` object. This object is accessible by using JavaScript and can be used instantly in the same page view by the site optimization code. The data will be returned in the following JSON format:

```
var bk_results = { "campaigns": [ { "campaign": campaign_ID,
"timestamp": Unix_timestamp, "categories": [ { "categoryID":
category_ID, "timestamp": Unix_timestamp } ] } ]};
```

6. **Verify campaign:** Once placed, the platform can verify the campaign is properly configured and actively sending data. After allowing 30 to 60 minutes for propagation, you can verify campaign operation by checking the page DOM for the JavaScript variable `bk_results`. Properly configured campaigns will populate in the tags.bluekai.com response on every request.

Most of the coding is complete and real-time data should be flowing for site-side optimization.

7. **Consume and optimize:** Make any final adjustments to the JSON consumer code to ensure that data is properly ingested. Verify that the optimized pages are working properly.

4.10 Becoming a Data Provider

The Oracle Data Cloud enables data providers to activate and monetize their data assets in the Oracle Data Marketplace. To become an Oracle Data Cloud data provider, follow these steps:

1. Read [Working with the Taxonomy](#) to learn how data is generally organized in the Oracle Data Marketplace.
2. Read the following sections in this document:
 - a. [Onboarding Data into your Taxonomy](#) . Understand how data extracted from your websites, mobile apps, and CRM files gets mapped to categories in your taxonomy.
 - b. [Taxonomy Guidelines for Data Providers](#) . Learn about the best practices for sending your data to Oracle Data Cloud.
 - c. [Taxonomy Standards](#) and [Best Practices](#) for constructing your branded taxonomy and/or onboarding data into the [Unbranded Taxonomy](#).
3. Consult with your account manager or customer success manager to submit a request to become a data provider.
4. Work with Oracle Data Cloud to sign a Data Evaluation Agreement. An Oracle Partner Manager will then work with you to build a sample taxonomy and onboard data into it. Oracle Data Cloud will evaluate your data for reach and overlap.
5. Work with Oracle Data Cloud to sign a Data Transfer Agreement. Oracle services will then begin working with you to build your taxonomy and tag your site to onboard data into your

categories.

EU Data. To onboard data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent agreement. Contact your Oracle Account Representative to obtain and sign this agreement.

6. Onboard your data into your Branded Taxonomy or the Unbranded Taxonomy in the Oracle Data Marketplace using one of the following [data ingest](#) methods: [Online Ingest \(via Oracle Data Cloud core tag\)](#), [offline match](#), [direct ingest \(offline onboard for mobile app data\)](#), or [on-demand onboard \(via User Data API\)](#).
7. Work with your partner manager to create a [rate card](#). Rate cards specify the prices, in cost per 1,000 impressions (CPM), that you charge buyers for various categories in your taxonomy. You can use the platform UI to view and export your rate cards.
8. Use the [Provider Exchange Report](#) to monitor how much of your data is being sold on the Oracle Data Marketplace, and the amount of revenue you can expect to receive.
9. Use the [Second-Party Private Data Marketplace](#) to sell your private data assets for monetization, cooperative campaigns, or analytics-only use cases.

4.10.1 Onboarding Data into your Taxonomy

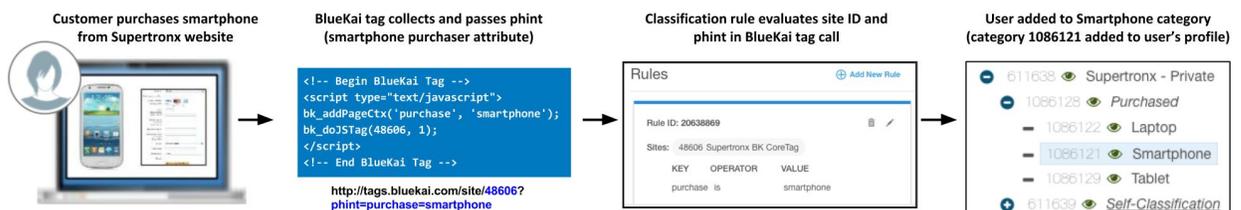
As explained in [Working with the Taxonomy](#), a taxonomy is a hierarchical tree structure that contains categories, which are groups of user profiles with the same behavior, attitude, or behavior (for example, coffee drinkers, video gamers, smartphone purchasers, and so on). Categories have parent-child relationships where the parent is a more general group of user profiles, and the child is a more specific group.

Data is onboarded into categories using a system of key-value pairs that represent user attributes and behavior (called "phints") and classification rules. Phints are passed into tags, offline files, and API calls when customers, for example, visit product pages, browse items, add items to their carts,

and complete purchases. The classification rules state which phints must be in the tag and where the tag must have been fired (denoted by a unique site ID) in order to classify the user into the category.

Consider a user that has purchased a smartphone from an online store (for example, "Supertronx", which has a site ID of 46506). The tag could have a "purchase=smartphone" phint for this user. When this phint is passed into a tag, it can be mapped to a Supertronx - Private > Purchased > Smartphone category via a rule that states "if item purchased is a smartphone AND the tag is fired from site 46506, then the add the user to the Smartphone category (in other words, add category ID 1086121 [Smartphone] to the user's profile).

The following diagram illustrates how the system of phints, rules, and categories is used to onboard your user data into your taxonomy.



4.10.2 Taxonomy Guidelines for Data Providers

This section outlines the best practices for sending your data to Oracle.

Repeating Keywords in Child Category Names

Do not repeat keywords or broader terms in the names of the narrower child categories. This is because the system returns them all in a bundle when users search the taxonomy for a specific keyword. Any category with that keyword will be returned, along with all of that category's children. For example, if a user searches for "home improvement", the terms with the specific keyword are returned, along with all of the narrower categories, even if the search term is not in the narrower categories' names.

Recency: All Source: Both Device: All

Home improvement

Expand All Collapse All Select All Select None

- ▼ In-Market > Retail > Home & Garden > Home Improvement
 - ▼ Maintenance
 - Plumbing
 - ▼ Supplies
 - Building
 - Electrical
 - Flooring
 - Painting
 - Safety & Security
 - Storage & Home Organization
 - ▼ Tools
 - Drills
 - Hand Tools
 - ▼ In-Market > Services > Home Improvement
 - Landscaping, Lawn & Garden
 - Pest Control

Combining Categories

Do not provide precombined categories such as "Female; Age 30 - 39; In-Market Volkswagen Beetle" because it limits the utility of the categories to the users. With the Audience Builder in the Oracle Data Cloud platform, users can combine categories in any configuration required. For example, they can combine the categories for Women, Ages 30-39, and In-Market for a Volkswagen Beetle together natively in the tool. This provides the unique profiles that are in common among the three categories for targeting.

Arranging Categories in a Meaningful Hierarchy

As a Branded Data Provider, you may already have a pre-existing taxonomy that you want to import into the Oracle Data Marketplace. To do this, you must make sure the taxonomy is arranged in a meaningful hierarchy, and that the categories you are providing have a significant expected unique profile count. Contact your Partner Manager to get the Branded Taxonomy Template, which specifies the expected format.

If you are planning to become a Branded Data Provider, but you do not have a preexisting hierarchical taxonomy, you will need to construct one. For an example on how to build a taxonomy, you can look at the In-Market, Interest, Past Purchases, Demographic, and B2B sections in the Oracle Data Marketplace tree.

To create and format your taxonomy, contact your Partner Manager for a copy of the Branded Taxonomy Template. Remember to avoid providing precombined categories, and don't try to make your taxonomy too narrow or precise. The categories must be broad enough to accrue enough unique profiles, but narrow enough to be useful to a buyer.

Passing Phints

Phints are unique strings that allow rules to be written to classify your data correctly. They consist of three parts; the key, an equal sign, and a value. The key is generally meant to indicate the type of data being sent, while the value is the specific variety of data. Consider the following taxonomy:



The two keys for this taxonomy are "inmarket" and "interest", while the values are "boats", "cars", and "motorcycles". The combination of the key and the value produces a unique string that allows us to direct the specific data into the correct categories.

Market Data

- ▼ In-Market
 - Boats _____ inmarket=boats
 - Cars _____ inmarket=cars
 - Motorcycles _____ inmarket=motorcycles
- ▼ Interest
 - Boats _____ interest=boats
 - Cars _____ interest=cars
 - Motorcycles _____ interest=motorcycles

Human Readable and Coded Phints

Phints can either be human readable or coded. Human readable phints are easily translated into categories; they are real words, without abbreviations or codes. The phints in the example above are human readable. Coded phints are not human readable without a translation or mapping, and may include abbreviations or codes. Using the example from above, this is what coded phints might look like:

Market Data

- ▼ In-Market
 - Boats _____ MDI01=1001
 - Cars _____ MDI01=1002
 - Motorcycles _____ MDI01=1003
- ▼ Interest
 - Boats _____ MDI02=2001
 - Cars _____ MDI02=2002
 - Motorcycles _____ MDI02=2003

Online Data

When onboarding online data, use human readable phints. The phints should be short and consistent, and tied to a specific action of the user, like viewing a page or selecting a drop down menu. Do not use long or complicated phints because they can cause data flow issues (they can become too narrow, are difficult to direct to the correct categories, and have a higher instance of error). For example, if a user visited a page about the 2015 Ford Focus, it would be recommended to use the following key-value pairs:

Key	Value
-----	-------

make	ford
model	focus
year	2015

Offline Data

To send offline data, use codes or numbers in the phints. Text strings can vary in a number of places, such as misspellings and changes in underscores, punctuation, or spacing. This variance can break the rules that pipe your data into the Oracle Data Cloud system. It will break the flow of data invisibly; therefore, a problem may not be detected until there are no unique profiles within a category. The format of the keys should be a two-character company name followed by a three-digit category identifier:

Key	Value
MD001	1
MD002	1
MD003	1

Note: Although not as desirable as codes and numbers, you can use transparent, human-readable keys with numbers as the values.

Key	Value
coupe	1
hybrid	1
suv	1

You may also use code keys with human-readable values:

Key	Value
MD001	coupe
MD001	hybrid
MD001	suv

Although it is not recommended for offline data, you may also use transparent keys and values.

Key	Value
interest	coupe
interest	hybrid
interest	suv

Mappings

If you use codes in your phints (for example, sending offline data as described above), you must provide a mapping that links the phints to the categories. The map lists in which categories the coded phints should go.

Branded Data Providers: The Branded Taxonomy Template specifies the format for providing your taxonomy and phints.

Administrative Info		Taxonomy Path			
Key	Value	Level 1	Level 2	Level 3	Level 4
MD001	1	Branded Data	My Data	Interest	Coupe
MD002	1	Branded Data	My Data	Interest	Hybrid
MD003	1	Branded Data	My Data	Interest	SUV

Unbranded Data Providers: The Unbranded Taxonomy Template specifies the format for providing your code translations and phints.

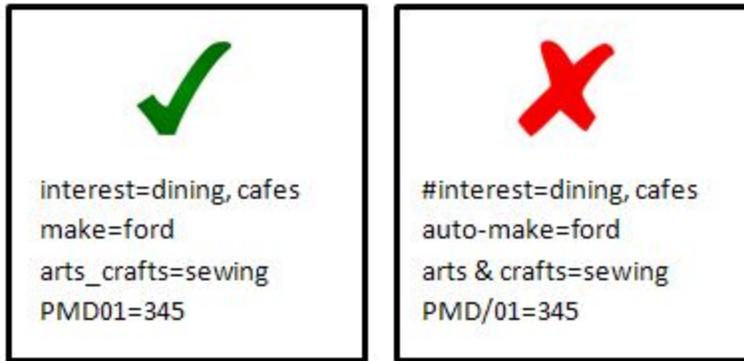
Administrative Info		Taxonomy Path
Key	Value	Code Translation
MD001	1	Interest=Coupe
MD002	1	Interest=Hybrid
MD003	1	Interest=SUV

Supported Characters

Phint keys are case-insensitive, and they support alphanumeric and underscore characters (A-Z, a-z, 0-9, and _). Spaces in the phint key are not supported. Do not use the period character (.) in your phint key if you plan on creating rules that use the contains operator (rules involving regex expressions will fail to evaluate the key properly).

Do not include any spaces, punctuation, accents, special characters, or other symbols in phint keys.

Values support all Latin-1 and UTF-8 characters (alphanumeric characters and special symbols).



Transformations

The Oracle Data Cloud system can do some math and transformations with values provided in phints. The system can split delimited values that are combined with a single key. For example, if you send the phint "interest=autos,cafes", the system can split the value so that interest=autos and interest=cafes can both be classified without writing a special, individualized rule for the combination. You can send combined data without having to account for infinite combinations. The system can also do some math with dates, such as calculating the day of the week from a given date, whether a date range contains a Saturday, or the length of time between two given dates. If you wish to use this type of functionality, consult with your Partner Manager.

Aggregation

When planning to send data to Oracle via the Oracle Services team, you need to provide them a specific, finite set of phints you are going to be sending. They need to know which phint to expect so they can help direct your data to the right places. In addition, it enables them to help troubleshoot if there are problems with the integration or the setup.

The phints that you send us should be aggregated and fixed; phints that are frequently changing or are too particular cannot be classified. This is why data must be sent at a grouped product level, rather than at an individual product level.



Sources

The best types of phints are typically categories from webpage breadcrumbs, data from forms, and drop down selections. Do not send product SKUs, page titles, user entered values/keywords, or product names.

Do not send negative-value data. Specifically, do not send data indicating that a unique profile is not in a particular category. That data will not be used, and unnecessarily increases the volume of data.

Updating your Taxonomy

You can update and change your branded taxonomy after it has been created; however, it is recommended that you do not update it too frequently because it can disrupt the end user's experience and reduce revenue.

If you are planning to change or update your taxonomy or phints in any way, you must notify your Partner Manager well in advance of implementing the changes to avoid any data loss.

4.10.3 Taxonomy Standards for Branded Data

Send your taxonomy and mapping in spreadsheet form. You can use the Branded Data Taxonomy template to help you format your data. Contact your Partner Manager for a copy of the template.

Category Limits

For a Branded Data taxonomy, you have a limit of 1,500 categories. This includes all categories: parents and children, both up and down the taxonomy. The top-level category "Branded Data" does not count against the 1,500 category limit.

This limit encourages the construction of concise, easy-to-navigate taxonomies, and it discourages the use of too many narrow, unaggregated categories. This makes the data more useful and easier to find for buyers. The following table demonstrates a taxonomy section with six categories:

Taxonomy Path					
Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
Branded Data	My Data				
Branded Data	My Data	Interest			
Branded Data	My Data	Interest	Autos		
Branded Data	My Data	Interest	Autos	Mazda	
Branded Data	My Data	Interest	Autos	Ford	
Branded Data	My Data	Interest	Autos	Chrysler	

Descriptions

Descriptions are required for every Branded Data category in your taxonomy. Descriptions function as tooltip text for buyers in the Oracle Data Marketplace. They should provide buyers with more detailed information about what unique profiles are contained in a category.

136 — Used Cars

Path COPY
 In-Market > Autos > Condition > Used Cars

Reach
 7,873,000 / 30-Day

Description
 This category contains people who are in-market for used cars.

Countries and ID Sources

The Oracle Data Cloud system can determine the type of device linked to your data (desktop browser, mobile browser, or mobile app) and the country from which it originated, and the Audience Builder tool in the Oracle Data Cloud platform also allows data buyers to switch between different ID sources and countries. As a result, you do not need to build duplicate taxonomies for different types of data, such as mobile and desktop data, or US and UK data.

The Oracle Data Cloud system can also map different types of data into a single category. Therefore, if you already have a taxonomy that is internally separated by device or country, it can still be mapped from these different places into single categories. Separate branches are only built if the required structure differs significantly.



Aggregations

Different types of data can be aggregated into single categories. For example, if you send a set of vehicle ages, the prints can be mapped into the categories using the following aggregation:

- Less than 2 Years: direct vehicle_age=0 and vehicle_age=1.
- 2-5 Years: vehicle_age=2, vehicle_age=3, vehicle_age=4 and vehicle_age=5.

Administrative Info		Taxonomy Path			
Key	Value	Level 1	Level 2	Level 3	Level 4
vehicle_age	0	Branded Data	My Data	Autos	Less than 2 Years
vehicle_age	1	Branded Data	My Data	Autos	Less than 2 Years
vehicle_age	2	Branded Data	My Data	Autos	2-5 Years
vehicle_age	3	Branded Data	My Data	Autos	2-5 Years
vehicle_age	4	Branded Data	My Data	Autos	2-5 Years
vehicle_age	5	Branded Data	My Data	Autos	2-5 Years

4.10.4 Branded Data Taxonomy Best Practices

This section lists the best practices to follow the When constructing your Branded Taxonomy:

Include 4 to 9 Direct Child Categories under a Parent Category

A single parent category should have between 4 to 9 direct children categories. You want to add intermediate levels to your structure only when the number of direct children of a parent would become unmanageable and you need to group them together in some way. Do not create a group of too many or few children categories. If a parent category only has one direct child category, that child category generally should be deleted. This is because single intermediate levels artificially inflate your category count and do not provide value for the end user. Furthermore, they cause users to have to click a few extra times while browsing.

The following table demonstrates a good taxonomy with four child categories directly under the parent category:

Taxonomy Path			
Level 1	Level 2	Level 3	Level 4
Branded Data	My Data	Interest	
Branded Data	My Data	Interest	Movies
Branded Data	My Data	Interest	Furniture
Branded Data	My Data	Interest	Cruises
Branded Data	My Data	Interest	Video Games

The following table demonstrates a bad taxonomy with many single intermediate levels (in the Level 4 column):

Taxonomy Path				
Level 1	Level 2	Level 3	Level 4	Level 5
Branded Data	My Data	Interest		
Branded Data	My Data	Interest	Arts & Entertainment	
Branded Data	My Data	Interest	Arts & Entertainment	Movies
Branded Data	My Data	Interest	Home & Garden	
Branded Data	My Data	Interest	Home & Garden	Furniture
Branded Data	My Data	Interest	Travel	
Branded Data	My Data	Interest	Travel	Cruises

Use Relative Time References

Categories should reflect relative, rather than absolute, time references in order to facilitate campaign building over time. For example, if you are sending information like a model year, "2015" would be sent as "0", "2014" would be sent as "1", and so on. As described above, this would then be directed into categories such as "New Cars", "Used Cars > 2-5 Years Old" and "Used Cars > 6-10 Years Old".

With this method, data buyers won't have to update campaigns every year because they're most likely interested in "new cars" rather than cars made in "2015" specifically. Ask your Partner Manager for a copy of the Oracle Data Cloud platform Unbranded taxonomy section "Demographic > Housing Attributes > Length of Residence" for an example of a taxonomy that is built using relative ages.

Do not Create "Miscellaneous" or Geographic Categories

Do not create categories such as "other", "unknown", "misc", or "various". They do not provide the customer with any added value, and they can be captured by the broader parent category based on the hierarchical nature of Oracle Data Cloud taxonomies.

Do not create detailed geographic sections in your Branded Taxonomy. These sections quickly consume your category count, and they are already replicated in the Unbranded taxonomy within the Oracle Data Marketplace .

Use NAICS Codes

When creating Industry trees, use NAICS codes instead of SIC codes. This is because NAICS codes help facilitate the mapping of industry data into the unbranded taxonomy. Use two or three levels of the tree . Do not use all levels of the tree because it will inflate your category count and is typically too narrow and specific to be useful to data buyers.

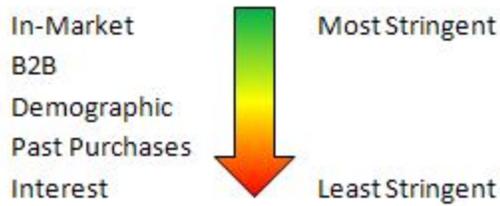
4.10.5 Unbranded Data Standards

You may request to have your data mapped into the unbranded In-Market, B2B, Interest, Demographic, and Past Purchases sections of the Oracle Data Marketplace.

Inclusion in Unbranded Taxonomy Sections

Your data will be evaluated and mapped to the most appropriate sections within the unbranded taxonomy: **In-Market, B2B, Demographic, Past Purchases, or Interest**. You can request to have your data evaluated for inclusion in particular sections of the taxonomy, but you do not need to provide a mapping of where you believe your data should go.

For inclusion in all sections of the unbranded taxonomy, your data-matching level and the possible raw inputs must be evaluated against Oracle Data Cloud standards for different sections.

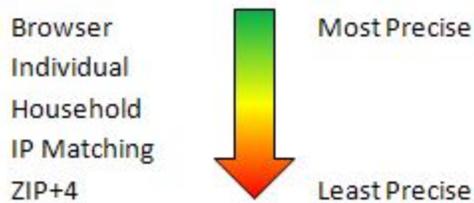


Criteria for In-Market Section

For your data to be included in the In-Market section of the unbranded taxonomy, a user must show intent to purchase. Specifically, there should be an indication (for example, link to purchase an item, pricing information, or sale listings) that the user is looking to buy something, and is not merely an enthusiast.

Data Matching Levels and Data Quality

In your taxonomy spreadsheet, indicate your data matching level: browser, individual, household, IP matching, or ZIP + 4. This is required for determining the most appropriate categories and sections for your data. You must also complete a data questionnaire, which you can obtain from your Partner Manager along with your Branded and/or Unbranded Taxonomy Template spreadsheet.



4.10.6 Third-Party Match Partners

Oracle Data Cloud has direct integrations with the following third-party match partners: LiveRamp, i-Behavior, and Neustar. These third-party match partners will often transform data that you send to them into codes, regardless of whether if you sent them human-readable phints. If your third-party match partner is not merely doing a pass-through of your data, you must provide the mapping between the third-party partner’s codes and the appropriate categories in your taxonomy template.

Occasionally, you will not have a mapping of what your match partner will send to Oracle Data Cloud when your taxonomy is initially being created. In this case, you or your match partner will need to provide a separate mapping of your data. It is therefore critical that the phints you provide to both Oracle Data Cloud and your third-party match partner are exactly the same. If the data you provide does not match the match partner, your data cannot be onboarded. If the phint you provide does not exactly match the mapping received from your match partner, you will need to revise your spreadsheet.

Administrative Info				Taxonomy Path				
Key	Value	Match Partner	Match Partner Key-Value	Level 1	Level 2	Level 3	Level 4	Level 5
interest	mazda	DLX	TX2031=T	Branded Data	My Data	Interest	Autos	Mazda
interest	ford	DLX	TX4930=T	Branded Data	My Data	Interest	Autos	Ford
interest	chrysler	DLX	TX5903=T	Branded Data	My Data	Interest	Autos	Chrysler

4.10.7 Sensitive Data

You must review the [ODC privacy policy](#) to ensure that you do not pass any data that is strictly forbidden and cannot be accepted.

5 Oracle Data Cloud Platform API Developer Guide

The Oracle Data Cloud APIs are RESTful web services that use standard HTTP methods for transferring JavaScript Object Notation (JSON) data between the Oracle Data Cloud platform and your application. The following sections list the Oracle Data Cloud APIs and summarize the HTTP methods and JSON data types they support.

To get started with the Oracle Data Cloud APIs, [get your Oracle Data Cloud developer keys](#), learn how to use the interactive API docs, and then click the APIs listed in the table below to learn how to use them for your integration with the Oracle Data Cloud platform.

Note: Oracle Data Cloud tags and code include references to *BlueKai* and *bk*. These references are the result of legacy naming policies.

5.1 APIs

The Oracle Data Cloud platform provides the following APIs for programmatically classifying your ingested user data, analyzing it, sharing it, and delivering it out to your system and to media execution platforms:

API	Description	Service URI
Audiences	View the categories in an audience. Select the first-, second-, and third-party categories you want to target, model, optimize, or analyze.	services.bluekai.com/Services/WS/audiences
Audience Discovery Report	Retrieve a list of categories that correlate to a predefined audience-composed of individual categories in segments.	services.bluekai.com/Services/WS/WSMultiAudience
Audience grant	Share your audience with DMP partners.	services.bluekai.com/Services/WS/AudienceGrant

API	Description	Service URI
Bulk ingest	Batch many calls to the user data API in the body of a single HTTPS POST.	bulkapi.bluekai.com/2/api
Campaigns	Create instructions for delivering your target audience to DMP partners.	services.bluekai.com/rest/campaigns
Categories	Add first-party categories to your taxonomy. View first- and third-party categories that you can use to create your target audiences.	taxonomy.bluekai.com/taxonomy/categories
Containers	Create a container for passing site data or unique user IDs (UIDs) to the Oracle Data Cloud platform.	services.bluekai.com/Services/WS/sites
Countries	List the countries supported by the Oracle Data Cloud platform and pass them to the audiences and inventory reach APIs.	services.bluekai.com/rest/countries
ID types	Get information about category ID sources and create and manage ID types for your partner seat.	services.bluekai.com/rest/idTypes
Ping	Verify that your developer keys can be used to send authenticated message requests to the Oracle Data Cloud platform.	services.bluekai.com/Services/WS/Ping
Rules API	Independently create classification rules that map the user data collected from your site with your categories.	services.bluekai.com/rest/taxonomyRuleChains
Schedules	Provide instructions for firing tags.	services.bluekai.com/rest/schedules
Segment reach	Get the estimated number of unique users in categories, segments,	services.bluekai.com/Services/WS/SegmentInventory

API	Description	Service URI
	and audiences.	
Self-classification categories	Independently add first-party categories to your private taxonomy.	services.bluekai.com/Services/WS/classificationCategories
Self-classification rules	Independently create classification rules that map the user data collected from your site with your categories.	services.bluekai.com/Services/WS/classificationRules
Taxonomy (deprecated)	View the first- and third-party categories that you can use to create your target audiences.	services.bluekai.com/Services/WS/Taxonomy
Taxonomy partner permissions	Whitelist (share) or blacklist (withhold) first-party categories in your private taxonomy with specific buyers.	taxonomy.bluekai.com/taxonomy/partnerPermissions
User data	Transfer data into the Oracle Data Cloud platform and deliver data out to your profile store using a server-side API.	api.tags.bluekai.com/getdata/siteID/v1.2
Vendors	Configure a vendor's app to connect your DMP with the app partner's platform in order to ingest and activate data.	services.bluekai.com/rest/vendors

5.2 Supported data formats

The Oracle Data Cloud APIs support JSON-formatted data exclusively (HTTP Method):

```
headers = {"Accept":"application/json","Content-
type":"application/json","User_Agent":"Mozilla/5.0 (Macintosh; U;
Intel Mac OS X 10.6; en-US; rv:1.9.1) Gecko/20090624 Firefox/3.5"}
```

5.3 URIs

The base URI for most Oracle Data Cloud APIs is `http://services.bluekai.com/Services/WS`

The resource name for the API is then appended to the URI. For example, the URI for the audiences API is `http://services.bluekai.com/Services/WS/audiences`

You can also send Oracle Data Cloud API calls via HTTPS, such as `https://services.bluekai.com/Services/WS`

5.4 HTTP methods

The Oracle Data Cloud API supports the GET, POST, PUT, and DELETE methods for retrieving/reading, creating, editing, and deleting objects and collections. The POST and PUT methods require specific JSON-formatted data to be included in the body of the request. The following table summarizes the syntax for calling the Oracle Data Cloud APIs:

Method	Description	URI
GET (List)	Retrieve a collection of items.	<code>http://services.bluekai.com/Services/WS/<i>resourceName</i></code>
GET (Read)	Read a specific item.	<code>http://services.bluekai.com/Services/WS/<i>resourceName</i>?itemId=<i>item_id</i></code>
POST	Create a new item.	<code>http://services.bluekai.com/Services/WS/<i>resourceName</i></code> (with the required JSON-formatted body)
PUT	Edit an existing item.	<code>http://services.bluekai.com/Services/WS/<i>resourceName</i></code> (with the required JSON-formatted body)
DELETE	Delete an item.	<code>http://services.bluekai.com/Services/WS/<i>resourceName</i>?itemId=<i>item_id</i></code>

5.5 JSON data

All POST and PUT requests require JSON-formatted data in the body to create or update an object. The JSON format uses human-readable text to send data objects in the form of key-value pairs. The standard JSON data types consist of strings, integers, booleans, objects, arrays, and null values.

5.6 Response codes

All Oracle Data Cloud API calls return JSON-formatted data. When a call is successful, the JSON response will include a status code of 200 and a msg field set to OK. The POST and PUT responses will include the ID of the object returned by the API request.

5.6.1 Error messages

If you send an invalid request to an Oracle Data Cloud API, the JSON response will include **status** and **msg** fields describing the error.

5.7 Getting your developer keys

All calls to the Oracle Data Cloud web services must be authenticated using your developer keys. Once your application receives a successful response to an authentication request, it can begin making API calls. See [authenticating API calls](#) for more information on authentication and authorization.

To get your developer keys:

1. Log in to partner.bluekai.com, click **Tools**, and click the **Web Service Key Tool** link. The web service key tool displays your web service user key (**bkuid**), which is your unique ID for accessing the Oracle Data Cloud web services. If the **Web Service Key Tool** link is not displayed, contact My Oracle Support ([MOS](#)) and request access to Oracle Data Cloud web services.
2. Click **Show Private Key** to display your web service authentication key (**bksecretkey**). The web services use this key and a HmacSHA256 encryption algorithm to generate your message signature.

Important: Secure your authentication key to prevent unauthorized access to your data. Oracle may invalidate your authentication key if a malicious attack using your key is detected.

3. Pass your user key and the request signature as arguments when you make calls to Oracle Data Cloud APIs. These keys are unique to each user account. If you need to reset them for any reason, contact [MOS](#).
4. Use the [ping API](#) to validate that you can use your developer keys to send authenticated message requests to the web services.

Tip: If specified, the `pid` property sets the partner seat for the current authentication context for all Oracle Data Cloud platform APIs. This can be useful if the user account associated with your developer keys has multiple partner seats. For details, see [partner ID property](#).

5.8 Authenticating API calls

To receive data from a call to an Oracle Data Cloud API, you must authenticate your requests.

5.8.1 Calculating a request signature

You can calculate a request signature by generating the encryption data into a string byte array containing the following elements and then signing the resulting string with your private key:

```
HTTP_METHOD + URI_PATH + QUERY_ARG_VALUES + POST_DATA
```

Signature algorithm: [HMAC-SHA256](#)

```
HMAC-SHA256(Secret key, HTTP_METHOD + URI_PATH + QUERY_ARG_VALUES +  
POST_DATA)
```

Partner ID property

You can optionally specify the `pid` `partner.id` property in the URI to request a response for a specific partner seat that is associated with your user account. If included in the URI, the partner ID is used to calculate the `bksig` value.

If your user account is associated with multiple partner seats, the response will be for your default partner seat. For example, if your [user settings](#) show that your account is associated with partner seats 12345 and 23456, API calls will use 12345 by default because it has the lowest numeric value of your two partner IDs. However, you can specify `partner.id=23456` in your call's URL before signing the call to retrieve the data for your other partner seat.

The `pid` `partner.id` property must be associated with the same account used to [get your developer keys](#). Otherwise, you will receive a 403: Forbidden error.

5.8.2 Sample authenticated message

The following example demonstrates an how to send an authenticated message to the [ping API](#) to verify that you can send authenticated message requests to the Oracle Data Cloud platform.

```
URL: http://services.bluekai.com/Services/WS/Ping?pid=23456
METHOD: POST
URI PATH: /Services/WS/Ping
QUERY ARG VALUES: (none)
POST DATA: (none)
STRING TO SIGN: POST/Services/WS/Ping
```

Once the signature is generated (`bksig`, which is the [Base64](#)-encoded output of HMAC-SHA256), it is passed to the Oracle Data Cloud platform along with the user identifier (`bkuid`) using the following two query arguments:

```
bkuid={BK_WS_USERID}
bksig={Signed Web Service Request String}
```

5.8.3 Example Ping request syntax

```
http://services.bluekai.com/Services/Ping?pid=  
partnerID&bkuid=webServicesUserID&bksig=signedString
```

Note: The `bkuid` and `bksig` values are not added to the input string for HMAC-SHA256 used to get the `bksig` value.

5.8.4 Return values

All forms of platform authentication return an HTTP response code of 200 if the request is successful. If the request is unsuccessful, a 403 Forbidden result is returned. Authentication requests do not return any JSON data in the response.

See the [programming example](#) for how to generate a signed request using the Python programming language.

5.9 Programming example

You can use the Python code below to call any of the Oracle Data Cloud APIs. This code takes your Oracle Data Cloud [developer keys](#), the service URI, and the method request to generate an authentication signature, construct the URL path, make the call, and display the response.

To use this programming example:

1. Download the [sample Python code](#).
2. Enter your [developer keys](#) in its `bkuid` and `bksecretkey` fields.
3. Enter the service URI.
4. If you are sending a POST or PUT request, enter the JSON body to be included in the call.

- Specify the API request method. To do this, uncomment the `newUrl` reference variable and `doRequest()` method for the method you want to call. Make sure you comment out all other methods.

You can use the following examples to configure the sample Python code. The examples demonstrate how to pass sort and filter parameters in the query string for GET (list) requests, pass the item ID in the URL for GET (read) and PUT requests, and pass the JSON body for POST and PUT requests.

API	URI	JSON body data	API request method
Campaign	<code>services.bluekai.com/Services/WS/Campaign?campaignId=campaign_id</code>	<code>{"name": "Renamed Example Campaign"}</code>	PUT
Containers	<code>services.bluekai.com/Services/WS/sites/site_id</code>		GET (Read)
Segment reach	<code>services.bluekai.com/Services/WS/SegmentInventory</code>	<code>{"AND": [{"OR": [{"cat": 17}]}]}</code>	POST
Taxonomy	<code>services.bluekai.com/Services/WS/Taxonomy?fullpath=1&bkSize=1</code>		GET (List)

5.10 FAQs

How do I get the web services authentication key?

If the link to your [Oracle Data Cloud developer keys](#) is not displayed in the platform UI, contact My Oracle Support ([MOS](#)) and request access to Oracle Data Cloud web services. You need these keys to successfully call the Oracle Data Cloud APIs.

Why does Oracle Data Cloud code and tags include references to *BlueKai* and *bk*?

These references are the result of legacy naming policies.

How do I test integration with Oracle Data Cloud APIs without running live campaigns?

Contact your client service manager who can set up a test partner and provide you with the information necessary to get started.

I get an HTTP error 400 when I attempt to use the API service.

A 400 error code is returned for any error. Review the body content of the 400 response for a JSON string that indicates the nature of the error.

How often does the data that is accessible through the API get updated?

We update data for reporting hourly and we have APIs accessing many different types of data. Some are refreshed hourly and some daily, such as inventory reach data and the audience discovery report data.

Is the data store that the partner site accesses to provide reporting the same data store that the API accesses?

Yes, where possible we use the external web services as the backbone of our internal services.

Can I make updates to a campaign after it is active?

Certain fields such as recency, data source (prospecting, retargeting), and segment cannot be changed due to business reasons. Create a new campaign if you need to make changes to those fields.

Can I delete a campaign using the API?

Yes. To delete a campaign, set its `status` field value to `HIDDEN`. The [campaigns API](#) returns a JSON object showing the successful change in the field's value.

I use the taxonomy API to get the number of unique users in a category. How often is that updated?

Values are updated daily based on the audience configuration.

Using the segment reach API, I query the size of a specific audience built with Boolean operators and category IDs. How long can I safely cache that size?

You can safely cache the data for 24 hours because the data is updated daily.

How is the user data API used with an ID swap?

[Create a container](#) that includes an ID swap tag and then add a phint to your container for passing your UUIDs to the Oracle Data Cloud platform. Once the ID swap is triggered for a user, the [user data API](#) can transfer their attributes to the platform. You can use the [containers API](#) to programmatically create additional containers and their site IDs. If you are already ID swapping with the platform and storing the Oracle Data Cloud UUID (BKUUUID), you can pass the BKUUUID in your ID swap tag.

5.11 Audiences API

If you are a DMP client, you can implement the audience web service to create and manage audiences. An audience contains the users you want deliver to Oracle Data Cloud partners for targeting, modeling, or optimization. You can also analyze an audience to expand it, identify trends, and analyze the performance of its categories.

For example, you can use the audiences API to create a simple audience that includes one segment (such as users interested in purchasing a smart phone) or you can create a complex audience that includes multiple segments (such as user interested in purchasing smart phones and users interested in purchasing laptops), while excluding other segments (such as, users with a specific range of ages and household incomes). For details about creating audiences, see the audience creation reference.

5.11.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

<https://audiences2.docs.apiary.io>

For help with this API, contact My Oracle Support ([MOS](#)).

5.11.2 Service URI

The URI for the audiences API is:

```
services.bluekai.com/Services/WS/audiences
```

5.11.3 Audiences API use cases

What kind of Audiences can I get from the audiences API?

- **Created audiences:** Audiences you have created using the audience builder in the Oracle Data Cloud platform or the audiences API.
- **Received audiences:** Audiences that a DMP client has shared with you. You can create a data campaign using the received audience or analyze it.

Audience sharing is typically used by DMP clients to send their audiences to an agency who will then run the data campaign for them.

Audiences can be shared using the [audience grant API](#) or the audience management tool in the Oracle Data Cloud platform.

When do I use the audiences API?

- **Audience creation and inventory retrieval**
 - **Audiences with first-party categories:** If you are a DMP client or an audience recipient, you can use the audiences API to create new audiences or get existing audiences. You can then use the [segment reach API](#) to get the number of unique users in the audiences.
 - **Audiences with third-party categories:** If you are a data buyer, you can use the audiences API to create new audiences and get existing audiences that include third-party categories. You can then use the [segment reach API](#) to get the number of unique users in the audience.
- **Audience discovery:** If you are a DMP client or data buyer that has created audiences, you can use the audiences API to get the composition and configuration of an audience. This helps you create new audiences with similar categories and settings.

- **Audience analytics:** If you are a data app partner who is programmatically running audience analytics, you can call the GET method and use the categories in the returned audience as the input for creating audience discovery reports.
- **Data delivery configuration:** You can use the audiences API to create a grouping of categories to be delivered to a partner. If you want to deliver an existing audience, use the audiences API's GET function to get the audience you want to send.
- **Data mapping:** Data mapping takes place at the campaign level. This is because the `campaignID` parameter is included with user data delivered via server data transfer, which is the preferred data delivery method.

5.11.4 Related API calls

API calls you will typically make before and after you use the audiences API:

Related API calls	Use case
Audience grant API	Share your audience with other DMP partners.
Campaigns API	Create instructions for delivering your target audience to DMP partners.
Pixel URL API	Associate a destination with your data campaign.
Segment reach API	Get the estimated number of unique user in an audience before creating and delivering it.
Categories API	View the first- and third-party categories that you can use to create your target audience.
User data API	Programmatically deliver the campaigns and categories for which users have qualified.

5.11.5 GET response summary

The audiences API GET request returns an audience or a list of audiences.

Property	Type	Description
<code>archived</code>	boolean	Indicates whether an audience has been archived. Data is not delivered for archived audiences.
<code>audienceGrants</code>	object	An object containing properties related to audiences you have received from another DMP partner. For each audience shared with you, the

Property	Type	Description
		<p>following properties are included:</p> <ul style="list-style-type: none"> ■ sharedDate: The date when the audience was initially shared with you (in YYYY-MM-DD format) ■ withdrawByDate: The date when the shared audience will be withdrawn (in YYYY-MM-DD format) ■ emailNotes: Any user-specified notes associated with the emailing of the audience
audienceID	integer	The unique identifier assigned to the audience
campaigns	object	<p>An object including a list of the campaigns to which the audience has been added. For each campaign, the following properties are included:</p> <ul style="list-style-type: none"> ■ campaignID: A unique identifier assigned to the campaign. This property is only returned if you own the campaign. ■ partnerID: The unique identifier of the DMP partner that shared this campaign with you. This property is only returned if you do not own the campaign. ■ name: The user-specified name for the campaign.
createDate	date	The date when the audience was created (in YYYY-MM-DD format).
countryCodes	integer	The two-letter ISO 3166-1 alpha-2 country codes of the countries the audience is targeting.
deviceTypeId	integer	<p>Indicates on which devices your audience is targeting users. This may be one of the following values:</p> <ul style="list-style-type: none"> ■ 0: All devices (desktop and mobile) ■ 1: Desktop devices ■ 2: Mobile devices
name	string	The user-specified name of the audience.
partnerID	integer	The unique identifier assigned to your Oracle Data Cloud platform seat.
prospecting	boolean	A legacy field.

Property	Type	Description
<code>recency</code>	integer	The maximum number of days users must have been tagged with a category attribute to be included in your audience. The default recency is 0, which means 90 days.
<code>retargeting</code>	boolean	A legacy field.
<code>segment</code>	object	<p>An object representing an audience with the following structure:</p> <ul style="list-style-type: none"> One AND object representing the audience. One or more OR objects in the AND object representing the individual segments in the audience. A list of one or more category IDs (<code>cat</code>) in each OR object representing the categories in the segment. <p>This object is populated only in GET (read) responses. It is empty for GET (list) responses.</p>
<code>status</code>	string	<p>Indicates whether the audience is being shared. This property may be one of the following values:</p> <ul style="list-style-type: none"> <code>Saved</code>: The audience is active, but is not being shared. <code>Shared</code>: You have shared the audience with another DMP partner. <code>Received</code>: A DMP partner has received the audience you are sharing with them. <code>Withdrawn</code>: The audience is no longer being shared.
<code>totalCount</code>	integer	The total number of audiences returned by the GET (list) request

5.11.6 Audience creation reference (for POST and PUT requests)

In Oracle Data Cloud APIs, an audience is represented by a series of segments that are combined with AND logic

```
{ "AND": [<Segment1>, <Segment2>, ...] }
```

where each segment has one or more categories that are combined using OR logic:

```
{"OR": [{"cat1", <categoryID>}, {"cat2", <categoryID>}, ...] }
```

If your audience includes multiple segments, the user must meet the criteria in all of the segments to be included in your target audience (an AND condition).

If a segment includes multiple categories, a user only needs to have been tagged with one of the categories to be included in the segment (an OR condition).

Adding a category to a single segment

You can create a simple audience that includes a single segment with one category.

For example, if you add **In-Market > Autos** (categoryID = 17) to a segment, the user needs to have been tagged with that category to be included in your audience.

The following code snippet demonstrates a JSON-body for an audiences API POST request that includes a single segment with one category:

```
"segment": {"and": [{"or": [{"cat": 17}]}]}
```

Adding multiple categories to a segment

You can add multiple categories to a segment, which creates an OR condition. This means that a user only needs to have been tagged with one of the categories in the segment to be included in your target audience.

For example, if you add **In-Market > Retail > Video Games > Systems > Sony > Playstation** (categoryID = 7628) and **In-Market > Retail > Video Games > Systems > Microsoft > XBOX** (categoryID = 7624) to a segment, the user only needs to have been tagged with one of the video game systems to be included.

The following code snippet demonstrates a JSON-body for a audiences API POST request that includes multiple categories in a single segment:

```
segment": {"AND": [{"OR": [{"cat": 7624}, {"cat": 7628, "freq": [1, null]}]}]}
```

Including multiple segments in an audience

Your target audience may also include multiple segments, which creates an AND condition. This means that a user must meet the criteria in all of the segments to be included in your target audience.

For example, if you add **In-Market > Travel > Air Travel** (categoryID = 139) to one segment and **In-Market > Travel > Cruises** (categoryID = 6089) to another segment, the user needs to have been tagged with both categories to be included.

The following code snippet is a JSON-body for an audiences API POST request that includes multiple segments:

```
"segment": {"AND": [{"OR": [{"cat": 139}]}, {"OR": [{"cat": 6089}]}]}
```

Excluding segments

Your target audience may exclude one or more categories in a segment, which creates a NOT condition. This means that users in the excluded segment will not be included in your target audience.

For example, if you include users in the **In-Market > Travel > Cruises** category (categoryID = 6089) but exclude users in the **Demographic > Premium Demographic > Income > \$0-\$14,999** (categoryID = 5814) and **Demographic > Premium Demographic > Income > \$15,000-\$19,999** (categoryID = 71) categories, those users who are in-market for a cruise but are in the specified lower incomes will not be included from your target audience.

The following code demonstrates a JSON-body for an audiences API POST request that includes and excludes different segments:

```
"segment": {"AND": [{"OR": [{"cat": 18}]}, {"NOT": {"OR": [{"cat": 71}, {"cat": 5814}]}]}]}
```

Setting the frequency and target device

(Optional) You can specify the frequency and target device in your audiences API POST and PUT requests.

- **Frequency:** Frequency represents the number of times users must have qualified for a category since they were initially tagged with it to be included in the query.

For example, to set the minimum frequency to 10 using the previous example, you would include the `freq` parameter in the JSON body using the following syntax:

```
{"AND": [{"OR": [{"cat": 17, "freq": [10]}]}]}
```

To set a range of frequencies (for example 10 to 20), use the following syntax:

```
{"AND": [{"OR": [{"cat": 17, "freq": [10,20]}]}]}
```

- **Device:** You can get the reach of your audience based for a specific device type (desktop or mobile) using the `device_type` parameter. For example to get the reach of your audience on mobile devices only, you would use the following syntax:

```
{"AND": [{"OR": [{"cat": 17}]}], "device_type": "mobile"}
```

The default device type is All (desktop and mobile). The APIs support the following device types: all (desktop and mobile), desktop, or mobile.

5.12 Audience discovery report - multi-audience

The [audience discovery report](#) web service allows you to retrieve a list of categories that correlate to a predefined audience-composed of individual categories in segments and defined further by the use of Boolean operators AND, OR, NOT, and by sending a POST request with a JSON resource body.

Note: The audience analytics API operates on a sampled set of data. This means that segments of ~100k+ users are recommended to get substantial results returned from the web service.

5.12.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

audiencediscoveryreport.docs.apiary.io

For help with this API, contact My Oracle Support ([MOS](#)).

5.12.2 Invoking the audience discovery report

A sample URL used to invoke the audience discovery report:

```
POST
http://services.bluekai.com/Services/WS/WSMultiAudience?segment=segment1
```

5.12.3 JSON representation

Audience or segment resources should be represented in the JSON body.

Example: Campaign resource JSON representation with segment definition

```
'segment={"segment1":{"AND":[{"AND":[{"OR":[{"cat":17}, {"cat":19}]} ]}} ]}'
```

Important: The MIME type for this API request is not JSON. Make sure that the header has `Content-Type: application/x-www-form-urlencoded` and not `Content-Type: application/json`

5.12.4 Parameters

You can send a POST with the following URL parameters to filter the JSON results.

Parameter	Description
segment -> segment1	Also known as your target audience, which is a combination of category IDs and Boolean operators (AND, OR, NOT) that define the specific audience for which you want to find

Parameter	Description
	similar categories to target.
segment -> segment2	An optional second target audience, which is a combination of category IDs and Boolean operators (AND, OR, NOT) that define the specific audience for which you want to find similar categories to target. Request two segments in one call ensures identical samples are used for both segments.

5.12.5 JSON response

Audience discovery report JSON response:

```
{
  "source": "rads",
  "Audiences": {
    "1": [
      {
        "segment1RightCI": 1.960000038147,
        "categoryId": 43876,
        "segment1Index": 1.9199999570847,
        "segment1LeftCI": 1.8899999856949,
        "segment1CL": 96.319999694824,
        "backgroundSegmentSize": 156203440,
        "segment1Size": 6400
      },
      {
        "segment1RightCI": 19.059999465942,
        "categoryId": 4518,
        "segment1Index": 19.049999237061,
        "segment1LeftCI": 19.049999237061,
        "segment1CL": 99.940002441406,
        "backgroundSegmentSize": 36241760,
        "segment1Size": 14720
      }
    ]
  }
}
```

```
"segment1RightCI": 2.3699998855591,  
"categoryId": 34077,  
"segment1Index": 2.3099999427795,  
"segment1LeftCI": 2.2400000095367,  
"segment1CL": 94.400001525879,  
"backgroundSegmentSize": 74885440,  
"segment1Size": 3680  
},  
{  
"segment1RightCI": 1493.4200439453,  
"categoryId": 4523,  
"segment1Index": 1489.1199951172,  
"segment1LeftCI": 1484.8499755859,  
"segment1CL": 99.419998168945,  
"backgroundSegmentSize": 463680,  
"segment1Size": 14720  
},  
{  
"segment1RightCI": 2.7300000190735,  
"categoryId": 123526,  
"segment1Index": 2.6500000953674,  
"segment1LeftCI": 2.5799999237061,  
"segment1CL": 94.23999786377,  
"backgroundSegmentSize": 62281440,  
"segment1Size": 3520  
},  
{  
"segment1RightCI": 2.710000038147,  
"categoryId": 43878,  
"segment1Index": 2.6300001144409,  
"segment1LeftCI": 2.5499999523163,  
"segment1CL": 93.959999084473,
```

```
"backgroundSegmentSize": 58458880,
"segment1Size": 3280
},
{
  "segment1RightCI": 1.8700000047684,
  "categoryId": 119083,
  "segment1Index": 1.8099999427795,
  "segment1LeftCI": 1.7599999904633,
  "segment1CL": 94.23999786377,
  "backgroundSegmentSize": 91051680,
  "segment1Size": 3520
},
{
  "segment1RightCI": 2.7400000095367,
  "categoryId": 43880,
  "segment1Index": 2.6800000667572,
  "segment1LeftCI": 2.6199998855591,
  "segment1CL": 95.410003662109,
  "backgroundSegmentSize": 85499920,
  "segment1Size": 4880
},
{
  "segment1RightCI": 0.55000001192093,
  "categoryId": 32790,
  "segment1Index": 0.54000002145767,
  "segment1LeftCI": 0.54000002145767,
  "segment1CL": 97.040000915527,
  "backgroundSegmentSize": 688837200,
  "segment1Size": 8000
},
{
  "segment1RightCI": 3.289999961853,
```

```

    "categoryId": 151,
    "segment1Index": 3.1800000667572,
    "segment1LeftCI": 3.0799999237061,
    "segment1CL": 93.669998168945,
    "backgroundSegmentSize": 44791280,
    "segment1Size": 3040
  }
]
},
"status": "SUCCESS",
"totalsegment1Size": 14720,
"date": "2012-12-05",
"totalbackgroundSegmentSize": 1926896640,
"multiplier": 80
}

```

Fields

Column	Description
backgroundSegmentSize	The estimated total number of unique users in a category across the entire Oracle Data Cloud Marketplace based on the current configuration. This value is also expressed as total reach for the category.
categoryId	An audience classification (based on a taxonomy) used to define an audience or advertising segment (also known as the catID)
date	The end of the date range of the report
segment1Index, segment2Index	A scaled statistical estimator measuring the correlation between your audience (segment) and individual categories The correlation score measures how likely it is for an audience to exhibit a certain behavior (e.g., visitors on a car configuration page are more likely to be interested in categories such as: luxury cars and power tools, and negatively correlate with fashion). A high correlation number indicates that your audience is also likely to be present in that category. A small correlation number indicates that your audience is unlikely to be associated with that category. Note: To provide a more readable index, the UI transforms the output of this API by presenting the correlation score in a range between -100000 to 100000 instead of 0 to infinity.
segment1LeftCI,	Internal fields subject to revision or removal

Column	Description
segment1RightCI, segment1CL, multiplier	
segment1Size, segment2Size	The estimated number of users in that segment that are tagged with the corresponding category based on its current configuration
totalbackgroundSegmentSize	The estimated total number of unique users across the entire Oracle Data Cloud Marketplace
totalsegment1Size, totalsegment2Size	The estimated number of users in that segment based on its current configuration

5.13 Audience grant API

If you are an Oracle Data Cloud platform client, you can implement the audience grant web service to share your audience with other platform partners. Audience sharing enables you to create target audiences and then seamlessly send them to your media partners. For example, you can share an audience with an agency so they can run a data campaign for you using that audience.

5.13.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

audiencegrant.docs.apiary.io

For help with this API, contact My Oracle Support ([MOS](#)).

5.13.2 Service URI

The URI for the audience grant API is:

```
services.bluekai.com/Services/WS/AudienceGrant
```

5.13.3 Related API calls

API calls you will typically make before you use the audience grant API:

Pre-audience grant API call	Use case
Audiences API	Create the audience you want to share with your media partners.
Categories API	View the first-party and third-party categories that you can use to create your target audience.

5.13.4 GET response summary

The audience grant API GET request returns an audience grant or a list of audience grants. Properties included for each audience grant:

Property	Type	Description
<code>audienceGrantID</code>	integer	The unique identifier assigned to the audience sharing instance
<code>audienceID</code>	integer	The unique identifier of the audience you are sharing
<code>autoWithdraw</code>	boolean	Indicates whether the audience will automatically be withdrawn on the <code>withdrawByDate</code> .
<code>ccEmail</code>	string	The email addresses of any additional partners that will receive an email notification about the shared audience
<code>emailNotes</code>	string	Any user-specified notes associated with the emailing of the audience
<code>mediaPartnerEmail</code>	string	The email addresses of the partners with whom you are sharing the audience.
<code>partnerID</code>	integer	The unique identifier of the DMP partner with whom you are sharing the audience
<code>shareDate</code>	date string	The date when you will start sharing the audience with your media partners (in the following format YYYY-MM-DD)
<code>showFirstPartyDetails</code>	boolean	Indicates whether details about the first-party data in the audience are being shared (true) or the audience is marked as private (false)
<code>showThirdPartyDetails</code>	boolean	Indicates whether details about the third-party data in the audience are being shared (true) or the audience is marked as private (false)
<code>totalCount</code>	integer	The total number of shared audiences returned by the GET (list) request
<code>withdrawByDate</code>	date string	The date when you will stop sharing the audience with your media partners (in the following format YYYY-MM-DD)

5.14 Bulk API

The bulk API programmatically onboards large volumes of user data into the Oracle Data Cloud platform. It allows you to batch many calls to the [user data API](#) in the body of a single HTTPS POST.

Compared to making a large number of individual calls to the user data API, the bulk API reduces latency and maximizes throughput. User data sent via the bulk API is typically onboarded within 24 hours.

Prerequisites

- **Setup:** To set up the bulk API for your partner seat, contact My Oracle Support ([MOS](#)) and request it. Specify the maximum number of subrequests per day and any custom requirements. Oracle Data Cloud will configure your partner seat and provide you with the `ApiKey` needed for your bulk API calls.
- **Developer keys:** All calls to Oracle Data Cloud web services must be authenticated using your [developer keys](#).
- **User data API calls:** To use the bulk API, you should already be familiar with the [user data API](#).
- **HTTPS:** All bulk API requests must use HTTPS. The Oracle Data Cloud platform does not support HTTP for bulk API calls.

5.14.1 Service URI

```
https://bulkapi.bluekai.com/2/api
```

Message signature

You must generate a message signature (`bksig`) for the whole POST request.

You do not need to generate an API signature for each individual subrequest (`URIPath`) in the request body.

`bksig` is the [Base64](#)-encoded string of the output from the [HMAC-SHA256](#) signature algorithm:

```
HMAC-SHA256(Secret key, POST_DATA)
```

`POST_DATA` refers to the request body.

Syntax

```
https://bulkapi.bluekai.com/2/api?bksig=signature
```

Example

```
https://bulkapi.bluekai.com/2/api?bksig=WFbm8mV+iFFimSXlbGb2YetEEsVe8n  
1IQTLUDVgQRpk%3D
```

Headers

Calls to the bulk API must include the following headers:

- `"ApiKey" : "APIKey"`
- `"Accept" : "application/json"`
- `"Content-Type" : "application/json"`

5.14.2 Request body

The request body of a bulk API request is expressed in JSON format with a set of subrequests within the `Scatter` object as shown in the following example. Each subrequest is essentially a user data API call.

Sample request body

```
{  
  "ResponseType": "Detail",  
  "Method": "POST",  
  "ResponseCallbackUrl": "http://example.com/uri",  
  "Scatter": [{  
    "Method": "POST",  
    "URIPath":  
    "/getdata/12345/v1.2?bkuid=bkUID&phint=filter%3DcampId1&idfa=IDFA",  
    "RequestID": "123ABC"  
  }, {  
    "Method": "POST",  
    "URIPath":  
    "/getdata/12345/v1.2?bkuid=bkUID&phint=filter%3DcampId1&idfa=IDFA",  
    "RequestID": "234BCD"  
  },  
  . . .  
}
```

```
]
}
```

Request properties for the main request

Property	Type	Description
Method	string	Specifies the HTTP verb for the subrequest, such as GET or POST
ResponseCallbackUrl	string	<p>(Recommended) Specify a fully-qualified URL to which the response will be sent once it is processed. If specified, the original bulk API request connection is closed immediately after the request is received.</p> <p>If the callback server URI fails, the bulk API does not retry sending the response via the callback URL.</p> <div style="border: 1px solid orange; padding: 10px; background-color: #fff9c4;"><p>Important: If you set this property to an empty or null value, the response will be streamed back on the same connection as the bulk API request and your connection will wait for all subrequests to be processed. This is not recommend for production, because a request exceeding 2,000 subrequests may result in a connection reset error while waiting for a response.</p></div>
ResponseType	string	<p>Specify the level of detail in the response to the bulk API request:</p> <ul style="list-style-type: none">■ Detail: Include a detailed JSON response body is sent for each subrequest in addition to an initial 200 response for the main request. Responses become available when the corresponding request completes, which may not be in the same order that they are sent. If a RequestID is included in each subrequest, they will be included in the corresponding responses.■ None: A single 200 response will be sent for the entire bulk request. No details will be sent for subrequests.■ Summary: Include the status (200, 404, or other HTTP codes), the number of requests, and a comma-delimited list of

Property	Type	Description
		<code>RequestIDs</code> for all subrequests.
<code>Scatter</code>	object	An object that describes a batch of HTTP subrequests

Subrequest properties (below `Scatter`)

Property	Type	Description
<code>Method</code>	string	Specifies the HTTP verb for the subrequest, such as GET or POST
<code>RequestID</code>	string	(Recommended) The unique identifier of the subrequest for traceability, correlating each subrequest with its response, and tracking the status of each subrequest. You can use a cookie ID for the <code>RequestID</code> value or generate another unique string. The subrequests might not be returned in the same order as they were sent, so specifying a <code>RequestID</code> value can help you to parse the subresponses and correlate them with their subrequests.
<code>URIPath</code>	string	The URL path of the subrequest's call to the user data API

Sample response when the `ResponseType` property was set to `Detail`:

```
{
  "BulkHost": "bulkapi.bluekai.com",
  "Gather": [{
    "RequestID": "123ABC",
    "Body": {
      "categories": [],
      "userid": "XYZ123",
      "msg": "ok",
      "status": 200
    }
  }, {
    "RequestID": "234BCD",
    "Body": {
      "categories": [],
      "userid": "ABC456",
      "msg": "ok",
      "status": 200
    }
  }, {
    "RequestID": "345CDE",
    "Body": {
      "status": 499
    }
  }
}]
```

```
}
```

Sample response when the `ResponseType` property was set to `Summary`:

```
{
  "BulkHost": "bulkapi.bluekai.com",
  "Gather": [{
    "Status": 200,
    "NumberOfRequests": 2,
    "RequestIDs": ["1461841582583", "1461841582100"]
  }, {
    "Status": 404,
    "NumberOfRequests": 1,
    "RequestIDs": ["1461841582873"]
  }, {
    "Status": 499,
    "NumberOfRequests": 1,
    "RequestIDs": ["1461841582190"]
  }
]}
```

Sample response when the `ResponseType` property was set to `None`:

```
{
  "BulkHost": "bulkapi.bluekai.com",
  "Gather": []
}
```

5.14.3 Limits

- The maximum size of any batch POST request is 100 MB.
- The maximum number of subrequests per batch call is 500,000.

Multiple Calls on the Same User. If you are passing multiple User Data API calls on the same user, separate the calls in your batch file so they're not made consecutively, or consolidate them into a single call. Making consecutive calls on the same user may cause a race condition that prevents one or more calls from appending data to the user's profile.

5.14.4 Response codes

If there is a problem with your main bulk API request, the response will use one of the following:

Code	Message
400	Bad Request: invalid API key, invalid JSON, or the request does not contain required properties
401	Unauthorized (invalid signature or no signature present)
402	Payment Required (daily limit exceeded)
403	Forbidden (number of subrequests does not meet "minimum sub-requests per batch")
404	Not Found
405	Method Not Allowed (invalid request: invalid HTTP method)
411	Length Required (post request body has 0 size)
413	Payload Too Large (maximum number of subrequests exceeded)
500	Internal Server Error: This can indicate standard error or that something wrong with bulk service, such as a POST larger than 100 MB.

Note: These response codes are for the main bulk API request. By default, the platform retries each subrequest up to three times but does not log failed calls. You can determine the status of each subrequest by reviewing the corresponding subresponse (if the `ResponseType` property is set to `Detail` or `Summary`). A final status code of `200` or `404` is reported for each subrequest in the `Status` value of the response body. A special bulk ingest status code of `499` indicates an invalid subrequest URI, such as a `URIPath` value that includes a space character or does not begin with `/getdata/`.

For details about subrequest errors, see [user data API error responses](#).

5.14.5 SLA

User data sent via the bulk API is typically onboarded within 24 hours.

For help with this API, contact My Oracle Support ([MOS](#)).

5.15 Campaigns REST API

You can implement the Oracle Data Cloud campaigns REST API to create and manage data campaigns. A data campaign provides instructions to the Oracle Data Cloud platform for delivering your audience to Oracle Data Cloud partners. For example, you can use the campaigns API to specify your campaign's schedule, maximum bid price, budget, and other configuration parameters. There is also a pixel URL parameter that tells the DMP where to deliver your campaign data.

Important: This is the Oracle Data Cloud platform's new campaigns API, which will replace the old campaign API. If you are using the old API, you should migrate to this one to benefit from its additional parameters and be ready once the old API is discontinued.

5.15.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

campaigns18.docs.apiary.io

For help with this API, contact My Oracle Support ([MOS](#)).

5.15.2 Service URI

The URI for the campaigns API is:

```
services.bluekai.com/rest/campaigns
```

5.15.3 Schema

The URI for the campaigns API schema is:

```
services.bluekai.com/rest/campaign.schema
```

[Expand to see the campaign schema:](#)

```
{
  "$schema" : "http://json-schema.org/draft-04/schema#",
  "id" : "#campaign",
  "type" : "object",
  "title" : "Campaign schema",
  "description" : "This schema describes inner structure of a campaign
resource",
  "additionalProperties" : false,
  "properties" : {
    "id" : {
      "type" : "integer",
      "description" : "Reference ID within a resource collection",
      "minimum" : 1,
      "o:sortable" : true,
      "o:queryable" : true
    },
    "name" : {
      "type" : "string",
      "description" : "Name of the Resource",
      "minLength" : 1,
      "maxLength" : 120,
      "o:sortable" : true,
      "o:queryable" : true
    },
    "partner" : {
      "type" : "object",
      "description" : "This schema describes inner structure of a stub
resource with id and name",
      "additionalProperties" : false,
      "properties" : {
        "id" : {
          "type" : "integer",
          "description" : "Reference ID within a resource collection",
          "minimum" : 1
        },
        "name" : {
          "type" : "string",
          "description" : "Name of the Resource",
          "minLength" : 1
        }
      }
    },
    "audience" : {
      "type" : "object",
      "description" : "This schema describes inner structure of a stub
resource with id and name",
      "additionalProperties" : false,
```

```

"properties" : {
  "id" : {
    "type" : "integer",
    "description" : "Reference ID within a resource collection",
    "minimum" : 1
  },
  "name" : {
    "type" : "string",
    "description" : "Name of the Resource",
    "minLength" : 1
  }
},
"required" : [ "id" ]
},
"bid" : {
  "type" : "number",
  "description" : "Bid value"
},
"pacingGoal" : {
  "type" : "number",
  "description" : "Pacing value"
},
"startDate" : {
  "type" : "string",
  "format" : "date-time",
  "description" : "Campaign start date and time",
  "minLength" : 20,
  "maxLength" : 29,
  "o:queryable" : true,
  "o:sortable" : true
},
"endDate" : {
  "type" : "string",
  "format" : "date-time",
  "description" : "Campaign end date and time",
  "minLength" : 20,
  "maxLength" : 29,
  "o:queryable" : true,
  "o:sortable" : true
},
"activated" : {
  "type" : "boolean",
  "default" : false,
  "description" : "Flag showing if campaign is activated or not"
},
"includeTopNodes" : {
  "type" : "boolean",
  "default" : true,

```

```

    "description" : "Flag showing top nodes should be included or
not"
  },
  "pacingType" : {
    "enum" : [ "noRestriction", "budgetPerDay",
"budgetPerCampaignLifetime", "stampsPerDay",
"stampsPerCampaignLifetime", "cpm", "alwaysOn" ],
    "description" : "Pacing type of the campaign"
  },
  "categoryTransferMethod" : {
    "type" : "integer",
    "default" : 0,
    "description" : "Pacing value"
  },
  "httpsPull" : {
    "default" : false,
    "type" : "boolean",
    "description" : "Flag for httpsPull"
  },
  "negativeRevenue" : {
    "default" : false,
    "type" : "boolean",
    "description" : "Flag for negative revenue"
  },
  "targetingSource" : {
    "default" : "user",
    "type" : "string",
    "description" : "Targeting source"
  },
  "winFrequency" : {
    "type" : "integer",
    "default" : 30,
    "description" : "Win Frequency"
  },
  "campaignType" : {
    "enum" : [ "normal", "blanket" ],
    "description" : "Campaign Type"
  },
  "revenueRecognition" : {
    "type" : "boolean",
    "default" : false,
    "description" : "Flag for revenue recognition",
    "o:queryable" : true
  },
  "testCampaign" : {
    "type" : "boolean",
    "default" : false,
    "description" : "Flag for test campaign",

```

```

    "o:queryable" : true
  },
  "idSwap" : {
    "type" : "boolean",
    "default" : false,
    "description" : "Flag for ID swap",
    "o:queryable" : true
  },
  "jsonPullMacro" : {
    "type" : "boolean",
    "default" : false,
    "description" : "Flag for JSON Pull Macro"
  },
  "pricingModel" : {
    "type" : "object",
    "description" : "This schema describes inner structure of a stub
resource with id and name",
    "additionalProperties" : false,
    "properties" : {
      "id" : {
        "type" : "integer",
        "description" : "Reference ID within a resource collection",
        "minimum" : 1
      },
      "name" : {
        "type" : "string",
        "description" : "Name of the Resource",
        "minLength" : 1
      }
    }
  },
  "solutionType" : {
    "type" : "object",
    "description" : "This schema describes inner structure of a stub
resource with id and name",
    "additionalProperties" : false,
    "properties" : {
      "id" : {
        "type" : "integer",
        "description" : "Reference ID within a resource collection",
        "minimum" : 1
      },
      "name" : {
        "type" : "string",
        "description" : "Name of the Resource",
        "minLength" : 1
      }
    }
  }
}

```

```

},
"notes" : {
  "type" : "string",
  "description" : "Notes"
},
"recency" : {
  "type" : "integer",
  "description" : "Recency",
  "default" : -1
},
"retargetingSites" : {
  "type" : "array",
  "items" : {
    "$ref" : "#stub"
  }
},
"privateSellers" : {
  "type" : "array",
  "items" : {
    "$ref" : "#stub"
  }
},
"status" : {
  "enum" : [ "idle", "active", "hidden", "archived", "creating",
"mapping", "simulating", "simulated" ],
  "default" : "idle",
  "description" : "Campaign status",
  "o:queryable" : true,
  "o:sortable" : true
},
"createdAt" : {
  "type" : "string",
  "format" : "date-time",
  "description" : "Campaign created date and time",
  "minLength" : 20,
  "maxLength" : 25,
  "o:queryable" : true,
  "o:sortable" : true
},
"updatedAt" : {
  "type" : "string",
  "format" : "date-time",
  "description" : "Campaign updated date and time",
  "minLength" : 20,
  "maxLength" : 25,
  "o:queryable" : true,
  "o:sortable" : true
},

```

```

"labels" : {
  "type" : "array",
  "uniqueItems" : true,
  "items" : {
    "type" : "string"
  }
},
"pixelUrls" : {
  "type" : "array",
  "items" : {
    "$ref" : "#pixelUrl"
  }
},
"deliveryIDs" : {
  "type" : "array",
  "description" : "Delivery Id Types used in this Campaign",
  "items" : {
    "$ref" : "#idType"
  },
  "o:queryable" : true
},
"prior7DaysDeliveryStat" : {
  "type" : "array",
  "items" : {
    "type" : "integer"
  }
},
"priority" : {
  "type" : "integer",
  "description" : "priority",
  "default" : 10
},
"partnerSitesOnly" : {
  "type" : "boolean",
  "default" : false
},
"winOnSites" : {
  "type" : "array",
  "items" : {
    "$ref" : "#stub"
  }
},
"simulationAccuracy" : {
  "type" : "integer",
  "description" : "Setting for simulating campaign"
}
},
"required" : [ "name", "startDate", "campaignType", "audience" ],

```

```

"links" : [ {
  "rel" : "search",
  "href" : "#",
  "schema" : {
    "type" : "object",
    "properties" : {
      "nameOrId" : {
        "type" : "string",
        "description" : "Filter by Name or ID"
      },
      "label" : {
        "type" : "string",
        "description" : "Filter by label"
      },
      "since" : {
        "type" : "string",
        "format" : "date-time"
      },
      "until" : {
        "type" : "string",
        "format" : "date-time"
      },
      "q" : {
        "type" : "string",
        "format" : "scim"
      },
      "vendorId" : {
        "type" : "integer",
        "description" : "Filter by vendorId"
      },
      "onRampFlag" : {
        "type" : "boolean",
        "description" : "onramp flag"
      },
      "createdBy" : {
        "type" : "integer",
        "description" : "Filter by creator user ID"
      },
      "appId" : {
        "type" : "integer",
        "description" : "Search campaigns that use specified app ID"
      },
      "deliveryIDs" : {
        "type" : "array",
        "description" : "Delivery Id Types that used in this
campaign",
        "items" : {
          "$ref" : "#idType"
        }
      }
    }
  }
}

```

```

    }
  }
}
}, {
  "rel" : "canonical",
  "href" : "/rest/campaigns/{id}"
}, {
  "rel" : "collection",
  "href" : "/rest/campaigns"
} ]
}

```

5.15.4 Related API calls

Here are the API calls you will typically make *before* you use the campaigns API:

Before campaigns API	Use case
Audiences API	Select the categories you want to include in your audience for targeting, modeling, optimization, or analysis.
Categories API	View the first-party and third-party categories that you can use to create your audience.

5.15.5 List campaigns

You can combine various [query parameters](#) to request a filtered set of campaigns. For example, to view all of the campaigns that you created in a specific partner seat, specify your user ID in the `createdBy` query parameter for the desired `pid` as shown in the following GET example:

```
services.bluekai.com/rest/campaigns?createdBy=56789&pid=9876
```

Sample list response:

```

{
  "items" : [ {
    "id" : 131691,
    "name" : "Holiday Shopper Campaign",
    "partner" : {

```

```

    "id" : 9876,
    "name" : "Example Marketing"
  },
  "audience" : {
    "id" : 179743,
    "name" : "Holiday Shopper Audience"
  },
  "bid" : 0.1,
  "pacingGoal" : 0.0,
  "startDate" : "2017-02-14T00:00:00-06:00",
  "activated" : true,
  "includeTopNodes" : false,
  "pacingType" : "noRestriction",
  "categoryTransferMethod" : 2,
  "httpsPull" : false,
  "negativeRevenue" : false,
  "targetingSource" : "user",
  "winFrequency" : 0,
  "campaignType" : "normal",
  "revenueRecognition" : false,
  "testCampaign" : false,
  "idSwap" : false,
  "jsonPullMacro" : true,
  "pricingModel" : {
    "id" : 2,
    "name" : "CPM"
  },
  "solutionType" : {
    "id" : 3,
    "name" : "Site Optimization"
  },
  "recency" : -1,
  "retargetingSites" : [ ],
  "privateSellers" : [ ],
  "status" : "active",
  "createdAt" : "2017-02-14T10:24:04-06:00",
  "updatedAt" : "2017-02-14T10:24:15-06:00",
  "labels" : [ ],
  "pixelUrls" : [ ],
  "deliveryIDs" : [ {
    "id" : 6,
    "name" : "Google Advertising ID (AdID)",
    "partner" : {
      "id" : 0
    },
    "category" : {
      "id" : 489904
    }
  },

```

```

    "id_key" : "adid",
    "ingest_key" : "adid",
    "super_space" : 3,
    "sub_space" : 1,
    "permission" : "public",
    "id_class" : "primary",
    "retention" : 100,
    "ingest_methods" : [ "url_argument" ],
    "usages" : [ "delivery", "matching", "storage", "opt_out" ],
    "device_group" : "mobile",
    "context_group" : "app",
    "metadata" : [ ],
    "sites" : [ 0, 26023, 26024, 33482, 41944 ],
    "target_partners" : [ ],
    "permissioned_partners" : [ ],
    "description" : "Target users whose data was collected from
Android apps and are linked to an ADID.",
    "status" : "active"
  }, {
    "id" : 3,
    "name" : "Oracle Data Cloud Mobile Cookie ID",
    "partner" : {
      "id" : 0
    },
    "category" : {
      "id" : 489902
    },
    "id_key" : "bkmobileid",
    "ingest_key" : "bkmobileid",
    "super_space" : 0,
    "sub_space" : 32451,
    "permission" : "public",
    "id_class" : "primary",
    "retention" : 45,
    "ingest_methods" : [ ],
    "usages" : [ "delivery", "matching", "storage" ],
    "device_group" : "mobile",
    "context_group" : "web",
    "metadata" : [ ],
    "sites" : [ ],
    "target_partners" : [ ],
    "permissioned_partners" : [ ],
    "description" : "Target users whose data was collected from
mobile web browsers and are linked to Oracle Data Cloud third-party
mobile cookie ID.",
    "status" : "active"
  }, {
    "id" : 9,

```

```

"name" : "Apple IDFA",
"partner" : {
  "id" : 0
},
"category" : {
  "id" : 489903
},
"id_key" : "idfa",
"ingest_key" : "idfa",
"super_space" : 3,
"sub_space" : 4,
"permission" : "public",
"id_class" : "primary",
"retention" : 100,
"ingest_methods" : [ "url_argument" ],
"usages" : [ "delivery", "matching", "storage", "opt_out" ],
"device_group" : "mobile",
"context_group" : "app",
"metadata" : [ ],
"sites" : [ 0, 26023, 26024, 33482, 41944 ],
"target_partners" : [ ],
"permissioned_partners" : [ ],
"description" : "Target users whose data was collected from iOS
apps and are linked to an IDFA.",
"status" : "active"
},
{
  "id" : 1,
"name" : "Oracle Data Cloud 3rd Party Desktop Cookie ID",
"partner" : {
  "id" : 0
},
"category" : {
  "id" : 489900
},
"id_key" : "bkuuid",
"ingest_key" : "bkuuid",
"super_space" : 0,
"sub_space" : 0,
"permission" : "public",
"id_class" : "primary",
"retention" : 45,
"ingest_methods" : [ "header" ],
"usages" : [ "delivery", "matching", "storage" ],
"device_group" : "desktop",
"context_group" : "web",
"metadata" : [ "collision", "single" ],
"sites" : [ ],

```

```

    "target_partners" : [ ],
    "permissioned_partners" : [ ],
    "description" : "Target users whose data was collected from
desktop web browsers and are linked to Oracle Data Cloud third-party
cookie IDs.",
    "status" : "active"
  } ],
  "prior7DaysDeliveryStat" : [ ],
  "priority" : 1,
  "partnerSitesOnly" : false,
  "winOnSites" : [ ]
} ],
"totalResults" : 1,
"limit" : 50,
"offset" : 0,
"count" : 1,
"hasMore" : false
}

```

5.15.6 Query parameters

The campaigns API supports following query parameters:

Parameter	Type	Description
<code>appId</code>	integer	Filter for campaigns that use a specific app template (vendor template). This enables you to return all campaigns from a specific app partner when you have installed their app multiple times.
<code>createdBy</code>	integer	Filter for campaigns that were created by the Oracle Data Cloud platform user with the specified ID.
<code>deliveryIDs</code>	array	Filter by the delivery ID types that are used in the campaigns.
<code>label</code>	string	Filter for campaigns that use the specified label. Example: <code>&label=valentines</code>
<code>nameOrId</code>	string	Filter by the campaign's name or ID.
<code>offset</code>	integer	The starting index from which to return the campaigns
<code>onRampFlag</code>	boolean	Filter for OnRamp campaigns.
<code>q</code>	string	Filter the returned campaigns according to the following properties, operators, and a string within double quotes: <ul style="list-style-type: none"> <code>id</code>: Use with the <code>eq</code> (equal to) operator and the campaign's unique ID, such as <code>q=id eq "322463"</code>. <code>name</code>: Use with the <code>co</code> (contains) operator and the campaign's name,

Parameter	Type	Description
		<p>such as <code>q=name co "xyz"</code>.</p> <p>Valid operators include:</p> <ul style="list-style-type: none"> ▪ <code>co</code>: Contains a string, where the string is enclosed in double quotes ▪ <code>eq</code>: Equals ▪ <code>ew</code>: Ends with the specified string ▪ <code>ge</code>: Greater than or equal to ▪ <code>gt</code>: Greater than ▪ <code>le</code>: Less than or equal to ▪ <code>lt</code>: Less than ▪ <code>ne</code>: Not equal to ▪ <code>sw</code>: Starts with the specified string <p>Depending on the context from where you issue the query that contains the filter expression, you may need to use percent encoding. For example, if you execute a query as a cURL command, then the filter expression must replace white spaces with <code>%20</code>. Example: <code>&q=name%20co%20"xyz"</code></p>
<code>since</code>	string	Filter campaigns updated since the specified date and time in UTC format: <code>yyyy-MM-dd'T'HH:mm:ss.SSS'Z'</code> . Use this property in conjunction with the <code>until</code> property to return campaigns within a date and time range. Example: <code>?since=2016-11-01T22:00:00&until=2017-01-30T10:00:00</code>
<code>size</code>	integer	The maximum number of campaigns to be included in the response. The <code>size</code> property must be used in conjunction with the <code>offset</code> property.
<code>until</code>	string	Filter campaigns updated before the specified date and time in UTC format.
<code>vendorId</code>	integer	Filter by the ID of an installed app (vendor). This is useful for returning all campaigns that use the same app instance.

5.15.7 GET and POST response summary

The campaigns API GET and POST responses include the following information with each campaign returned:

Property	Type	Description
<code>activated</code>	boolean	Indicates whether the campaign has never had a <code>status</code> of <code>active</code> . If this flag is set to false (the default), the campaign was created but was never activated and has thus been archived.
<code>audience</code>	object	(Required) An object describing the audience for which the campaign is delivering data, including its unique ID and user-specified name
<code>bid</code>	number	If your campaign is using the CPS (cost per impressions) pricing model, <code>bid</code> indicates the maximum bid price for the data to be purchased by your campaign. If your campaign is using the CPM or FlatFee pricing models, this is the priority rank expressed in hundredths (for example, if the campaign has a priority rank of 6, this value will be 0.06).
<code>campaignType</code>	string	(Required) Determines how your data campaign wins based on the categories in the user profile. This can be one of the following values: <ul style="list-style-type: none"> ▪ <code>blanket</code>: Your data campaign to win if the user profile contains any of the sub-categories within the category specified in the audience, including or excluding the category. This option will increase the amount of granular data you will deliver. ▪ <code>normal</code>: Your data campaign only wins if the user profile contains the exact category specified in the audience.
<code>categoryTransferMethod</code>	integer	Specifies how frequently a category is delivered to the partner. This may be one of the following values: <ul style="list-style-type: none"> ▪ <code>0</code>: (The default) data is transferred once per unique user. ▪ <code>1</code>: Data is transferred for the first page view only. ▪ <code>2</code>: Data is transferred for each page view.
<code>count</code>	integer	The total number of campaigns returned by the GET (list) request
<code>createdAt</code>	date	A timestamp in ISO 8601 date and time format (yyyy-MM-dd'T'HH:mm:ssZ) indicating when the campaign was created For example: <code>2016-04-18T17:46:32-05:00</code>
<code>deliveryIDs</code>	array	An array describing the delivery IDs used in the campaign. The URI for the <code>deliveryIDs</code> schema is: <pre>services.bluekai.com/rest/idType.schema</pre>
<code>endDate</code>	date	A timestamp, in yyyy-MM-dd format, indicating when the

Property	Type	Description
		campaign is scheduled to end.
<code>httpsPull</code>	boolean	Indicates whether the campaign is being sent via a pull pixel using HTTP/SSL (<code>true</code>) or not (<code>false</code>).
<code>id</code>	integer	The unique identifier assigned to the campaign
<code>idSwap</code>	boolean	(Oracle internal use only) Indicates whether the campaign is being sent via SDT (<code>true</code>), or not (<code>false</code>)
<code>includeTopNodes</code>	boolean	If the <code>campaignType</code> is <code>blanket</code> , <code>includeTopNodes</code> indicates whether the blanket campaign includes or excludes the selected category: <ul style="list-style-type: none"> <code>true</code>: The blanket campaign includes the selected category and the sub-categories below it. <code>false</code>: The blanket campaign only includes the sub-categories underneath the selected category.
<code>jsonPullMacro</code>	boolean	Indicates whether the campaign is being sent via the JSON return tag method.
<code>labels</code>	array	The list of user-specified labels (strings) for the campaign
<code>name</code>	string	(Required) A string specifying a name for the campaign
<code>negativeRevenue</code>	boolean	This flag is used with some campaign scenarios to zero out revenue (<code>true</code>), such as for test campaigns or ID-swap campaigns. The default value is <code>false</code> .
<code>notes</code>	string	Any user-specified notes entered for this for this campaign
<code>pacingGoal</code>	number	The maximum amount of money or impressions to be spent or won by your campaign
<code>pacingType</code>	string	The type of pacing to be used for the campaign. Pacing enables you to limit the data purchased by your campaign to a specific daily or campaign lifetime budget. When a campaign reaches this budget, it will stop running. This may be one of the following values: <ul style="list-style-type: none"> <code>alwaysOn</code>: Oracle internal only <code>budgetPerDay</code>: Your campaign spend is limited by the specified daily budget. <code>budgetPerCampaignLifetime</code>: Your campaign spend is limited by the specified campaign lifetime budget. <code>cpm</code>: The priority rank expressed in hundredths (for example, if the campaign has a priority rank of 6, this

Property	Type	Description
		<p>value will be 0.06). This only applies to campaigns that use the CPM or FlatFee pricing models.</p> <ul style="list-style-type: none"> ▪ <code>noRestriction</code>: Your campaign does not have a budget.
<code>partner</code>	object	An object including the name and ID of the DMP partner that shared this campaign with you. This property is only returned if you do not own the campaign.
<code>partnerSitesOnly</code>	boolean	Indicates whether the campaign can win only on partner sites (<code>true</code>). The default value is <code>false</code> .
<code>pixelURLs</code>	array	<p>Describes the campaign's pixel URL, which specifies the destination URL and other details. The URI for the <code>pixelURLs</code> schema is:</p> <pre>services.bluekai.com/rest/pixelUrl.schema</pre>
<code>pricingModel</code>	object	<p>An object describing the pricing model used by the campaign. This may be one of the following <code>id</code> values:</p> <ul style="list-style-type: none"> ▪ <code>1</code>: CPS (deprecated) ▪ <code>2</code>: CPM ▪ <code>3</code>: FlatFee ▪ <code>4</code>: Search ▪ <code>5</code>: % of Spend ▪ <code>6</code>: Set in IO
<code>prior7DaysDeliveryStat</code>	array	This property is deprecated and should not be used.
<code>priority</code>	integer	A ranking from 1 (lowest priority) to 100 (highest) to decrease or increase its priority among all your campaigns for winning auctions. For example, a campaign with a rank of 20 has a higher priority than a campaign with a rank of 10. The default value is <code>10</code> .
<code>privateSellers</code>	array	An array describing any private sellers associated with the campaign, such as their name and unique ID
<code>recency</code>	integer	The maximum number of days users must have been tagged with a category attribute to be included in your audience
<code>retargetingSites</code>	array	An array that indicates whether your audience includes only third-party data for retargeting
<code>revenueRecognition</code>	boolean	(Oracle internal use only) This flag indicates whether the campaign is being used for audience-only campaigns. The

Property	Type	Description
		default value is <code>false</code> .
<code>simulationAccuracy</code>	integer	(For future use) The accuracy level (expressed as a percentage) to be used for campaign simulation when the <code>status</code> property has a value of <code>simulating</code>
<code>solutionType</code>	object	An object describing the campaign solution type. Its <code>id</code> parameter may be one of the following values: <ul style="list-style-type: none"> ■ <code>1</code>: Media targeting. ■ <code>2</code>: Dynamic creative optimization (DCO) ■ <code>3</code>: Site side optimization (SSO) ■ <code>5</code>: Search ■ <code>6</code>: Look-alike modeling
<code>startDate</code>	date	(Required) A timestamp, in yyyy-MM-dd format, indicating when the campaign is scheduled to start.
<code>status</code>	string	The current status of the campaign, which may be one of the following values: <ul style="list-style-type: none"> ■ <code>active</code>: The campaign is running according to its schedule. ■ <code>archived</code>: The campaign is archived. ■ <code>creating</code>: The campaign is being created. ■ <code>hidden</code>: The campaign is not displayed (effectively deleted). ■ <code>idle</code>: The campaign is currently no delivering any data. Campaigns can be idle if they have not been activated, have no pixel associated with them, or have been idled. ■ <code>mapping</code>: Audience mapping is being processed. ■ <code>simulating</code>: For future use ■ <code>simulated</code>: For future use
<code>targetingSource</code>	string	Specifies whether the campaign uses <code>site</code> or <code>user</code> targeting:

Property	Type	Description
		<ul style="list-style-type: none"> <code>site</code>: Your data campaign wins only when the current page view mints or increments the target category. <code>user</code> (the default): Your data campaign always wins provided that the user profile contains the target category.
<code>testCampaign</code>	boolean	(Oracle internal use only) If this flag is set to <code>true</code> , the campaign is being used internally for testing. The default value is <code>false</code> .
<code>updatedAt</code>	date	A timestamp in ISO 8601 date and time format (yyyy-MM-dd'T'HH:mm:ssZ) indicating when the campaign was updated For example: <code>2017-02-14T10:24:15-06:00</code>
<code>winFrequency</code>	integer	Specifies how often (in days) your campaign is eligible to win a user in your target audience when they are tagged with a category. The default value is <code>30</code> , which means that your campaign may win only when a user is tagged with a new category and does not win if the user is tagged with an existing category. If this value is set to <code>0</code> , your campaign is eligible to win each time a user in your target audience is tagged with a new or an existing category.
<code>winOnSites</code>	array	An array that includes the ID and name values of sites on which the campaign can win. If the array is empty, the campaign can win on all sites.

5.15.8 Response errors

For the most up-to-date list of error messages, call

[https://services.bluekai.com/rest/campaigns.errors?bkuid=`bkUserID&bksig=bksignedString`](https://services.bluekai.com/rest/campaigns.errors?bkuid=<code>bkUserID&bksig=bksignedString</code>)

If there is a problem with your campaigns request, the response will use one of the following error messages:

Code	Error message
BK-10001	Could not find resource for the specified path
BK-10002	Bad query parameters
BK-10003	Invalid JSON input
BK-10004	Input JSON does not pass schema validation
BK-10005	Input JSON contains bad property
BK-10006	Input JSON has missing properties
BK-10007	Input JSON has bad property that does not match min length requirement

Code	Error message
BK-10008	Input JSON has bad property that does not match max length requirement
BK-10009	Not enough privileges to access requested resource
BK-10010	The request could not be completed by the service due to malformed data or syntax
BK-10011	Incorrect sorting parameter
BK-10012	Additional properties detected. Schema does not allow extra properties to be present
BK-10013	Incorrect expand parameter
BK-10014	Incorrect q query parameter syntax
BK-10015	Property has unacceptable/bad format
BK-10016	Property value does not appear on the list of acceptable values
BK-10017	Array must not contain duplicate entries
BK-41001	Campaign was not found
BK-41002	Invalid audience
BK-41003	Invalid solution type
BK-41004	Invalid pricing model
BK-41005	Invalid retargeting site
BK-41006	Invalid private seller
BK-41006	Invalid order
BK-41007	Invalid status for campaign creation
BK-41008	Invalid start date
BK-41009	Campaign has missing fields
BK-41010	Invalid pacing type
BK-41011	Invalid end date
BK-41012	Invalid private sellers
BK-41013	Error processing vendor clients
BK-41014	Prospecting and retargeting cannot both be false
BK-41015	Invalid retargeting sites
BK-41016	Cannot modify field
BK-41017	Invalid category transfer type
BK-41018	Cannot activate campaign with missing field
BK-41019	Cannot activate campaign with zero budget
BK-41020	Campaign cannot return json with pixels
BK-41021	Audience contains third party data. Partner cannot deliver third party data.
BK-41022	Pixel URL contains invalid vendor id
BK-41023	Audience contains third party data. App is not allowed to use third party data.
BK-41024	Audience contains 1st or 2nd party data. App is not allowed to use 1st or 2nd party data.

5.16 Categories API

You can use the categories API to [retrieve](#), [create](#), [update](#), and [filter](#) category data in your Oracle Data Cloud taxonomy, which is a hierarchical tree structure that includes all your available categories. You can select categories from the taxonomy to build target audiences by grouping the categories into segments using OR logic and then include and exclude individual segments using AND or NAND logic.

Important: The Categories API deprecates the [self-classification category](#) and [taxonomy APIs](#). If you are using these old APIs, you should migrate to this one to benefit from its additional parameters and features. These new features include the ability to create categories anywhere in your taxonomy, edit categories created by the Oracle Data Cloud Services Team, use new owner and public views to retrieve 1st and/or 3rd-party categories, and view the reach of your categories (by country and ID source).

5.16.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

categories15.docs.apiary.io/

For help with this API, contact My Oracle Support ([MOS](#)).

5.16.2 Service URI

The URI for the categories API is:

```
taxonomy.bluekai.com/taxonomy/categories
```

5.16.3 Schema

The URI for the categories API schema is:

```
taxonomy.bluekai.com/taxonomy/categories/category.schema
```

```
{
  "$schema" : "http://json-schema.org/draft-04/schema#",
  "id" : "#category",
  "type" : "object",
  "title" : "Category Schema",
  "description" : "The details of a particular Category",
  "additionalProperties" : false,
  "properties" : {
    "id" : {
      "type" : "integer",
      "description" : "ID of a category",
      "minimum" : 1,
      "o:queryable" : "true"
    },
    "name" : {
      "type" : "string",
      "description" : "Name of a category",
      "minLength" : 1,
      "maxLength" : 255,
      "o:queryable" : "true"
    },
    "parentCategory" : {
      "type" : "object",
      "description" : "Parent of a category",
      "properties" : {
        "id" : {
          "type" : "integer",
          "description" : "ID of a category",
          "minimum" : 1
        },
        "name" : {
          "type" : "string",
          "description" : "Name of a category",
          "minLength" : 1,
          "maxLength" : 255
        }
      }
    }
  },
  "required" : [ "id" ]
}
```

```

},
"description" : {
  "type" : "string",
  "description" : "Generic Description of a category"
},
"notes" : {
  "type" : "string",
  "description" : "Notes for a category"
},
"partner" : {
  "type" : "object",
  "description" : "Owner partner of a category",
  "properties" : {
    "id" : {
      "type" : "integer",
      "description" : "ID of a partner"
    },
    "name" : {
      "type" : "string",
      "description" : "Name of a partner",
      "minLength" : 1,
      "maxLength" : 255
    }
  }
},
"vertical" : {
  "type" : "object",
  "description" : "Vertical of a category",
  "properties" : {
    "id" : {
      "type" : "integer",
      "description" : "ID of a Vertical",
      "minimum" : 1
    },
    "name" : {
      "type" : "string",
      "description" : "Name of a Vertical",
      "minLength" : 1,
      "maxLength" : 255
    }
  }
},
"isForNavigationOnlyFlag" : {
  "type" : "boolean",
  "description" : "If true, this category will be a parent node
used for navigation and cannot be added to an audience"
},
"ownershipType" : {

```

```

    "enum" : [ "firstParty", "secondParty", "thirdParty" ],
    "description" : "Describes ownership type of this category
(read-only field)"
  },
  "isLeafFlag" : {
    "type" : "boolean",
    "description" : "flag to indicate if this category is a leaf
node in the current view (read-only field)"
  },
  "categoryPrice" : {
    "type" : "number",
    "description" : "the price of a category"
  },
  "universalPrice" : {
    "type" : "number",
    "description" : "the universal price of a category"
  },
  "buyerPrice" : {
    "type" : "number",
    "description" : "the buyer price of a category"
  },
  "stats" : {
    "type" : "object",
    "description" : "various statistics for this category",
    "properties" : {
      "reach" : {
        "javaType" : "java.lang.Long",
        "description" : "reach for this category (read-only field)"
      },
      "audienceCount" : {
        "type" : "integer",
        "description" : "number of audiences using this category
(read-only field)"
      },
      "campaignCount" : {
        "type" : "integer",
        "description" : "number of campaigns using this category
(read-only field)"
      }
    }
  },
  "pathFromRoot" : {
    "type" : "object",
    "description" : "Path from root to a particular category",
    "properties" : {
      "ids" : {
        "type" : "array",
        "items" : {

```

```

        "type" : "integer"
    },
    "description" : "List of category ids that form a path from
the root",
    "minItems" : 1
},
"names" : {
    "type" : "array",
    "items" : {
        "type" : "string"
    },
    "description" : "List of category names that form a path
from the root",
    "minItems" : 1
}
}
},
"status" : {
    "enum" : [ "active", "deleted", "draft" ],
    "description" : "Describes status of current resource",
    "default" : "active"
},
"links" : {
    "type" : "array",
    "description" : "Link objects mandated by Oracle Rest
standards",
    "items" : {
        "$ref" : "orarestschemas.json#definitions/instanceLink"
    }
}
},
"required" : [ "name", "parentCategory", "partner" ]
}

```

5.16.4 Read a category

To get information on a category, specify its ID as shown in the following GET call:

```

taxonomy.bluekai.com/taxonomy/categories/
categoryID&bkuid=BKUID&bksig=BKSIG

```

For example, a GET call to `/taxonomy/categories/28885` returns the following response:

```
{
```

```

    "id" : 288885,
    "name" : "Cat Owner",
    "parentCategory" : {
      "id" : 288884
    },
    "description" : "ACXM Interest, Pet Owner, Cat Owner",
    "partner" : {
      "id" : 303,
      "name" : "Acxiom Corporation"
    },
    "vertical" : {
      "id" : 23,
      "name" : "Branded Data - Acxiom"
    },
    "isPublicFlag" : true,
    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : true,
    "pathFromRoot" : {
      "ids" : [ 344, 24148, 150555, 319645, 288849, 288884, 288885 ],
      "names" : [ "ROOT", "Branded Data", "Acxiom", "Basic Rate", "ACXM Interest", "Pet Owner", "Cat Owner" ]
    },
    "status" : "active",
    "links" : [ ]
  }
}

```

Response properties

Property	Type	Description
<code>buyerPrice</code>	integer	The price set by the category provider for the current buyer. This property overrides the value of <code>universalPrice</code> . Value of <code>-1</code> indicates that a buyer-specific price has not been set for the category.
<code>categoryPrice</code>	integer	The actual category price for the buyer. Its value is typically the same as the <code>universalPrice</code> value unless overridden by a buyer-specific rate card.
<code>description</code>	string	A description of the category that includes its path of parent nodes
<code>id</code>	integer	The unique ID assigned to the category
<code>isForNavigationOnlyFlag</code>	boolean	If <code>true</code> , this category will be a parent node used for navigation and cannot be added to an audience. The default value is <code>false</code> .
<code>isLeafFlag</code>	boolean	(Read only) If <code>true</code> , indicates that this category is a leaf node (the last node in the taxonomy path) in the current request's view.

Property	Type	Description
<code>isPublicFlag</code>	boolean	(Read only) If <code>true</code> , the category is public. The default value is <code>false</code> .
<code>links</code>	array	A list of links to additional metadata (if applicable)
<code>name</code>	string	(Required) The name of the category node
<code>ownershipType</code>	string	(Read only) Indicates the type of data ownership, which can be one of the following: <ul style="list-style-type: none"> ▪ <code>firstParty</code>: Categories in your private first-party taxonomy ▪ <code>secondParty</code>: Private categories that another DMP partner has shared with you ▪ <code>thirdParty</code>: Categories available to all DMP partners
<code>parentCategory</code>	object	(Required) An object that includes the unique ID and name assigned to the category's parent node
<code>partner</code>	object	(Required) An object describing the owner of a category, including their partner ID and name
<code>pathFromRoot</code>	object	An object with an array of IDs in the full path from root to the category
<code>status</code>	string	Indicates the status of the category, which can be one of the following: <ul style="list-style-type: none"> ▪ <code>active</code>: The category is active. ▪ <code>deleted</code>: The category was removed. ▪ <code>draft</code>: Oracle internal use only
<code>universalPrice</code>	integer	The default category price set for all buyers unless overridden by a buyer-specific rate card
<code>vertical</code>	object	The top-level category of this category

5.16.5 List categories

You can combine various [query parameters](#) to request a filtered set of categories.

List all the categories that you own

To view all the categories that you own, specify the required `view` and `partner.id` [parameters](#) as shown in the following GET call:

```
taxonomy.bluekai.com/taxonomy/categories?view=OWNER&partner.id=  
partnerID&bkuid=BKUID&bksig=BKSIG
```

Sample list response:

```
{  
  "items": [  
    {  
      "id": 322463,  
      "name": "Self-Classification",  
      "parentCategory": {  
        "id": 322462  
      },  
      "partner": {  
        "id": 2208  
      },  
      "verticalName": "Private DMP - Test Partner",  
      "isPublicFlag": false,  
      "isForNavigationOnlyFlag": true,  
      "ownershipType": "thirdParty",  
      "isLeafFlag": true,  
      "pathFromRoot": {  
        "ids": [  
          344,  
          322462,  
          322463  
        ],  
        "names": [  
          "ROOT",  
          "Test Partner - Private",  
          "Self-Classification"  
        ]  
      },  
      "status": "active",  
      "links": []  
    },  
    {  
      "id": 322462,  
      "name": "Test Partner - Private",  
      "parentCategory": {
```

```

        "id": 344
      },
      "partner": {
        "id": 2208
      },
      "verticalName": "Private DMP - Test Partner",
      "isPublicFlag": false,
      "isForNavigationOnlyFlag": true,
      "ownershipType": "thirdParty",
      "isLeafFlag": false,
      "pathFromRoot": {
        "ids": [
          344,
          322462
        ],
        "names": [
          "ROOT",
          "Test Partner - Private"
        ]
      },
      "status": "active",
      "links": []
    }
  ],
  "totalResults": 2,
  "limit": 2,
  "offset": 0,
  "count": 2,
  "hasMore": false
}

```

List the public categories

To view all the public (third-party) categories, specify [view=PUBLIC](#) and your partner ID as shown in the following GET call:

```

taxonomy.bluekai.com/taxonomy/categories?view=PUBLIC&partner.id=
partnerID&bkuid=BKUID&bksig=BKSIG

```

Note: It can take a while to get a response because this call includes so many categories.

Sample list response:

```

{
  "items" : [ {
    "id" : 1,
    "name" : "Geographic",
    "parentCategory" : {
      "id" : 344
    },
    "description" : "This category contains people whose geographic
location was either self-declared or determined from their IP address.
Locations in the United States are organized on the basis of U.S.
Census Bureau Core Based Statistical Areas.",
    "partner" : {
      "id" : 0
    },
    "vertical" : {
      "name" : "Geographic"
    },
    "isPublicFlag" : true,
    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : false,
    "pathFromRoot" : {
      "ids" : [ 344, 1 ],
      "names" : [ "ROOT", "Geographic" ]
    },
    "status" : "active",
    "links" : [ ]
  }, {
    "id" : 8,
    "name" : "Self-Declared",
    "parentCategory" : {
      "id" : 1
    },
    "description" : "This category contains people who submitted
information about their geographic location.",
    "partner" : {
      "id" : 0
    },
    "vertical" : {
      "name" : "Geographic"
    },
    "isPublicFlag" : true,
    "isForNavigationOnlyFlag" : true,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : false,
    "pathFromRoot" : {
      "ids" : [ 344, 1, 8 ],
      "names" : [ "ROOT", "Geographic", "Self-Declared" ]
    }
  }
]
}

```

```

    },
    "status" : "active",
    "links" : [ ]
  }, {
    "id" : 65,
    "name" : "United States",
    "parentCategory" : {
      "id" : 8
    },
    "description" : "This category contains people who submitted
information about their geographic location, arranged by U.S. state.",
    "partner" : {
      "id" : 0
    },
    "vertical" : {
      "name" : "Geographic"
    },
    "isPublicFlag" : true,

    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : false,
    "pathFromRoot" : {
      "ids" : [ 344, 1, 8, 65 ],
      "names" : [ "ROOT", "Geographic", "Self-Declared", "United
States" ]
    },
    "status" : "active",
    "links" : [ ]
  },
  ...

  {
    "id" : 542544,
    "name" : "76 & Older",
    "parentCategory" : {
      "id" : 542532
    },
    "description" : "This audience contains people who have been
validated as 76 and older.",
    "notes" : "",
    "partner" : {
      "id" : 0
    },
    "vertical" : {
      "name" : "Oracle - Demographic"
    },
  },

```

```

    "isPublicFlag" : true,
    "isForNavigationOnlyFlag" : false,    "ownershipType" :
"thirdParty",
    "isLeafFlag" : true,
    "pathFromRoot" : {
        "ids" : [ 344, 671901, 697212, 215759, 542532, 542544 ],
        "names" : [ "ROOT", "Oracle", "Demographic", "Validated
Demographic", "Age Narrow", "76 & Older" ]
    },
    "status" : "active",
    "links" : [ ]
} ],
"count" : 63178
}

```

List the buyer view of categories

To view all the public (third-party) categories plus the first- and second-party categories in your private (managed) and self-classification trees, specify [view=BUYER](#) and your partner ID as shown in the following GET call:

```

taxonomy.bluekai.com/taxonomy/categories?view=BUYER&partner.id=
partnerID&bkuid=BKUID&bksig=BKSIG

```

Note: It can take a while to get a response because this call includes so many categories.

Sample list response:

```

{
  "items" : [ {
    "id" : 369765,
    "name" : "Television",
    "parentCategory" : {
      "id" : 344
    },
    "description" : "This vertical contains viewership data aggregated
at the household level across TV show, viewing frequency, daypart, and
genre.",
    "notes" : "",
    "partner" : {
      "id" : 0
    },
  },

```

```

    "vertical" : {
      "name" : "Television"
    },
    "isPublicFlag" : true,
    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : false,
    "pathFromRoot" : {
      "ids" : [ 344, 369765 ],
      "names" : [ "ROOT", "Television" ]
    },
    "status" : "active",
    "links" : [ ]
  },

  ...

  {
    "id" : 823501,
    "name" : "3+",
    "parentCategory" : {
      "id" : 458880
    },
    "description" : "This audience is comprised of individuals who
have more than three children in their household.",
    "notes" : "",
    "partner" : {
      "id" : 2992
    },
    "vertical" : {
      "name" : "Branded Data - Infogroup"
    },
    "isPublicFlag" : true,
    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : true,
    "pathFromRoot" : {
      "ids" : [ 344, 24148, 458841, 557017, 458842, 458843, 458866,
458878, 458879, 458880, 823501 ],
      "names" : [ "ROOT", "Branded Data", "Infogroup, Inc", "Infogroup
Corporate", "Consumer", "Demographics", "Family", "Children", "Yes",
"Number of Children", "3+" ]
    },
    "status" : "active",
    "links" : [ ]
  } ],
  "count" : 63239
}

```

List example for categories without reach

The following list call requests all categories to a depth of four levels (`numOfLevels=4`) from the root category (`parentCategory.id=344`). By default, the response does not include reach statistics for each category.

```
http://taxonomy.bluekai.com/taxonomy/categories?parentCategory.id=344&numOfLevels=4&partner.id=partnerID&view=BUYER&bkuid=BKUID&bksig=BKSIG
```

Sample list response without reach statistics:

```
{
  "items" : [ {
    "id" : 369765,
    "name" : "Television",
    "parentCategory" : {
      "id" : 344
    },
    "description" : "This vertical contains viewership data aggregated at the household level across TV show, viewing frequency, daypart, and genre.",
    "notes" : "",
    "partner" : {
      "id" : 0
    },
    "vertical" : {
      "name" : "Television"
    },
    "isPublicFlag" : true,
    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : false,
    "pathFromRoot" : {
      "ids" : [ 344, 369765 ],
      "names" : [ "ROOT", "Television" ]
    },
    "status" : "active",
    "links" : [ ]
  }, {
    "id" : 1,
    "name" : "Geographic",
    "parentCategory" : {
      "id" : 344
    },
  },
```

```

    "description" : "This category contains people whose geographic
location was either self-declared or determined from their IP address.
Locations in the United States are organized on the basis of U.S.
Census Bureau Core Based Statistical Areas.",
    "partner" : {
        "id" : 0
    },
    "vertical" : {
        "name" : "Geographic"
    },
    "isPublicFlag": true,
    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : false,
    "pathFromRoot" : {
        "ids" : [ 344, 1 ],
        "names" : [ "ROOT", "Geographic" ]
    },
    "status" : "active",
    "links" : [ ]
}, {
    "id" : 3,
    "name" : "In-Market",
    "parentCategory" : {
        "id" : 344
    },
    "description" : "This category contains people who have
demonstrated intent to make purchases in several key verticals. Intent
is demonstrated by activities like searching for particular products,
reading product specifications, adding items to a shopping cart,
placing bids in online auctions, and requesting quotes for goods and
services.",
    "notes" : "DO NOT EDIT THIS CATEGORY UNTIL QUALIFIED IN-MARKET IS
PUBLIC",
    "partner" : {
        "id" : 0
    },
    "vertical" : {
        "name" : "Private - Default"
    },
    "isPublicFlag": true,
    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : false,
    "pathFromRoot" : {
        "ids" : [ 344, 3 ],
        "names" : [ "ROOT", "In-Market" ]
    },

```

```

    "status" : "active",
    "links" : [ ]
  }, {
    "id" : 43876,
    "name" : "Past Purchases",
    "parentCategory" : {
      "id" : 344
    },
    "description" : "This category contains people who are likely to
have made various purchases.",
    "notes" : "",
    "partner" : {
      "id" : 0
    },
    "vertical" : {
      "name" : "Past Purchases"
    },
    "isPublicFlag": true,
    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : false,
    "pathFromRoot" : {
      "ids" : [ 344, 43876 ],
      "names" : [ "ROOT", "Past Purchases" ]
    },
    "status" : "active",
    "links" : [ ]
  },
  ...
  {
    "id" : 802803,
    "name" : "West Midlands",
    "parentCategory" : {
      "id" : 802654
    },
    "description" : "Targetable profiles > CACI Limited > UK Towns >
West Midlands",
    "partner" : {
      "id" : 4521
    },
    "vertical" : {
      "name" : "Branded Data - CACI Limited"
    },
    "isPublicFlag": true,
    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : false,

```

```

    "pathFromRoot" : {
      "ids" : [ 344, 24148, 801846, 802654, 802803 ],
      "names" : [ "ROOT", "Branded Data", "CACI Limited", "UK Towns",
"West Midlands" ]
    },
    "status" : "active",
    "links" : [ ]
  } ],
  "count" : 12518
}

```

List example for categories with reach

The following list call requests all categories to a depth of four levels and it includes reach statistics for each category because it specifies `showReach=true`.

```

http://taxonomy.bluekai.com/taxonomy/categories?parentCategory.id=344&
numOfLevels=4&partner.id=
partnerID&showReach=true&view=BUYER&bkuid=BKUID&bksig=BKSIG

```

The response includes a `stats` object for each category that specifies `"reach" : integer`.

Important: If you set `showReach` to `true`, the response time may increase significantly depending on the number of categories being returned and the specified options.

Sample list response with reach statistics:

```

{
  "items" : [ {
    "id" : 369765,
    "name" : "Television",
    "parentCategory" : {
      "id" : 344
    },
    "description" : "This vertical contains viewership data aggregated
at the household level across TV show, viewing frequency, daypart, and
genre.",
    "notes" : "",
    "partner" : {
      "id" : 0
    },
  },

```

```

"vertical" : {
  "name" : "Television"
},
"isPublicFlag" : true,
"isForNavigationOnlyFlag" : false,
"ownershipType" : "thirdParty",
"isLeafFlag" : false,
"stats" : {
  "reach" : 792431680
},
"pathFromRoot" : {
  "ids" : [ 344, 369765 ],
  "names" : [ "ROOT", "Television" ]
},
"status" : "active",
"links" : [ ]
}, {
  "id" : 1,
  "name" : "Geographic",
  "parentCategory" : {
    "id" : 344
  },
  "description" : "This category contains people whose geographic
location was either self-declared or determined from their IP address.
Locations in the United States are organized on the basis of U.S.
Census Bureau Core Based Statistical Areas.",
  "partner" : {
    "id" : 0
  },
  "vertical" : {
    "name" : "Geographic"
  },
  "isPublicFlag" : true,
  "isForNavigationOnlyFlag" : false,
  "ownershipType" : "thirdParty",
  "isLeafFlag" : false,
  "stats" : {
    "reach" : 8012719040
  },
  "pathFromRoot" : {
    "ids" : [ 344, 1 ],
    "names" : [ "ROOT", "Geographic" ]
  },
  "status" : "active",
  "links" : [ ]
}, {
  "id" : 3,
  "name" : "In-Market",

```

```

    "parentCategory" : {
      "id" : 344
    },
    "description" : "This category contains people who have
demonstrated intent to make purchases in several key verticals. Intent
is demonstrated by activities like searching for particular products,
reading product specifications, adding items to a shopping cart,
placing bids in online auctions, and requesting quotes for goods and
services.",
    "notes" : "DO NOT EDIT THIS CATEGORY",
    "partner" : {
      "id" : 0
    },
    "vertical" : {
      "name" : "Private - Default"
    },
    "isPublicFlag" : true,
    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : false,
    "stats" : {
      "reach" : 983929920
    },
    "pathFromRoot" : {
      "ids" : [ 344, 3 ],
      "names" : [ "ROOT", "In-Market" ]
    },
    "status" : "active",
    "links" : [ ]
  }, {
    "id" : 43876,
    "name" : "Past Purchases",
    "parentCategory" : {
      "id" : 344
    },
    "description" : "This category contains people who are likely to
have made various purchases.",
    "notes" : "",
    "partner" : {
      "id" : 0
    },
    "vertical" : {
      "name" : "Past Purchases"
    },
    "isPublicFlag" : true,
    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : false,

```

```

    "stats" : {
      "reach" : 1206922560
    },
    "pathFromRoot" : {
      "ids" : [ 344, 43876 ],
      "names" : [ "ROOT", "Past Purchases" ]
    },
    "status" : "active",
    "links" : [ ]
  },
  ...
  {
    "id" : 802803,
    "name" : "West Midlands",
    "parentCategory" : {
      "id" : 802654
    },
    "description" : "Targetable profiles > CACI Limited > UK Towns >
West Midlands",
    "partner" : {
      "id" : 4521
    },
    "vertical" : {
      "name" : "Branded Data - CACI Limited"
    },
    "isPublicFlag" : true,
    "isForNavigationOnlyFlag" : false,
    "ownershipType" : "thirdParty",
    "isLeafFlag" : false,
    "stats" : {
      "reach" : 12856320
    },
    "pathFromRoot" : {
      "ids" : [ 344, 24148, 801846, 802654, 802803 ],
      "names" : [ "ROOT", "Branded Data", "CACI Limited", "UK Towns",
"West Midlands" ]
    },
    "status" : "active",
    "links" : [ ]
  } ],
  "count" : 12518
}

```

Export categories

To export categories, filter your GET request with the desired [query parameters](#) as shown in the following example:

```
/taxonomy/categories/export?view=BUYER&partner.id=2208&showReach=true&parentCategory.id=17&parentCategory.id=3&numOfLevels=1
```

Sample response:

17	Autos	ROOT>In-Market>Autos	3	252351600
3	In-Market	ROOT>In-Market	344	1016820000

Note: Export does not support the `addStats` parameter.

5.16.6 Create a category

To create a category, include your partner ID and a request body in the following POST call:

```
/taxonomy/categories?partner.id={yourPartnerId}
```

Sample request body specifying required fields:

```
{
  "name": "Test node",
  "parentCategory": {
    "id": 410579
  },
  "partner": {
    "id": 2362
  }
}
```

If not specified, the values for `type` and `verticalName` are inherited from the parent category. Default values are used for other optional fields if not specified in the POST request.

Response:

```
{
  "id": 420063,
  "name": "Test node",
  "parentCategory": {
```

```

        "id": 410579,
        "name": "Child2"
    },
    "links": {
        "self":
"http://taxonomy.bluekai.com/taxonomy/categories/420063",
        "parent":
"http://taxonomy.bluekai.com/taxonomy/categories/410579"
    }
}

```

5.16.7 Bulk create

To create multiple categories, include your partner ID and a request body in the following POST call:

```
/taxonomy/categories?partner.id={yourPartnerId}
```

Sample request body specifying multiple categories:

```

[
  {
    "name": "Test node1",
    "parentCategory": {
      "id": 322463
    },
    "partner": {
      "id": 2208
    }
  },
  {
    "name": "Test node2",
    "parentCategory": {
      "id": 322463
    },
    "partner": {
      "id": 2208
    }
  }
]

```

If not specified, the values for `type` and `verticalName` are inherited from the parent categories. Default values are used for other optional fields if not specified in the POST request.

Response:

```
{
  "items": [
    {
      "statusCode": 200,
      "item": {
        "id": 3,
        "name": "In-Market",
        "parentCategory": {
          "id": 344,
          "name": "ROOT"
        },
        "links": {
          "self":
"http://taxonomy.bluekai.com/taxonomy/categories/3",
          "parent":
"http://taxonomy.bluekai.com/taxonomy/categories/344"
        }
      },
      "statusCode": 200,
      "item": {
        "id": 17,
        "name": "Autos",
        "parentCategory": {
          "id": 3,
          "name": "In-Market"
        },
        "links": {
          "self":
"http://taxonomy.bluekai.com/taxonomy/categories/17",
          "parent":
"http://taxonomy.bluekai.com/taxonomy/categories/3"
        }
      }
    ],
    "size": 2
  }
}
```

5.16.8 Bulk import (via file upload)

To create and edit multiple categories at the same time by uploading a TSV or TXT file:

1. In the query string of your call to the Categories API, append `import` to the path.

```

serviceUrl =
'http://taxonomy.bluekai.com/taxonomy/categories/import?partner.i
d={yourPartnerId}'

```

2. In the `headers` field, set the `Content-Type` to `multipart/form-data`.

```

headers = {"Content-Type": "multipart/form-data; "Accept":
"application/json", "User-Agent": "Mozilla/5.0 (Macintosh; Intel
Mac OS X 10.8; rv:22.0) Gecko/20100101 Firefox/22.0"}

```

3. Include a parameter that is set to the name of the `.tsv` or `.txt` file to be imported.
4. Verify that the import file has the following columns:

Field	Data type	Required?	Description
<code>Id</code>	string	required (for editing categories)	The unique ID assigned to the category. This column is required for editing categories via bulk import because bulk import identifies categories based on the unique category IDs..
<code>Name</code>	string	optional	A unique, concise name for the category. The category will be listed by this name in your taxonomy. The name may be a maximum of 255 characters. You only need to provide a name if you are changing the name of a category.
<code>Path</code>	string	required (for adding categories)	The full taxonomy path of the category. This column is required for adding categories via bulk import because it determines where they are added in your taxonomy.

Field	Data type	Required?	Description
ParentCategory	int	optional (required for moving categories)	The unique ID assigned to the category directly above the selected category in your taxonomy. This column is required for moving categories via bulk import.
Description	string	optional	A verbose summary of the type of users included in with this category. The description may be a maximum of 255 characters.
Status	enum	optional	<p>Select whether the category is to be placed in the Active or Draft state. The default value of this setting is based on the parent category. Changing the status of parent category also updates the status of all the child categories underneath it. If a parent node is in the Draft state, you cannot make any of its child nodes Active.</p> <ul style="list-style-type: none"> ■ Active. The category is published to your taxonomy. This means that it is visible in the Audience Builder and Taxonomy Viewer, may be added to audiences, and may be shared with other clients. ■ Draft. The category is only visible in the Taxonomy Manager. It cannot be used in the Audience Builder or Taxonomy Viewer, and it cannot be shared.

Field	Data type	Required?	Description
<code>NavigationOnly</code>	boolean	optional	Limits the functionality of this category to a parent node that cannot store user profile data, accumulate inventory, or be added to audiences. A navigation node essentially functions as a folder for one or more child categories. The default value is false.
<code>ExcludeFromAnalytics</code>	boolean	optional	Excludes the category from audience analytics reports. The default value is false.
<code>MutuallyExclusiveChildren</code>	boolean	optional	Makes the child categories under this category mutually exclusive (only the most recently tagged child category is in the user's profile). You may only create a flat list of mutually exclusive child categories. Mutually exclusive categories may not have any child categories below them--unless you mark the mutually exclusive categories as navigation-only nodes

Bulk import demo

The sample [bulk_categories_import.py](#) Python code demonstrates how to do a bulk category import using the Categories API. To run this script, you must have the following:

- [Python 2.7+](#)
- [Requests library 1.2.3](#) (or later)

You can use PIP (a Python Package Installation tool) to help install the requests library. To download and install PIP, install the requests library, and then delete the PIP installation file, enter the following commands in your console:

```
curl -O https://raw.githubusercontent.com/pypa/pip/master/contrib/get-pip.py
sudo python get-pip.py
sudo pip install requests
rm get-pip.py
```

To run this script, you need to create a TSV file named **category_import.tsv** ([download template](#)) that contains the categories you want to edit or create, and provide the following parameters:

- **url**: The URL of the Oracle Data Cloud platform's production environment (services.bluekai.com)
- **verbosity**: Enter a series of four verbose options for printing information.
- **partnerid**: The partner ID associated with the seat for which you are uploading categories.
- **bkuid**: Your web service user key
- **bksecretkey**: Your web service private key

The following example demonstrates the required syntax for calling this script:

```
bulk_categories_import.py --url http://services.bluekai.com -v -v -v -
v --partnerid Partner ID--bkuid WebServiceUserKey --bksecretkey
WebServicePrivateKey
```

Bulk category import example:

```
#!/usr/bin/env python -B

# -*- coding: utf-8 -*-

import sys, requests, json, argparse, unittest, hmac, base64, urllib,
urlparse, hashlib

def cli_options():
```

```

parser = argparse.ArgumentParser(description='Demo for Category REST
API')

parser.add_argument('-u','--url', default='http://localhost:8080/',
help='Web service base URL')

parser.add_argument('-p','--partnerid', help='Partner id to use with
this request')

parser.add_argument('-i','--bkuid', default='', help='UID')

parser.add_argument('-k','--bksecretkey', default='', help='Secret
key')

parser.add_argument('-v','--verbose', default=0, action='count',
help='Prints additional information')

return parser.parse_args()

args = cli_options()

URL = args.url.strip()

PARTNERID = args.partnerid

BKUID = args.bkuid

BKSECRETKEY = args.bksecretkey

VERBOSITY = args.verbose

USER_AGENT = {'User-Agent': 'Mozilla/5.0 (Macintosh; Intel Mac OS X
10.8; rv:22.0) Gecko/20100101 Firefox/22.0'}

JSON_HEADERS = {'Content-Type': 'multipart/form-data',
'Accept': 'application/json'}

COMMON_HEADERS = dict(USER_AGENT.items() + JSON_HEADERS.items())

class CategoryRest():

```

```

res = False

def info(self, message, verbosityLevel = 1):

    if VERBOSITY >= verbosityLevel:

        if not isinstance(message, basestring):

            print json.dumps(message, indent=4)

        else:

            print message

def prepare_headers(self, headers = None):

    if headers is None:

        return COMMON_HEADERS.copy()

    else:

        return dict(COMMON_HEADERS.items() + headers.items())

def parse_query_params(self, query):

    parameterList = query.split('&')

    params = {}

    if len(parameterList) > 0:

        for entry in parameterList:

            kvPair = entry.split('=')

            params[kvPair[0]] = kvPair[1] if len(kvPair) > 1 else ''

    return params

def prepare_request(self, endpoint, method = 'GET', params = None,
data = None, headers = None, files = None, sign=True):

    if files is not None:

```

```

headers.pop('Content-Type', None)

req = requests.Request(method, URL + endpoint, data = data, headers =
headers, files = files)

prepared = req.prepare()

if sign:

if params is None:

params = {}

parsedUrl = urlparse.urlparse(URL)

parsedEndpoint = urlparse.urlparse(endpoint)

servletPath = "" if parsedEndpoint.path.strip().startswith("/") else
"taxonomy/"

urlPath = parsedUrl.path.strip('/')

if urlPath:

urlPath = urlPath + '/'

fullPath = '/' + urlPath + servletPath + parsedEndpoint.path.strip('/')

stringToSign = method + fullPath

params = dict(params.items() + self.parse_query_params
(parsedUrl.query).items() + self.parse_query_params
(parsedEndpoint.query).items())

queryParameterStr = '';

for key in params.keys():

if len(key) > 0:

if isinstance(params[key], list):

for listItem in params[key]:

value = urllib.quote(str(listItem))

```

```

stringToSign += value

queryParameterStr += urllib.quote(key) + '=' + value + '&'

else:

value = urllib.quote(str(params[key]))

stringToSign += value

queryParameterStr += urllib.quote(key) + '=' + value + '&'

if prepared.body is not None:

stringToSign += prepared.body

h = hmac.new(BKSECRETKEY, stringToSign.strip(), hashlib.sha256)

s = base64.standard_b64encode(h.digest())

signature = urllib.quote_plus(s)

finalURL = parsedUrl.scheme + '://' + parsedUrl.netloc + fullPath +
'?' + queryParameterStr + 'bkuid=' + BKUID + '&bksig=' + signature

else:

finalURL = URL + endpoint

self.info('Sending %s request to: %s' %(method, finalURL))

prepared.url = finalURL

if VERBOSITY >=4:

print "Request object:"

for key, value in prepared.headers.iteritems():

print "%s: %s" % (key, value)

if prepared.body is not None and len(prepared.body)>0:

print ""

print prepared.body

```

```

return prepared

def post(self, endpoint, payload = None, params = None, headers =
None, files = None):

if payload is not None:

data = payload if isinstance(payload, basestring) else json.dumps
(payload)

else:

data = None

self.res = requests.Session().send(self.prepare_request(endpoint,
method = 'POST', params = params, data = data, files = files, headers
= self.prepare_headers(headers)), verify = False)

return self

def test_bulk_category_rest_create(self):

files = {'categoryFile': open('category_import.tsv', 'rb')}

created_categories = self.post('categories/import', files = files,
params={'partner.id':PARTNERID}).res.json()

self.info(created_categories, 2)

instance=CategoryRest()

instance.test_bulk_category_rest_create()

```

5.16.9 Update a category

To update a category in your [private taxonomy](#), include a request body with a PUT call that includes your partner ID and the category ID.

Sample PUT request:

```
/taxonomy/categories/{categoryId?partner.id={yourPartnerId}}
```

Sample request body specifying category values:

```
{
  "id": 322463,
  "name": "Self-Classification - xyz",
  "parentCategory": {
    "id": 322462
  },
  "partner": {
    "id": 2208,
    "name": "Example Partner"
  },
  "vertical": {
    "id": 336,
    "name": "Private DMP - Example Vertical"
  },
  "isPublicFlag": false,
  "isForNavigationOnlyFlag": true,
  "ownershipType": "thirdParty",
  "isLeafFlag": false,
  "pathFromRoot": {
    "ids": [
      344,
      322462,
      322463
    ],
    "names": [
      "ROOT",
      "Example Partner - Private",
      "Self-Classification"
    ]
  },
  "status": "active",
  "links": []
}
```

Response:

```
{
  "id": 322463,
  "name": "Self-Classification - xyz",
  "parentCategory": {
    "id": 322462,
```

```

        "name": "Example Partner - Private"
    },
    "links": {
        "self":
"http://taxonomy.bluekai.com/taxonomy/categories/322463",
        "parent":
"http://taxonomy.bluekai.com/taxonomy/categories/322462"
    }
}

```

Bulk update

To update multiple categories in your private taxonomy, specify them in the request body with your PUT call:

Sample bulk PUT request:

```
/taxonomy/categories?partner.id={yourPartnerId}
```

Sample request body specifying updates to multiple categories:

```

[
  {
    "id": 489266,
    "name": "Test node1",
    "parentCategory": {
      "id": 322463
    },
    "description": "This is a sample category in our private taxonomy.",
    "notes": "change 33",
    "partner": {
      "id": 2208,
      "name": "Example Partner"
    },
    "vertical": {
      "id": 336,
      "name": "Private DMP - Example Vertical"
    },
    "isPublicFlag": true,
    "isForNavigationOnlyFlag": false,
    "ownershipType": "thirdParty",
    "isLeafFlag": false,
    "pathFromRoot": {

```

```

        "ids": [
            344,
            322463,
            489266
        ],
        "names": [
            "ROOT",
            "Example Partner - Private",
            "Self-Classification - xyz",
            "Test node1"
        ]
    },
    "status": "active",
    "links": []
},
{
    "id": 489267,
    "name": "Test node2",
    "parentCategory": {
        "id": 322463
    },
    "description": "This is a sample category in our private
taxonomy.",
    "notes": "change 33",
    "partner": {
        "id": 2208,
        "name": "Example Partner"
    },
    "vertical": {
        "id": 336,
        "name": "Private DMP - Example Vertical"
    },
    "isPublicFlag": true,
    "isForNavigationOnlyFlag": false,
    "ownershipType": "thirdParty",
    "isLeafFlag": false,
    "pathFromRoot": {
        "ids": [
            344,
            322463,
            489267
        ],
        "names": [
            "ROOT",
            "Example Partner - Private",
            "Self-Classification - xyz",
            "Test node2"
        ]
    }
}

```

```
    },
    "status": "active",
    "links": []
  }
]
```

Response:

```
{
  "items": [
    {
      "statusCode": 201,
      "item": {
        "id": 489266,
        "name": "Test node1",
        "parentCategory": {
          "id": 322463,
          "name": "Self-Classification - xyz"
        },
        "links": {
          "self":
"http://taxonomy.bluekai.com/taxonomy/categories/489266",
          "parent":
"http://taxonomy.bluekai.com/taxonomy/categories/322463"
        }
      }
    },
    {
      "statusCode": 201,
      "item": {
        "id": 489267,
        "name": "Test node2",
        "parentCategory": {
          "id": 322463,
          "name": "Self-Classification - xyz"
        },
        "links": {
          "self":
"http://taxonomy.bluekai.com/taxonomy/categories/489267",
          "parent":
"http://taxonomy.bluekai.com/taxonomy/categories/322463"
        }
      }
    }
  ],
  "size": 2
}
```

5.16.10 Query parameters

The categories API supports following query parameters:

Parameter	Type	Description
<code>addStats</code>	boolean	If set to <code>true</code> , returns the <code>stats</code> object, which includes various statistics for the specified category, such as reach. The default value is <code>false</code> . Example: <code>&addStats=true</code> Note Export does not support this parameter.
<code>countryCode</code>	string	The two-letter code for the country by which to limit the statistics for the category, such as <code>US</code> . For more details, see countries API . Example: <code>&showReach=true&countryCode=GB</code>
<code>deviceType</code>	string	(Deprecated) Specify either <code>desktop</code> or <code>mobile</code> to query statistics by device type. Example: <code>&addStats=true&deviceType=mobile</code>
<code>expand</code>	boolean	If set to <code>true</code> , more details are returned. This parameter is only used for exporting a TSV file. The default value is <code>false</code> . Example: <code>&expand=true</code>
<code>idTypes</code>	integer	Filter by the ID source , which can be one of the following standard types: <ul style="list-style-type: none"> ■ <code>1</code>: Oracle Data Cloud 3rd Party Desktop Cookie ID ■ <code>2</code>: Oracle Data Cloud Mobile Statistical ID ■ <code>3</code>: Oracle Data Cloud Mobile Cookie ID ■ <code>6</code>: Google Advertising ID (AdID) ■ <code>9</code>: Apple IDFA Example: <code>&showReach=true&idTypes=9</code>
<code>numOfLevels</code>	integer	Limit the category tree search by levels
<code>parentCategory.id</code>	integer	Specify the ID of the parent category. The default value is <code>344</code> , which is the ROOT category. Example: <code>&parentCategory.id=17</code>
<code>partner.id</code>	integer	(Required) The unique ID of the partner This parameter can be used with other parameters, such as <code>view</code> . Example: <code>&partner.id=1234</code>
<code>q</code>	string	Filter the returned categories according to the following properties, operators, and a string within double quotes: <ul style="list-style-type: none"> ■ <code>id</code>: Use with the <code>eq</code> (equal to) operator and the category's unique

Parameter	Type	Description
		<p>ID, such as <code>q=id eq "322463"</code>.</p> <ul style="list-style-type: none"> <code>name</code>: Use with the <code>co</code> (contains) operator and the category's name, such as <code>q=name co "xyz"</code>. <p>Depending on the context from where you issue the query that contains the filter expression, you may need to use percent encoding. For example, if you execute a query as a cURL command, then the filter expression must replace white spaces with <code>%20</code>. Example: <code>&q=name%20co%20"xyz"</code></p>
<code>recency</code>	integer	<p>Specify the maximum number of days since a user was last tagged with a category attribute for the category (the default is 90 days). This number is used to calculate reach.</p> <p>Example: <code>addStats=true&recency=2</code></p>
<code>showPriceAt</code>	date	<p>A date in ISO 8601 date and time format (yyyy-MM-dd'T'HH:mm:ssZ) to determine what the price was on that date. For example: <code>showPriceAt=2017-06-18T17:46:32-05:00</code></p>
<code>showReach</code>	boolean	<p>If set to <code>true</code>, include the inventory figures for the specified categories. If you set <code>showReach</code> to <code>true</code>, the response time may increase significantly depending on the number of categories being returned and the specified options.</p>
<code>view</code>	string	<p>(Required) Filter's the response based on the following values:</p> <ul style="list-style-type: none"> <code>BUYER</code>: Returns all first- and second-party categories in your taxonomy and third-party categories in the Oracle Data Marketplace. See a sample response. <code>OWNER</code>: Returns all first-party categories in the owner's taxonomy. See a sample response <code>PUBLIC</code>: Returns all third-party categories in the Oracle Data Marketplace. See a sample response <p>You must include your <code>partner.id</code> with the <code>view</code> parameter.</p> <p>Example: <code>taxonomy.bluekai.com/taxonomy/categories?view=OWNER&partner.id=1234</code></p>

5.16.11 FAQs

[Expand to view FAQs](#)

What type of data does the categories API provide?

The categories API can return all the information that you have access to about the following types of categories:

- **First-party categories:** Categories in your private first-party taxonomy. These categories are only available in your DMP unless you whitelist them or share an audience.
- **Second-party categories:** Private categories that another DMP partner has shared with you using one of the following methods:
 - **Whitelisting:** A data provider can share a category in their private taxonomy with you so that you can target, analyze, and model users in that category. A DMP client typically whitelists their consumer data so that another DMP client can use it for some mutually beneficial activation. Categories can be whitelisted using the [taxonomy partner permissions API](#) or the [taxonomy sharing tool](#) in the Oracle Data Cloud platform.
 - **Audience sharing:** A DMP partner can share an audience with you so that you can create a data campaign with that audience or analyze the audience. DMP clients typically share their audiences with an agency who will run a data campaign for them. You can use the [audience grant API](#) or the [audience management tool](#) in the Oracle Data Cloud platform UI to share audiences.
- **Third-party categories:** Categories in the [Oracle Data Marketplace](#) available to all DMP partners

How do I use the categories API to understand the user data I receive from Oracle Data Cloud ?

When you receive Oracle Data Cloud platform data, you can use the categories API to determine which category you have received and who owns the data. For example, if you receive a data campaign with category ID `6737`, you could use the categories API to see that the category ID means **In-Market > Autos > Makes & Models > Chevrolet > Camaro** and the data is owned by the platform..

When do I use the categories API?

- **Data discovery:** You can use the categories API to get more information on the categories you have received:

- **First-party categories:** If you are a DMP client, you can use the categories API to get the first-party categories in your private taxonomy and view your inventory of unique users in each category.
- **Third-party categories:** If you are a data buyer, you can use the categories API to view the third-party categories and inventory in the [Oracle Data Marketplace](#).
- **Audience analytics:** If you are a data app partner who is programmatically running audience analytics, you can call the categories API and use the returned categories as the input for your calls to the audience discovery Report - multi audience API.
- **Data delivery configuration:** You can use the categories API to configure your system to display and receive user data:
 - **User interface:** If you are a data app partner, you can use the categories API to display third-party categories in your own UI.
 - **Data mapping:** If you are a data app partner, you can use the categories API to map categories to your third-party audience targeting segments. Call the categories API daily to maintain your category-segment mapping.
- **Data delivery:** Use the categories API to deliver user data:
 - **Create audiences and campaigns:** If you are a data app partner programmatically creating audiences and campaigns, you must call the categories API first and use the returned categories as the input for your calls to the [audiences](#) and [campaigns](#) APIs.
 - **Data delivery method:** The manner in which categories are transferred to you depends on the data delivery method:
 - If you are receiving data via server data transfer ([SDT](#)), the category ID is included in the JSON-formatted data (POST), URL (GET), or file (batch) returned to you.
 - If you are receiving data via an image pixel, the pixel must include the `$CATEGORIES` [macro](#) for you to receive category IDs.

- If you are receiving data via a [JSON return](#), the category ID is included in the invisible `bk_results` object that is returned to your web page.
- If you are receiving data via the [user data API](#), the category ID is included in the JSON-formatted data returned to you after a successful request.

5.16.12 Related API calls

Here are the API calls you will typically make after you use the categories API:

Post-categories API	Use case
Audiences API	Use categories to create the audience you want to target, model, optimize, or analyze.
Campaigns API	Create instructions for delivering your audience to a partner.
Segment reach API	Get the reach (estimated number of unique users) for the individual categories and segments in your audience.
Taxonomy partner permissions API	Share or withhold access to your first-party categories.

5.17 Containers API

You can implement the Oracle Data Cloud containers web service to create and manage the individual sites in the Oracle Data Cloud platform. Creating a container generates a site ID, which is a unique ID for managing a site. Your DMP can have multiple containers, and each container will be associated with a unique site ID. The container and site ID are used for ingesting data into the Oracle Data Cloud platform and delivering data back to your site.

5.17.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

containers2.docs.apiary.io/

For help with this API, contact My Oracle Support ([MOS](#)).

5.17.2 Service URI

The URI for the containers API is:

```
services.bluekai.com/Services/WS/sites
```

5.17.3 Related API calls

Here are the API calls you will typically make *after* you use the containers API:

Post-containers API call	Use Case
Categories API	Independently add first-party categories to your private taxonomy that represent the user attributes being collected with your container
Rules API	Independently create classification rules that map the user attributes collected by your container with your categories.
Schedules	Specify where, when, and for whom third-party tags are fired from a container.

5.17.4 Use cases

Using the container and site ID for data ingest

You can use a container and its site ID to transfer user data into the Oracle Data Cloud platform.

A *site ID* is a unique identifier that enables your site to be managed in the Oracle Data Cloud platform.

You can create a container with the containers API and then use the [container tool](#) in the platform UI to add the JavaScript and HTML tag code. The code collects data from your site and transfers it to the platform. The data may be classification attributes or unique user IDs (UUIDs) that are used for ID swapping. The container is required for all data ingest methods:

- [Online ingest](#)
- [Offline onboard](#)

- [Mobile on-demand direct ingest](#)
- [User data API](#)

Data Providers Onboarding EU Data. To ingest data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) Consent agreement. If you have not signed the agreement, but you make a Containers API POST or PUT request with the container configured for one or more EU countries, the Containers API will return an error and your container will not be created. Contact your Oracle Account Representative to obtain and sign the agreement.

Using the container and site ID for data delivery

You can use your site ID to deliver user data.

You can create a container with the containers API, insert the generated site ID into your regex pixel if you are delivering data via Server Data Transfer, and then use the pixel URL API to associate your campaigns with a destination.

You can also use a container with a [JSON Return](#) tag type to deliver your campaign data directly to the Web page that is hosting the tag.

5.17.5 GET response summary

The containers API GET request returns a container or a list of containers.

Property	Type	Description
<code>allowed_buyers</code>	object	If <code>transaction_scope</code> is set to "permissioned", this object lists the <code>id</code> and <code>name</code> of the buyers that may win on this site; otherwise, this is an empty list. <ul style="list-style-type: none"> ▪ <code>id</code> (integer): The unique ID assigned to the partner's DMP ▪ <code>name</code> (string): The name associated with the partner's DMP
<code>analytics_only</code>	boolean	Indicates whether the site is used for analytics only (<code>true</code>) or just for data collection (<code>false</code>)
<code>country_list_type</code>	enum	Indicates whether the countries in the <code>blocked_countries</code> list are in a WHITELIST or BLACKLIST . The default is BLACKLIST .

Property	Type	Description
<code>blocked_countries</code>	list	<p>A list of the two-letter ISO 3166-1 alpha-2 country code of the countries for which data collection is whitelisted or blacklisted based on users' IP addresses. Netherlands (NL) is blocked by default for new containers. If you use a whitelist, this field must contain at least one country.</p> <div style="border: 1px solid orange; padding: 10px; margin: 10px 0;"> <p>In the future, this field will be renamed to <code>country_list</code> to better reflect its functionality.</p> </div>
<code>created_at</code>	date	A timestamp indicating when the site was created.
<code>data_transfer_boost_enabled</code>	boolean	<p>Specifies whether the container tag is re-fired every n seconds after the initial page load while the user is still on the page (<code>true</code>). This enables you to increase the number of third-party pixels that can be fired from the container, while exceeding the auction slot limit, but without affecting the performance of your page. The container tag can be re-fired a maximum of 15 times. The frequency in which the container tag is re-fired is based on the data transfer interval.</p> <p>For example, if you set the default auction limit to 10, enable data transfer boost, set the data transfer interval to 7 seconds, and you add 30 third-party pixels to the container, the following will occur:</p> <ol style="list-style-type: none"> 1. When the page is initially loaded, the first 10 third-party pixels are fired. 2. After the platform receives a DomReady event indicating that the page has completed loading, a 7-second countdown begins. 3. If the user is still on the page after the countdown, the next 10 third-party pixels are fired. The next 7-second countdown begins. 4. If the user is still on the page, the last 10 third-party pixels are fired. <p>By default, data transfer boost is enabled for new containers (<code>true</code>).</p>
<code>data_transfer_boost_interval</code>	int	Specifies how frequently (in seconds) the container tag is re-fired if you set the <code>data_transfer_boost_enabled</code> flag to <code>true</code>
<code>data_transfer_limit_range</code>	int	The maximum number of slots available in the container for firing image tags. For data providers, this is the number of slots available for selling data or executing an ID swap. For DMP clients, this is the number of slots available for delivering first-party data to partners.
<code>group_id</code>	integer	The unique ID assigned to the site's group. A group contains both the desktop and mobile versions of the site.
<code>id</code>	integer	The site ID generated when the container was created. This is a unique

Property	Type	Description
		identifier used to manage your individual Web sites (for example, if you have separate Web sites for different countries).
<code>name</code>	string	The name of your site
<code>partner</code>	object	An object containing your partner-based <code>id</code> and <code>name</code> . <ul style="list-style-type: none"> ▪ <code>id</code> (integer): The unique ID assigned to your Oracle Data Cloud platform instance. ▪ <code>name</code> (string): The name associated with your Oracle Data Cloud platform instance.
<code>private_data</code>	boolean	Indicates whether the data collected from your site is private use and cannot be sold to any partner that you have not whitelisted (<code>1</code>), or it can be sold to any partner in the public Oracle Data Marketplace (<code>0</code>)
<code>redirect_domains</code>	array	Specifies a list of valid URL strings used to whitelist domains to which the site can redirect. Oracle Data Cloud domain calls (tags.bluekai.com) that include <code>redir</code> key-value pair parameters are evaluated against this site domain whitelist before they are permitted to redirect. Example: <code>"redirect_domains" : ["www.google.com", "www.facebook.com"]</code>
<code>transaction_scope</code>	string	Indicates which of your whitelisted buyers can win on this site. This may be one of the following values: <ul style="list-style-type: none"> ▪ <code>all</code>: All of your whitelisted buyers can win on this site. ▪ <code>permissioned</code>: Only the buyers specified in the <code>allowed_buyers</code> parameter can win on your site. ▪ <code>self</code>: Only your campaigns can win on your site. ▪ <code>none</code>: No campaigns can win on this site. This includes campaigns in your own partner seat. This is useful for onboarding offline data or other scenarios where the site needs to be used exclusively for a specific purpose.
<code>type</code>	string	The type of site, which may be either <code>0</code> for desktop or <code>1</code> for mobile
<code>updated_at</code>	date	A timestamp indicating when the site was last modified

5.17.6 Updating the tag redirect domains whitelist

The `redirect_domains` property includes the container's tag redirect domains whitelist. You can modify the attached [sample_containers_redir.py](#) Python script to update the container's whitelist by replacing the following placeholders with the correct values for your use case:

- `{YOUR_SITE_ID}`: The site ID generated when the container was created
- `{YOUR_WEB_SERVICE_USER_KEY}`: Your [web service user key](#)
- `{YOUR_WEB_SERVICE_PRIVATE_KEY}`: Your [web service private key](#)
- `{YOUR_REDIRECT_DOMAINS}`: A comma-separated list of tag redirect domains that you want to whitelist. The domains must be enclosed in double quotes (`"`). For example:
`"www.google.com", "www.oracle.com", "www.facebook.com", "www.twitter.com"`

The curly braces (`{}`) in the script indicate placeholder values that you need to replace.

The script makes a GET request to the containers API to pull your site details and then makes a PUT request to update the site with the redirect domains that you entered.

5.17.7 Updating blocked countries

You can update the countries from which data collection is blocked using the containers API. To do this, make a PUT request with the site ID to be updated in the URL, and the `country_list_type` set to **WHITELIST** or **BLACKLIST** depending on the desired configuration, and the list of two-letter [ISO 3166-1 alpha-2 country codes](#) to be blocked in the `blocked_countries` field within the JSON body.

The following code example demonstrates how to create a container that blocks data collection in the EU (note that curly braces `{}` indicate placeholders for values you need to fill in):

[Expand to see the sample code](#)

```
#!/usr/bin/python
import os
import sys
import urllib
```

```

import urllib2
import cookielib
import urlparse
import hashlib
import hmac
import base64
import json
import random

headers = {"Accept":"application/json","Content-
type":"application/json","User_Agent":"Mozilla/5.0 (Macintosh; U;
Intel Mac OS X 10.6; en-US; rv:1.9.1) Gecko/20090624 Firefox/3.5"}
serviceUrl = 'http://services.bluekai.com/Services/WS/sites/{YOUR_
SITE_ID}'

# Add your user id and key
bkuid = '{YOUR_WEB_SERVICE_USER_KEY}'
bksecretkey = '{YOUR_WEB_SERVICE_PRIVATE_KEY}'

## Example PUT data
## Enter list of countries where data collection is blocked
data = "{\"country_list_type\": \"BLACKLIST\", \"blocked_countries\":
[\"EU\"]}"

def signatureInputBuilder(url, method, data):
    stringToSign = method
    parsedUrl = urlparse.urlparse(url)
    print parsedUrl
    stringToSign += parsedUrl.path
    # first split the query into array of parameters separated by the
    '&' character
    print parsedUrl.query
    qP = parsedUrl.query.split('&')
    print qP
    if len(qP) > 0:
        for qS in qP:

```

```

    qP2 = qS.split('=')
    #print qP2
    if len(qP2) > 1:
        stringToSign += qP2[1]
print stringToSign
if data != None :
    stringToSign += data
print stringToSign
h = hmac.new(bksecretkey, stringToSign, hashlib.sha256)
s = base64.standard_b64encode(h.digest())
print s
u = urllib.quote_plus(s)
print u
newUrl = url
if url.find('?') == -1 :
    newUrl += '?'
else:
    newUrl += '&'
newUrl += 'bkuid=' + bkuid + '&bksig=' + u
return newUrl
def doRequest(url, method, data):
    try:
        cJ = cookielib.CookieJar()
        request = None
        if method == 'PUT' :
            request = urllib2.Request(url, data, headers)
            request.get_method = lambda: 'PUT'
        elif method == 'DELETE' :
            request = urllib2.Request(url, data, headers)
            request.get_method = lambda: 'DELETE'
        elif data != None :
            request = urllib2.Request(url, data, headers)

```

```

else:
    request = urllib2.Request(url, None, headers)
# request.add_header('If-Modified-Since' , 'Fri, 31 Aug 2012 14:01:51
PDT')

opener = urllib2.build_opener(urllib2.HTTPCookieProcessor(cJ))
u = opener.open(request)
rawData = u.read()
print rawData
print "200 ok"
return rawData
except urllib2.HTTPError, e:
    print "HTTP error: %d %s" % (e.code, str(e))
    print "ERROR: ", e.read()
    return None
except urllib2.URLError, e:
    print "Network error: %s" % e.reason.args[1]
    print "ERROR: ", e.read()
    return None
# Comment and uncomment both lines for your request
def main(argv=None):
    #newUrl = signatureInputBuilder(serviceUrl, 'GET', None)
    #newUrl = signatureInputBuilder(serviceUrl, 'POST', data)
    newUrl = signatureInputBuilder(serviceUrl, 'PUT', data)
    print newUrl
    #doRequest(newUrl, 'GET', None)
    #doRequest(newUrl, 'POST', data)
    doRequest(newUrl, 'PUT', data)
if __name__ == "__main__":
    main()

```

5.18 Countries REST API

You can implement the countries web service to get a list of the countries supported by the Oracle Data Cloud platform. This API provides the unique IDs, [ISO 3166-1 alpha-2 country codes](#), names, and country category IDs for the countries in which you can activate users.

DMP clients can use this API to get the country category IDs and pass them into the [segment reach API](#) for getting the reach of audiences in one or more countries and into the [audiences API](#) for targeting users in one or more countries.

Channel partners can use this API to lookup the countries included in the user data delivered into their platform.

5.18.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

countries14.docs.apiary.io

For help with this API, contact My Oracle Support ([MOS](#)).

5.18.2 Service URI

The URI for the countries API is:

```
services.bluekai.com/rest/countries
```

5.18.3 Related API calls

You will typically make the following calls *before* you use the countries API:

- [Audiences API](#): Create audiences containing the country category codes returned by the countries API so you can target users in one or more countries.

- [Inventory reach API](#): Get the reach of your target audiences in one or more countries.

You will typically call *after* you use the countries API:

- [User data API](#): Deliver user data from the profile store into your system. The user data will include country category IDs representing users' country locations.

5.18.4 GET response data

GET requests return a list of one or more countries with the following properties:

Property	Type	Description
<code>category</code>	object	Contains the category ID (integer) of the country (for example, 408098 for the United States). You add this country category ID to audience segments in the following APIs: <ul style="list-style-type: none"> ▪ Audience API: Create audiences targeting users in one or more countries. ▪ Segment reach API: Get the reach of audiences targeting users in one or more countries.
<code>code</code>	string	The two-letter code for the country , such as <code>US</code>
<code>createdAt</code>	string	A timestamp indicating when the country was added to the Oracle Data Cloud platform
<code>id</code>	integer	The unique ID assigned to the country in the Oracle Data Cloud platform, such as <code>1</code> for the United States
<code>isHidden</code>	boolean	Indicates whether the country is visible in the Oracle Data Cloud platform UI
<code>name</code>	string	The name of the country, such as <code>United States</code>
<code>status</code>	string	Indicates whether the country can be used for targeting and analytics. Countries with an "active" status can be used.
<code>updatedAt</code>	string	A timestamp indicating when the country was modified in the Oracle Data Cloud platform

5.18.5 Embargoed Countries

Oracle Data Cloud participates in data embargoes for Crimea, Cuba, Iran, North Korea, Sudan, and Syria. Data linked to these countries is not ingested, stored, or delivered. These countries are therefore not included in the Countries API GET response.

5.19 ID types REST API

You can implement the ID types REST API to get information about [category ID types](#) and [campaign delivery IDs](#) and to create and manage ID types for your partner seat.

5.19.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

idtypes.docs.apiary.io

For help with this API, contact My Oracle Support ([MOS](#)).

5.19.2 Service URI

The URI for the ID types API is:

```
services.bluekai.com/rest/idTypes
```

5.19.3 Schema

The most up-to-date ID types API schema is at the following URI:

```
services.bluekai.com/rest/idType.schema
```

Expand to see the schema:

```
{
  "$schema" : "http://json-schema.org/draft-04/schema#",
  "id" : "#idType",
  "type" : "object",
  "title" : "Idtype schema",
  "description" : "This schema describes inner structure of a IdType resource",
  "additionalProperties" : false,
```

```

"properties" : {
  "id" : {
    "type" : "integer",
    "description" : "Reference ID within a resource collection",
    "minimum" : 1,
    "o:sortable" : true,
    "o:queryable" : true
  },
  "name" : {
    "type" : "string",
    "description" : "Name of the id-type",
    "minLength" : 1,
    "maxLength" : 255,
    "o:sortable" : true,
    "o:queryable" : true
  },
  "partner" : {
    "type" : "object",
    "description" : "This schema describes inner structure of a stub
resource with id and name",
    "additionalProperties" : false,
    "properties" : {
      "id" : {
        "type" : "integer",
        "description" : "Reference ID of a partner",
        "o:queryable" : true
      },
      "name" : {
        "type" : "string",
        "description" : "Name of the partner",
        "minLength" : 1
      }
    }
  },
  "category" : {
    "type" : "object",
    "description" : "Category associated with an idType",
    "properties" : {
      "id" : {
        "type" : "integer",
        "description" : "ID of a category",
        "minimum" : 1
      },
      "name" : {
        "type" : "string",
        "description" : "Name for a Category",
        "minLength" : 1,
        "maxLength" : 255
      }
    }
  }
}

```

```

    }
  },
  "required" : [ "id" ]
},
"id_key" : {
  "type" : "string",
  "description" : "id key of the id-type",
  "minLength" : 1
},
"ingest_key" : {
  "type" : "string",
  "description" : "ingest key of the id-type",
  "minLength" : 1
},
"super_space" : {
  "type" : "integer",
  "description" : "super_space of the id-type",
  "minimum" : 0
},
"sub_space" : {
  "type" : "integer",
  "description" : "sub_space of the id-type",
  "minimum" : 0
},
"permission" : {
  "enum" : [ "public", "private" ],
  "description" : "permission of the id-type",
  "minimum" : 1
},
"id_class" : {
  "enum" : [ "primary", "secondary" ],
  "description" : "class of the id-type",
  "minimum" : 1
},
"retention" : {
  "type" : "integer",
  "description" : "retention of the id-type",
  "minimum" : 1
},
"ingest_methods" : {
  "type" : "array",
  "items" : {
    "enum" : [ "phint", "url_argument", "header" ]
  },
  "description" : "ingest methods of the id-type"
},
"usages" : {
  "type" : "array",

```

```

    "items" : {
      "enum" : [ "delivery", "matching", "bridging", "storage",
"opt_out" ]
    },
    "description" : "usages of the id-type"
  },
  "device_group" : {
    "enum" : [ "desktop", "mobile", "registration", "partner" ],
    "description" : "device_groups of the id-type"
  },
  "context_group" : {
    "enum" : [ "web", "app" ],
    "description" : "context_groups of the id-type"
  },
  "metadata" : {
    "type" : "array",
    "items" : {
      "enum" : [ "collision", "single", "multi_value" ]
    },
    "description" : "legacy metadata of the id-type"
  },
  "sites" : {
    "type" : "array",
    "items" : {
      "type" : "integer",
      "description" : "sites associated with an id-type"
    }
  },
  "target_partners" : {
    "type" : "array",
    "items" : {
      "type" : "integer",
      "description" : "target partners associated with an id-type"
    }
  },
  "permissioned_partners" : {
    "type" : "array",
    "items" : {
      "type" : "object",
      "description" : "This schema describes inner structure of a
stub resource with id and name",
      "additionalProperties" : false,
      "properties" : {
        "id" : {
          "type" : "integer",
          "description" : "Reference ID within a resource
collection"
        }
      }
    }
  },

```

```

        "name" : {
            "type" : "string",
            "description" : "Name of the Resource",
            "minLength" : 1
        }
    }
},
"description" : {
    "type" : "string",
    "description" : "Description of the id-type",
    "minLength" : 1,
    "maxLength" : 255
},
"status" : {
    "enum" : [ "active", "deleted", "disabled" ],
    "description" : "Describes status of current resource",
    "o:queryable" : true,
    "o:sortable" : true
}
},
"required" : [ "name" ],
"links" : [ {
    "rel" : "search",
    "href" : "#",
    "schema" : {
        "type" : "object",
        "properties" : {
            "buyerId" : {
                "type" : "integer",
                "description" : "Filter by buyer ID of id type partner
permissioning"
            },
            "partnerId" : {
                "type" : "integer",
                "description" : "Filter by partner ID of id type"
            }
        }
    }
}
} ]
}

```

5.19.4 List ID types

You can combine various [query parameters](#) to request a filtered set of ID types. For example, to view all of the ID types that a partner has been given permission to use, specify their buyer ID as shown in the following GET example:

```
services.bluekai.com/rest/idTypes?buyerId=749&orderBy=id:asc
```

Sample list response:

```
{
  "items": [{
    "id": 1,
    "name": "Oracle Data Cloud 3rd Party Desktop Cookie ID",
    "partner": {
      "id": 0
    },
    "category": {
      "id": 489900
    },
    "id_key": "bkuuid",
    "ingest_key": "bkuuid",
    "super_space": 0,
    "sub_space": 0,
    "permission": "public",
    "id_class": "primary",
    "retention": 45,
    "ingest_methods": [
      "header"
    ],
    "usages": [
      "delivery",
      "matching",
      "storage"
    ],
    "device_group": "desktop",
    "context_group": "web",
    "metadata": [
      "collision",
      "single"
    ],
    "sites": [],
    "target_partners": [],
  ]
}
```

```

    "permissioned_partners": [],
    "description": "Target users whose data was collected from
desktop web browsers and are linked to Oracle Data Cloud third-party
cookie IDs.",
    "status": "active"
  },
  {
    "id": 3,
    "name": "Oracle Data Cloud Mobile Cookie ID",
    "partner": {
      "id": 0
    },
    "category": {
      "id": 489902
    },
    "id_key": "bkmobileid",
    "ingest_key": "bkmobileid",
    "super_space": 0,
    "sub_space": 32451,
    "permission": "public",
    "id_class": "primary",
    "retention": 45,
    "ingest_methods": [],
    "usages": [
      "delivery",
      "matching",
      "storage"
    ],
    "device_group": "mobile",
    "context_group": "web",
    "metadata": [],
    "sites": [],
    "target_partners": [],
    "permissioned_partners": [],
    "description": "Target users whose data was collected from
mobile web browsers and are linked to Oracle Data Cloudthird-party
mobile cookie IDs.",
    "status": "active"
  },
  {
    "id": 6,
    "name": "Google Advertising ID (AdID)",
    "partner": {
      "id": 0
    },
    "category": {
      "id": 489904
    },
  },

```

```

    "id_key": "adid",
    "ingest_key": "adid",
    "super_space": 3,
    "sub_space": 1,
    "permission": "public",
    "id_class": "primary",
    "retention": 100,
    "ingest_methods": [
      "url_argument"
    ],
    "usages": [
      "delivery",
      "matching",
      "storage",
      "opt_out"
    ],
    "device_group": "mobile",
    "context_group": "app",
    "metadata": [],
    "sites": [
      0,
      17078,
      17765,
      35418
    ],
    "target_partners": [],
    "permissioned_partners": [],
    "description": "Target users whose data was collected from
Android apps and are linked to an ADID.",
    "status": "active"
  },
  {
    "id": 9,
    "name": "Apple IDFA",
    "partner": {
      "id": 0
    },
    "category": {
      "id": 489903
    },
    "id_key": "idfa",
    "ingest_key": "idfa",
    "super_space": 3,
    "sub_space": 4,
    "permission": "public",
    "id_class": "primary",
    "retention": 100,
    "ingest_methods": [

```

```

        "url_argument"
    ],
    "usages": [
        "delivery",
        "matching",
        "storage",
        "opt_out"
    ],
    "device_group": "mobile",
    "context_group": "app",
    "metadata": [],
    "sites": [ 0, 17078, 35418 ],
    "target_partners": [],
    "permissioned_partners": [],
    "description": "Target users whose data was collected from iOS
apps and are linked to an IDFA.",
    "status": "active"
    }
],
"totalResults": 5,
"limit": 50,
"offset": 0,
"count": 5,
"hasMore": false
}

```

5.19.5 idTypes properties

The `idTypes` API GET, POST, and PUT responses may include the following properties:

Property	Type	Description
<code>category</code>	object	A category associated with the ID type
<code>context_group</code>	array	<ul style="list-style-type: none"> ■ <code>app</code>: ■ <code>web</code>:
<code>description</code>	string	A short description of the ID type
<code>device_group</code>	array	This can be one of the following values: <ul style="list-style-type: none"> ■ <code>desktop</code> ■ <code>mobile</code> ■ <code>registration</code>

Property	Type	Description
		<ul style="list-style-type: none"> ▪ <code>partner</code>
<code>id</code>	integer	The unique identifier assigned to the ID type
<code>id_class</code>	array	<p>The class of ID type, which can be one of the following:</p> <ul style="list-style-type: none"> ▪ <code>primary</code>: Includes ID types collected by the platform ▪ <code>secondary</code>: Includes ID types collected by Oracle Data Cloud partner seats
<code>id_key</code>	string	The key used to identify the ID type
<code>ingest_key</code>	string	A name used to identify the <code>id_key</code> . If no name is provided, the string used for the <code>id_key</code> is used by default.
<code>ingest_methods</code>	array	<p>The ingest method, which can be one of the following:</p> <ul style="list-style-type: none"> ▪ <code>header</code>: The ID type is associated with a header-based classification rule. ▪ <code>null</code>: The ID type is not associated with a tagging method for ingesting the data. ▪ <code>phint</code>: The ID type is associated with a phint-based classification rule. ▪ <code>url_argument</code>: The ID type is associated with a URL-based classification rule.
<code>metadata</code>	array	Oracle internal use only
<code>name</code>	string	(Required) The name of the ID type You can use this property to filter or sort a list of ID types.
<code>partner</code>	object	(Required) An object that describes the partner associated with the ID type, including the partner ID
<code>permission</code>	array	<p>Indicates one of the following permissions specified for the ID type:</p> <ul style="list-style-type: none"> ▪ <code>private</code>: The ID type is available in the owner's partner seat and can be shared with other Oracle Data Cloud partner seats if specified in <code>permissioned_partners</code>. ▪ <code>public</code>: The ID type is available to all Oracle Data Cloud partner seats.

Property	Type	Description
<code>permissioned_partners</code>	array	An array that lists the names and IDs of partners that have permission to use the ID type
<code>retention</code>	integer	The number of days that the ID type's data is retained since a profile is ingested
<code>sites</code>	array	An array listing the site IDs associated with the ID type
<code>status</code>	array	The status of the ID type, which can be one of the following: <ul style="list-style-type: none"> ▪ <code>active</code>: The ID type is currently active. ▪ <code>deleted</code>: The ID type was deleted. ▪ <code>disabled</code>: The ID type was disabled because it is not currently being used.
<code>sub_space</code>	integer	The unique ID assigned to the ID sub space, which is sometimes the partner ID
<code>super_space</code>	integer	The unique ID assigned to each ID super space, which is a way of grouping ID types. Example super spaces include: <ul style="list-style-type: none"> ▪ 0: Platform ID ▪ 2: First-party ID ▪ 3: Device ID ▪ 4: Offline partner ID ▪ 5: Personal ID ▪ 6: SDT partner ID ▪ 7: Partner ID
<code>target_partners</code>	array	Deprecated
<code>usages</code>	array	A list of ways that the ID types can be used, which can be one or more of the following: <ul style="list-style-type: none"> ▪ <code>bridging</code> ▪ <code>delivery</code> ▪ <code>matching</code> ▪ <code>opt_out</code> ▪ <code>storage</code>

5.19.6 Read an ID type

Once you know its ID, you can request an ID type's configuration as shown in the following GET example:

```
services.bluekai.com/rest/idTypes/9
```

Where 9 is the unique ID of the ID type.

Sample read response:

```
{
  "id" : 9,
  "name" : "Apple IDFA",
  "partner" : {
    "id" : 0,
    "name" : "BlueKai - Default"
  },
  "category" : {
    "id" : 489903
  },
  "id_key" : "idfa",
  "ingest_key" : "idfa",
  "super_space" : 3,
  "sub_space" : 4,
  "permission" : "public",
  "id_class" : "primary",
  "retention" : 100,
  "ingest_methods" : [ "url_argument" ],
  "usages" : [ "delivery", "matching", "storage", "opt_out" ],
  "device_group" : "mobile",
  "context_group" : "app",
  "metadata" : [ ],
  "sites" : [ 0, 17078, 35418 ],
  "target_partners" : [ ],
  "permissioned_partners" : [ ],
  "description" : "Target users whose data was collected from iOS apps
and are linked to an IDFA.",
  "status" : "active"
}
```

5.19.7 Create ID types

To create an ID type for your partner seat, include a request body with the following POST call:

```
services.bluekai.com/rest/idTypes?pid=yourPartnerID
```

For example:

```
services.bluekai.com/rest/idTypes?pid=9876
```

Sample request body specifying required fields:

```
{
  "name": "TEST ID",
  "partner": {
    "id": 9876
  },
  "id_key": "1-3",
  "ingest_key": "hhidtest",
  "super_space": 7,
  "sub_space": 3,
  "permission": "private",
  "id_class": "primary",
  "retention": 100,
  "ingest_methods": [
    "url_argument"
  ],
  "usages": [
    "delivery",
    "matching",
    "bridging",
    "storage"
  ],
  "device_group": "registration",
  "sites": [],
  "status": "active"
}
```

Important: The `pid` value in the POST request URL must match the value of the `partner.id` in the request body.

Response:

```
{
  "id": 36,
  "name": "TEST ID",
  "partner": {
    "id": 9876
  },
  "category": {},
  "id_key": "1-3",
  "ingest_key": "hhidtest",
  "super_space": 7,
  "sub_space": 3,
  "permission": "private",
  "id_class": "primary",
  "retention": 100,
  "ingest_methods": ["url_argument"],
  "usages": ["delivery", "matching", "bridging", "storage"],
  "device_group": "registration",
  "metadata": [],
  "sites": [],
  "target_partners": [],
  "status": "active"
}
```

5.19.8 Update ID types

To update an ID type in your partner seat, include a request body with the following PUT call:

```
services.bluekai.com/rest/idTypes/idTypeID?pid=yourPartnerID
```

For example:

```
services.bluekai.com/rest/idTypes/36?pid=9876
```

Sample request body specifying required fields:

```
{
  "id" : 36,
  "name" : "TEST ID UPDATED",
  "partner" : {
```

```

    "id" : 9876
  },
  "id_key" : "1-3",
  "ingest_key" : "hhidtest",
  "super_space" : 7,
  "sub_space" : 3,
  "permission" : "private",
  "id_class" : "primary",
  "retention" : 100,
  "ingest_methods" : [ "url_argument" ],
  "usages" : [ "delivery", "matching", "bridging", "storage" ],
  "device_group" : "registration",
  "metadata" : [ ],
  "sites" : [ ],
  "target_partners" : [ ],
  "status" : "active"
}

```

Important: The `pid` value in the PUT request URL must match the value of the `partner.id` in the request body.

Response:

```

{
  "id" : 36,
  "name" : "TEST ID UPDATED",
  "partner" : {
    "id" : 9876
  },
  "category" : {
  },
  "id_key" : "1-3",
  "ingest_key" : "hhidtest",
  "super_space" : 7,
  "sub_space" : 3,
  "permission" : "private",
  "id_class" : "primary",
  "retention" : 100,
  "ingest_methods" : [ "url_argument" ],
  "usages" : [ "delivery", "matching", "bridging", "storage" ],
  "device_group" : "registration",
  "metadata" : [ ],
  "sites" : [ ],
  "target_partners" : [ ],
  "status" : "active"
}

```

```
}
```

5.19.9 Delete ID types

To delete an ID type from your partner seat, include a request body with the following DELETE call:

```
services.bluekai.com/rest/idTypes/idTypeID?pid=yourPartnerID
```

For example:

```
services.bluekai.com/rest/idTypes/36?pid=9876
```

Sample response:

```
HTTP Response 204 No Content
```

5.19.10 Query parameters

The `idTypes` API supports following query parameters:

Parameter	Type	Description
<code>buyerId</code>	integer	Filter for ID types based on the specified ID of the partner who either owns the ID type or has been granted permissions to it.
<code>offset</code>	integer	The starting index from which to return the ID types
<code>orderBy</code>	string	Sort the returned ID types by one of the following parameters: <ul style="list-style-type: none">▪ <code>id</code>: Sort by the ID types' <code>id</code> values. For example: <code>orderBy=id</code>▪ <code>name</code>: Sort by the ID type names. For example: <code>orderBy=name</code>▪ <code>status</code>: Sort by the ID type status. For example: <code>orderBy=status</code> To list the returned ID types in ascending or descending order based on the specified parameter, append <code>:asc</code> or <code>:desc</code> to the parameter. For example: <code>orderBy=name:desc</code> .
<code>partnerId</code>	integer	Filter for ID types based on the specified partner ID.

Parameter	Type	Description
<code>q</code>	string	<p>Filter the returned ID types according to the following properties, operators, and a string within double quotes:</p> <ul style="list-style-type: none"> ▪ <code>id</code>: Use with the <code>eq</code> (equal to) operator and the ID type's unique ID, such as <code>q=id eq "322463"</code>. ▪ <code>name</code>: Use with the <code>co</code> (contains) operator and the ID type's name, such as <code>q=name co "xyz"</code>. ▪ <code>status</code>: Use with an operator and a string to filter for the ID type's status, such as <code>q=status eq "active"</code>. <p>Valid operators include:</p> <ul style="list-style-type: none"> ▪ <code>co</code>: Contains a string, where the string is enclosed in double quotes ▪ <code>eq</code>: Equals ▪ <code>ew</code>: Ends with the specified string ▪ <code>ge</code>: Greater than or equal to ▪ <code>gt</code>: Greater than ▪ <code>le</code>: Less than or equal to ▪ <code>lt</code>: Less than ▪ <code>ne</code>: Not equal to ▪ <code>sw</code>: Starts with the specified string <p>Depending on the context from where you issue the query that contains the filter expression, you may need to use percent encoding. For example, if you execute a query as a cURL command, then the filter expression must replace white spaces with <code>%20</code>. Example: <code>&q=name%20co%20"xyz"</code></p>
<code>size</code>	integer	The maximum number of ID types to be included in the response. The <code>size</code> property must be used in conjunction with the <code>offset</code> property.

5.19.11 Errors codes

If there is a problem with your `idTypes` request, the response will use one of the error messages returned in response to the following call:

```
https://services.bluekai.com/rest/idTypes.errors
```

Code	Error message
BK-10001	Could not find resource for the specified path
BK-10002	Bad query parameters
BK-10003	Invalid JSON input
BK-10004	Input JSON does not pass schema validation
BK-10005	Input JSON contains bad property
BK-10006	Input JSON has missing properties
BK-10007	Input JSON has bad property that does not match min length requirement
BK-10008	Input JSON has bad property that does not match max length requirement
BK-10009	Not enough privileges to access requested resource
BK-10010	The request could not be completed by the service due to malformed data or syntax
BK-10011	Incorrect sorting parameter
BK-10012	Additional properties detected. Schema does not allow extra properties to be present
BK-10013	Incorrect expand parameter
BK-10014	Incorrect q query parameter syntax
BK-10015	Property has unacceptable/bad format
BK-10016	Property value does not appear on the list of acceptable values
BK-10017	Array must not contain duplicate entries
BK-44001	Invalid id types ID
BK-44002	Errors during create operation
BK-44003	No id types permissioned for the given partner
BK-44004	Invalid parameter
BK-44005	Exceed maximum number of id types for partner
BK-44006	Primary id type must have device grouping
BK-44007	Permission missing
BK-44008	Private permission id type must specify permissioned partners
BK-44009	Id Key Invalid

5.20 Using the Oracle OnRamp API to Onboard your CRM Data

You can use Oracle's OnRamp API for the on-demand onboarding and activation of your CRM data. The OnRamp API provides an automated, programmatic solution that enables you to maximize match rates and onboard more data, more often, and whenever you want. With the OnRamp API, you can segment the users in your CRM database and then securely make API calls with your customers' personally identifiable information (PII).

OnRamp matches your offline users and then classifies their attributes into new categories in your private taxonomy in your Oracle Data Cloud platform. You can then activate your CRM data across multiple media execution platforms for targeting, analysis, modeling, and optimization.

The OnRamp API provides the following benefits:

- **Self-serve onboarding:** Upload your PII on demand and include new values to capture new data and customize your taxonomy.
- **Programmatic, automated onboarding:** Use a quick and automated workflow that reduces the offline onboarding process. The OnRamp API enables you to programmatically import your CRM data and automatically classify it the Oracle Data Cloud platform.
- **Maximum match rates:** Leverage the platform-DLX cookie overlap in the Oracle ID graph to activate more of your customer base.

5.20.1 Requirements

To use the OnRamp API, you must meet the following requirements:

- **OnRamp API Keys.** You must pass your keys with each call to the OnRamp API. To get your OnRamp API keys, contact your Oracle Data Cloud representative. Your client ID and client secret keys will be delivered in two separate emails.

- **PII.** To maximize match rates, you should provide as much customer data as possible. To match users, however, you must provide at least one of the following PII combinations:
 - First Name, Last Name, Address, City, State, Zip.
 - First Name, Last Name, Zip.
 - Email Address.
 - Hashed Email Address (SHA-256, SHA-1, or MD5).

- **Country.** You may only onboard CRM data for users residing in the United States. No other countries are currently supported for onboarding.

- **OnRamp App.** You must access to the OnRamp app in the Oracle Data Cloud platform.

5.20.2 Getting started

Onboarding CRM data with the OnRamp API requires three POST request to create an audience, create segments, and then add users to the segments.

Step	Description	Endpoint
1 Create audience	An audience represents the CRM file being uploaded. An audience contains one or segments (classifications of users with the same attributes/behavior). This POST response includes the audience ID needed for the subsequent segments and users API calls.	https://portal.datalogix.com/audience-onramp/api/v1/audiences
2 Create segments	Segments represent the columns in your CRM file that contain specific user classifications (for example, age, gender, coffee/tea drink preference and so on). Segments get mapped to new categories in your DMP taxonomy.	https://portal.datalogix.com/audience-onramp/api/v1/audiences/{audienceld}/segments
3 Add users to segments	The PII of the users being added to segments. When you add users to segments, they get classified into the categories in your DMP taxonomy.	https://portal.datalogix.com/audience-onramp/api/v1/audiences/{audienceld}/users

Create an Audience

An audience represents the CRM file being uploaded. An audience contains one or segments (classifications of users with the same attributes/behavior).

To create an audience, you make a POST request to <https://portal.datalogix.com/audience-onramp/api/v1/audiences> that includes a JSON body with the **name** and **description** of your audience, and **segmentationEnabled** set to **true**. The following example demonstrates the JSON body:

OnRamp Audiences API POST Request Example

```
{
  "name": "Coffee Drinkers",
  "description": "An offline file with the age, gender, and drink preference (coffee or tea) of customers",
  "segmentationEnabled": true
}
```

The POST response will include the unique ID generated for your audience (for example, **12345**) and an HTTP 201 success code (audience created successfully).

OnRamp Audiences API POST Response Example

```
{
  "audienceId": 12345
}
```

Create segments

Segments represent the columns in your CRM file that contain specific user classifications (for example, age, gender, coffee/tea drink preference and so on). Segments get mapped to new categories in your DMP taxonomy.

To create segments, you make a POST request to <https://portal.datalogix.com/audience-onramp/api/v1/audiences/{audienceId}/segments> with the following:

- The audience ID returned when you created the audience (for example, <https://portal.datalogix.com/audience-onramp/api/v1/audiences/12345/segments>)
- A JSON body that includes a list of **segments**.

Each segment includes a **classificationName** and **segmentName**, which represent key-value pairs.

For example, to specify a "gender" segment, you would create two segments: one with a

classificationName set to "gender" and **segmentName** to "female", and another with the **classificationName** set to "gender" and **segmentName** to male.

The following example demonstrates a JSON body with age, gender, and drink segments:

OnRamp Segments API POST Request Example

```
{
  "segments": [
    {
      "classificationName": "gender",
      "segmentName": "female"
    },
    {
      "classificationName": "gender",
      "segmentName": "male"
    },
    {
      "classificationName": "age",
      "segmentName": "18-35"
    },
    {
      "classificationName": "age",
      "segmentName": "35-65"
    },
    {
      "classificationName": "drink",
      "segmentName": "coffee"
    },
    {
      "classificationName": "drink",
      "segmentName": "tea"
    }
  ]
}
```

The POST response will include the IDs for the classifications and segments created and an HTTP 201 success code (segments created successfully).

OnRamp Segments API POST Response Example

```
{
  "segments": [
    {
      "classificationId": 208900,
      "segmentId": 208901,
      "classificationName": "gender",
      "segmentName": "female"
    },
    {
      "classificationId": 208902,
      "segmentId": 208903,
      "classificationName": "gender",

```

```

"segmentName": "male"
},
{
"classificationId": 208904,
"segmentId": 208905,
"classificationName": "age",
"segmentName": "18-35"
},
{
"classificationId": 208906,
"segmentId": 208907,
"classificationName": "age",
"segmentName": "35-65"
},
{ "classificationId": 208908,
"segmentId": 208909,
"classificationName": "drink",
"segmentName": "coffee"
},
{
"classificationId": 208910,
"segmentId": 208911,
"classificationName": "drink",
"segmentName": "tea"
}
]
}

```

Add users to segments

To add users to the segments you created in step 2, you make a POST request to <https://portal.datalogix.com/audience-onramp/api/v1/audiences/{audienceId}/users> with (1) the audience ID you got in step 1 in the URI (for example, <https://portal.datalogix.com/audience-onramp/api/v1/audiences/12345/users>) and (2) a JSON body that includes a list of **items**. Each item contains the PII of the user, the segments to which they are to be added, and the operation set to "APPEND". At a minimum, the PII may be one of the following combinations:

- First Name, Last Name, Address, City, State, Zip.
- First Name, Last Name, Zip.
- Email Address.
- Hashed Email Address (SHA-256, SHA-1, or MD5).

Maximizing Match Rates. To maximize match rates and onboard as much data as possible, provide all the PII you have on users.

The following example demonstrates a JSON body adding a user to the female, 35-65, and coffee segments created in step 2 based on their address, email address, and SHA-256 email hash:

OnRamp Users API POST Request Example

```
{
  "items": [
    {
      "operation": "APPEND",
      "segments": {"gender": "female", "age": "35-65", "drink": "coffee"},
      "firstName": "Joe",
      "lastName": "Smith",
      "address1": "120 Elm St.",
      "address2": "#600",
      "city": "San Diego",
      "state": "CA",
      "zip": "92102",
      "email": "joe.smith@yahoo.com",
      "emailSha256": "5072c9c307c2b5a7ea4aaac9722fa45cbe3537e98240afaecba88e3071c379bc"
    }
  ]
}
```

The POST response will include an HTTP 202 success code (user added successfully).

OnRamp Users API POST Response Example

```
{
  "body": {},
  "statusCode": "202",
  "statusCodeValue": 0
}
```

5.20.3 OnRamp category creation

When you add users to segments, OnRamp creates categories in your Oracle Data Cloud platform taxonomy for each of your segments. It also creates classification rules that onboard the segments into the new categories. After your data has been onboarded, you can find the categories created for your segments under the **Self-Classification** node in your DMP taxonomy the category names have the following syntax: {Platform category ID}-{DLX Audience Name} (for example, 36524-Smartphone Buyers). You can add your new categories to your target audiences, and create a campaign to deliver

your audiences across multiple media execution platforms. You can create audiences and campaigns using the Oracle Data Cloud platform UI or the Oracle Data Cloud platform Audience and Campaign APIs.

5.20.4 Authenticating OnRamp API requests

The API security model is based upon the HMAC (Hash-based Message Authentication Code) used in AWS, Oracle's Cloud Infrastructure, and other public API platforms. The basic algorithm hashes select portions of the HTTP request (the signing string) using a HMAC key known to both the Oracle Data Cloud API Security Gateway and the application. The resulting hashed string (the signature) is then included in the request. Each API request requires certain HTTP headers be included that identify your activity. If these headers are missing, incomplete, or wrong, your request will fail with a HTTP/401 (Forbidden) error.

GET

The request must contain the Host and Date and Authorization headers. While the Host and Date headers are standard the Authorization header must be formatted as such:

```
3AMP version="1",keyId="<clientId>",headers="(resource-target) host date",algorithm="hmac-sha256", signature="<signature>"
```

The <clientId> value will be provided to you and the <signature> must be computed for each request using a Base64-encoded, SHA256 hashed value using your client secret as such (NOTE: lowercase):

```
get<request path><host header value><date header value>
```

POST

The following headers must be included:

- Host
- Date
- Content-Type

- Content-Length
- X-Content-SHA256 This is the hash of the post body.

The Authorization header is as follows:

```
3AMP version="1",keyId="<clientId>",headers="(resource-target) host date content-type content-length x-content-sha256",algorithm="hmac-sha256", signature="<signature>"
```

PUT

This is the same as a POST request.

DELETE

This is the same as a GET request.

Java Example

This section provides an example of how to create the HMAC MD5 signatures in Java:

OnRamp API Authentication Example - Java

```
import org.glassfish.jersey.client.JerseyClientBuilder;
import org.glassfish.jersey.client.ClientConfig;
import javax.ws.rs.client.Client;
import javax.crypto.Mac;
import javax.crypto.spec.SecretKeySpec;
import javax.ws.rs.client.Entity;
import javax.ws.rs.core.MediaType;
import javax.ws.rs.core.Response;
import java.io.IOException;
import java.io.UnsupportedEncodingException;
import java.net.URL;
import java.nio.charset.StandardCharsets;
import java.security.MessageDigest;
import java.security.NoSuchAlgorithmException;
import java.text.DateFormat;
import java.text.SimpleDateFormat;
```

```

import java.util.Base64;
import java.util.Date;
import java.util.Locale;
import java.util.TimeZone;

public class OnRampApiExample {
    private static final String Host = "https://portal.datalogix.com";
    private static final String Algorithm = "HmacSHA256";
    private static final String GetHeaderFmt = "3AMP
version=\"%1s\",keyId=\"%1$s\",headers=\"(resource-target) host
date\",algorithm=\"hmac-sha256\",signature=\"%2$s\"";
    private static final String PostHeaderFmt = "3AMP
version=\"%1s\",keyId=\"%1$s\",headers=\"(resource-target) host date x-content-sha256
content-length content-type\",algorithm=\"hmac-sha256\",signature=\"%2$s\"";
    private static final String Rfc2822FmtStr = "EEE, dd MMM yyyy HH:mm:ss zzz";
    private static final DateFormat Rfc2822Fmt = new SimpleDateFormat(Rfc2822FmtStr,
Locale.US);
    private static final Mac Hmac;

    // Replace these values
    private static final String ClientId = "***REDACTED***";
    private static final String Secret = "***REDACTED***";

    static {
        try {
            System.setProperty("sun.net.http.allowRestrictedHeaders", "true");
            Hmac = Mac.getInstance(Algorithm);

        } catch (Exception ex) {
            throw new RuntimeException(ex);
        }
    }

    private static void post(String payload, String host, String uri, String clientID,
String clientSecret) throws Exception {
        Hmac.init( new SecretKeySpec(clientSecret.getBytes("UTF-8"), Algorithm) );

```

```

    Rfc2822Fmt.setTimeZone(TimeZone.getTimeZone("GMT"));

    // Set up the request

    URL url = new URL(host + uri);
    ClientConfig config = new ClientConfig();
    Client client = JerseyClientBuilder.newClient(config);

    // Build the signing string and the Authorization header
    String rfc2822 = Rfc2822Fmt.format( new Date() );
    String sha256 = getSha256(payload);
    int clen = payload.getBytes("UTF-8").length;
    String ctype = MediaType.APPLICATION_JSON;
    String signingStr = ("post"+url.getPath()+url.getHost
    ()+rfc2822+sha256+clen+ctype).toLowerCase();
    String signature = new String(Base64.getEncoder().encode(Hmac.doFinal
    (signingStr.getBytes("UTF-8"))), "UTF-8");
    String authHeader = String.format(PostHeaderFmt, clientID, signature, sha256,
    clen, ctype);

    // Add the headers declared by the authorization to the request

    // Initiate the request
    Response response = client
    .target(host)
    .path(uri)
    .request(MediaType.APPLICATION_JSON_TYPE)
    .header("Date", rfc2822)
    .header("Authorization", authHeader)
    .header("X-Content-Sha256", sha256)
    .header("Content-Length", clen)
    .header("Content-Type", ctype)
    .post(Entity.entity(payload, MediaType.APPLICATION_JSON_TYPE));

    if (response.getStatus() != 201 && response.getStatus() != 202 &&
    response.getStatus() !=200 ) throw new IOException("Bad response:
    "+response.getStatus());

```

```

        System.out.println(response.getStatus());
        System.out.println(response.readEntity(String.class));
    }

private static void getRequest(String host, String uri, String clientID, String
clientSecret) throws Exception {
    Hmac.init(new SecretKeySpec(clientSecret.getBytes("UTF-8"), Algorithm));

    Rfc2822Fmt.setTimeZone(TimeZone.getTimeZone("GMT"));

    // Set up the request
    URL url = new URL(host + uri);
    ClientConfig config = new ClientConfig();
    Client client = JerseyClientBuilder.newClient(config);

    // Build the signing string and the Authorization header
    String rfc2822 = Rfc2822Fmt.format(new Date());
    String signingStr = ("get" + url.getPath() + url.getHost() + rfc2822).toLowerCase
();
    // String signature = Base64.encodeBase64String(Hmac.doFinal(signingStr.getBytes
("UTF-8")));
    String signature = new String(Base64.getEncoder().encode(Hmac.doFinal
(signingStr.getBytes("UTF-8"))), "UTF-8");
    String authHeader = String.format(GetHeaderFmt, clientID, signature);

    // Initiate the request
    Response response = client
        .target(host)
        .path(uri)
        .request(MediaType.APPLICATION_JSON_TYPE)
        .header("Date", rfc2822)
        .header("Authorization", authHeader)
        .get();
    if (response.getStatus() != 200) throw new IOException("Bad response: " +
response.getStatus());

    System.out.println(response.readEntity(String.class));
}

```

```

private static String getSha256(String text) throws
NoSuchAlgorithmException,UnsupportedEncodingException {
    MessageDigest digest = MessageDigest.getInstance("SHA-256");
    byte[] hash = digest.digest(text.getBytes(StandardCharsets.UTF_8));

    return new String(Base64.getEncoder().encode(hash), "UTF-8");
}

public static void main(String[] args) throws Exception {
    boolean getExample = false;

    if (getExample) {
        String uri = "/audience-onramp/api/v1/audiences/3392037";

        getRequest(Host, uri, ClientId, Secret);

    } else {
        String payload = "{\"name\":\"test_audience_123\"}";
        String uri = "/audience-onramp/api/v1/audiences";

        post(payload, Host, uri, ClientId, Secret);
    }
}
}
}

```

5.20.5 OnRamp API programmer's reference

The following section details the methods and response codes for the OnRamp API.

Methods

The following table details the methods and parameters supported by the OnRamp audiences, segments, and users APIs.

API	HTTP Method	Endpoint	Description	GET Response/ POST Request Body
Audience	POST	https://portal.datalogix.com/aud	Create an	OnRamp Audiences API - POST

	ience-onramp/api/v1/audiences	audience.	<p>Request: JSON Body Parameters</p> <table border="1"> <thead> <tr> <th>Item</th> <th>Type</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>name</td> <td>string</td> <td>The name of the audience to be created.</td> </tr> <tr> <td>description</td> <td>string</td> <td>A description of the audience to be created.</td> </tr> <tr> <td>segmentationEnabled</td> <td>boolean</td> <td>Set to true.</td> </tr> </tbody> </table>	Item	Type	Description	name	string	The name of the audience to be created.	description	string	A description of the audience to be created.	segmentationEnabled	boolean	Set to true.												
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name	string	The name of the audience to be created.																									
description	string	A description of the audience to be created.																									
segmentationEnabled	boolean	Set to true.																									
GET (List)	https://portal.datalogix.com/audience-onramp/api/v1/audiences?limit={record_limit}&offset={offset_number}	Get a list of audience details and metrics.	<p>OnRamp Audience API - GET</p> <p>Request (List): URI Parameters</p> <table border="1"> <thead> <tr> <th>Item</th> <th>Type</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>limit</td> <td>int</td> <td>The maximum number of audiences to be returned.</td> </tr> <tr> <td>offset</td> <td>int</td> <td>The starting index from which to return audiences.</td> </tr> </tbody> </table> <p>OnRamp Audience API - GET</p> <p>Request (Read): URI Parameters</p> <table border="1"> <thead> <tr> <th>Item</th> <th>Type</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>audienceld</td> <td>int</td> <td>The unique ID generated for the audience.</td> </tr> </tbody> </table> <p>OnRamp Audiences API - GET</p> <p>Response: JSON Body Parameters</p> <table border="1"> <thead> <tr> <th>Item</th> <th>Type</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>Details name</td> <td>string</td> <td>The name of the audience.</td> </tr> <tr> <td>audienceld</td> <td>string</td> <td>The</td> </tr> </tbody> </table>	Item	Type	Description	limit	int	The maximum number of audiences to be returned.	offset	int	The starting index from which to return audiences.	Item	Type	Description	audienceld	int	The unique ID generated for the audience.	Item	Type	Description	Details name	string	The name of the audience.	audienceld	string	The
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offset	int	The starting index from which to return audiences.																									
Item	Type	Description																									
audienceld	int	The unique ID generated for the audience.																									
Item	Type	Description																									
Details name	string	The name of the audience.																									
audienceld	string	The																									

				<p>description string unique ID of the audience. The description of the audience.</p> <p>fulfillmentPartners object Includes partner and partnerId fields that are set to BLUE_KAI and 0, respectively.</p> <p>segmentationEnabled boolean Whether segments are to be created for audience. This is set to true.</p> <p>Metrics</p> <p>totalHouseholds int The number of matched household IDs in the audience.</p> <p>totalIndividuals int The number of matched individual IDs in the audience.</p> <p>totalRecords int The number of input records in the audience.</p>
	GET (Read)	https://portal.datalogix.com/audience-onramp/api/v1/audiences/{audienceld}	Get details and metrics for a specific OnRamp audience:	
Segments	POST	https://portal.datalogix.com/aud	Add	OnRamp Segments API - POST

		ience-onramp/api/v1/audiences/{audienceld}/segments	segments to an audience.	<p>Request: JSON Body Parameters</p> <table border="1"> <thead> <tr> <th>Item</th> <th>Type</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>segments</td> <td>list</td> <td>An array containing a list of classification and segment names.</td> </tr> <tr> <td>classificationName</td> <td>string</td> <td>The name of a classification key (for example, gender or age).</td> </tr> <tr> <td>classificationId</td> <td>int</td> <td>The ID of a classification key.</td> </tr> <tr> <td>segmentName</td> <td>string</td> <td>The name of a classification value (for example, male or female for the gender key).</td> </tr> <tr> <td>segmentId</td> <td>int</td> <td>The ID of a classification value.</td> </tr> </tbody> </table>	Item	Type	Description	segments	list	An array containing a list of classification and segment names.	classificationName	string	The name of a classification key (for example, gender or age).	classificationId	int	The ID of a classification key.	segmentName	string	The name of a classification value (for example, male or female for the gender key).	segmentId	int	The ID of a classification value.
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segmentName	string	The name of a classification value (for example, male or female for the gender key).																				
segmentId	int	The ID of a classification value.																				
Users	POST	https://portal.datalogix.com/audience-onramp/api/v1/audiences/{audienceld}/users	Add users to segments.	<p>OnRamp Users API - POST</p> <p>Request: JSON Body Parameters</p> <table border="1"> <thead> <tr> <th>Item</th> <th>Type</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>items</td> <td>list</td> <td>An array containing a list of users' PII.</td> </tr> <tr> <td>operation</td> <td>enum</td> <td>Always set to APPEND.</td> </tr> <tr> <td>segments</td> <td>list</td> <td>A comma-separated list of</td> </tr> </tbody> </table>	Item	Type	Description	items	list	An array containing a list of users' PII.	operation	enum	Always set to APPEND.	segments	list	A comma-separated list of						
Item	Type	Description																				
items	list	An array containing a list of users' PII.																				
operation	enum	Always set to APPEND.																				
segments	list	A comma-separated list of																				

				<p>segment names to which the user is to be added. This field uses the following syntax:</p> <pre>"segments": { "classification 1" : "segment 1", "classification 2" : "segment 2", "classification n" : "segment n" };</pre>
			firstName	string The user's first name.
			lastName	string The user's last name (surname).
			address1	string A street address (123 Elm St.)
			address2	string An apartments, suite, or unit number (Apt # 600).
			city	string The city where the user resides.
			state	string The state where the user resides. The OnRamp API only supports the onboarding of users residing in the United States.
			zip	string The five-digit zip code where the user resides

					(95121).
				zip4	string The five-digit zip code plus the four-digit geographical segment where the user resides (95121-0003).
				email	string The user's raw unhashed email address.
				emailSha256	string The user's SHA-256 hashed email address.
				emailSha1	string The user's SHA-1 hashed email address.
				emailMd5	string The user's MD5 hashed email address.
				customerId	string A match key used to match the client's data to the Oracle ID graph. You must complete a pre-match with Oracle Data Cloud to use this data type. A customer ID enables you to upload a file containing your customer IDs instead of raw PII; however, this ID must be

					defined in the Oracle Data Cloud system prior to you using the OnRamp API.
--	--	--	--	--	--

HTTP response codes

Your OnRamp API requests will return the following JSON-formatted data that includes an HTTP status code and a message description:

HTTP Status Code	Message Description	API
201	Audience created successfully.	Audiences POST Segments POST
202	Users added successfully.	Users
400	Invalid request. This most likely indicates that there is a missing parameter or malformed JSON in the body of the POST request.	All
401	Unauthorized. This indicates that the OnRamp API call is missing a valid API key or valid method signature.	All
404	Not found. No audience with the provided audience ID exists.	Audiences GET (Read)
500	Internal error. This indicates a service error with the OnRamp API. Contact your Oracle Data Cloud representative.	All

5.21 Ping API

You can use the ping API verify that your Oracle Data Cloud developer keys can be used to send authenticated message requests to the Oracle Data Cloud platform.

5.21.1 Service URI

The URI for the ping API is:

```
services.bluekai.com/Services/WS/Ping
```

5.22 Rules API

You can implement the Oracle Data Cloud category and rules web services to independently classify the page and user attributes ingested from your site or classify your onboarded offline data.

Classification is the process in which your data that has been transferred into the Oracle Data Cloud platform is collected and mapped to categories in your private taxonomy. Implementing the category and rule chain APIs enables you to create hierarchical categories within your taxonomy and write rules that define when an attribute (and user) get added to each category.

With the rules API, you can create classification rules based on URLs and key-value pairs (phints) that map the user data extracted from your site with the categories you have created.

5.22.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

rules1.docs.apiary.io

For help with this API, contact My Oracle Support ([MOS](#)).

5.22.2 Service URI

The URI for the rules API is:

```
services.bluekai.com/rest/taxonomyRuleChains
```

5.22.3 Create a rule

To create a rule, include a request body with the following POST call:

```
services.bluekai.com/rest/taxonomyRuleChains?partner.id=
{yourPartnerId}
```

When you create a rule, you specify your partner ID in the query and include parameters in the JSON body of the request. The parameters define the rule. These are the parameters you specify:

- **rules:** Define the logic of the rule with the following two parameters: **taxonomyRuleOperator** and **taxonomyRuleOperatorParams**.
 - **taxonomyRuleOperator:** Enter the ID for the rule operator to be used. The rule operator may be one of the following values:
 - **1 - (==) is:** The phint value passed in the tag (or offline file) must exactly match the one in the rule.
 - **3 - (_*) starts-with:** The phint value must start with the one in the rule.
 - **4 - (*_) ends-with:** The phint value passed must end with the one in the rule.
 - **5 - (*_*) contains:** The phint value must be contained within the one in the rule.
 - **taxonomyRuleOperatorParams:** Enter the names of the phint key and value in the value parameters (yourKey and yourValue). Do not modify the key or value1 parameter names.
 - **Key syntax:** phint keys support only alphanumeric characters and underscores (a-z, 0-9, and _); keys are case insensitive. Do not include spaces in the key.
 - **Value syntax:** phint values support all Latin-1 and UTF-8 characters (alphanumeric characters and special characters); values are case insensitive.
 - **Creating URL-based Rules:** To create a rule for a webpage URL, enter the `__bk_I` key in the yourKey parameter. To create a rule for a referral URL, enter the `__`

`_bk_pr` key in the `yourKey` parameter. The Oracle Data Cloud core tag automatically extracts page and referrer URLs from your webpages. This enables you to link categories to your webpages and referrers.

- **categories:** Enter the category ID for which this rule applies.
- **sites:** Enter a list of one or more site IDs for which this rule is applicable. To make the rule applicable to ALL containers/site IDs in your seat, leave this parameter empty and enter your partner ID in the `partners` parameter.
- **partners:** To make this rule applicable to all containers/site IDs in your seat, specify your partner ID. Leave this parameter empty to limit the scope of this rule to the site IDs specified in the `sites` parameter.

Use the following syntax to specify the partner ID:

```
"partners": [{"id": "nnnnn"}]
```

For example:

```
"partners": [{"id": "99999"}]
```

Sample request bodies

In this example, the rule is restricted to site 48603.

```
{
  "rules": [ {
    "taxonomyRuleOperator": { "id": 1 },
    "taxonomyRuleOperatorParams": [
      { "name": "key", "value": "drink" },
      { "name": "value1", "value": "banana_smoothie" }
    ]
  } ],
  "categories": [ { "id": 1042249 } ],
  "sites": [ { "id": 48603 } ],
  "partners": []
}
```

In this example, the rule is applicable to all sites owned by partner seat 99999..

```

{
  "rules": [ {
    "taxonomyRuleOperator": { "id": 1 },
    "taxonomyRuleOperatorParams": [
      { "name": "key", "value": "drink" },
      { "name": "value1", "value": "banana_smoothie" }
    ]
  } ],
  "categories": [ { "id": 1042249 } ],
  "sites": [],
  "partners": [{"id": "P99999"}]
}

```

Response:

```

{
  "id": 31070824,
  "rules": [
    {
      "id": 33106879,
      "operatorExpression": "testKey=testValue",
      "taxonomyRuleOperator": {
        "id": 1,
        "name": "=",
        "formula": "{{key}}={{value1}}",
        "description": "is ",
        "createdAt": "2016-04-05T21:22:11-05:00",
        "updatedAt": "2016-04-05T21:22:11-05:00",
        "status": "active"
      },
      "taxonomyRuleOperatorParams": [
        {
          "name": "key",
          "value": "drink"
        },
        {
          "name": "value1",
          "value": "banana_smoothie"
        }
      ]
    }
  ],
  "categories": [
    {
      "id": 1042249,
      "name": "Banana Smoothie"
    }
  ]
}

```

```

    },
    "ruleChainMetaData": [],
    "classificationGroups": [],
    "sites": [
      {
        "id": 48603,
        "name": "Test"
      }
    ],
    "partners": [],
    "createdAt": "2018-01-31T13:16:24-06:00",
    "updatedAt": "2018-01-31T13:16:24-06:00",
    "status": "active"
  }
}

```

5.22.4 Bulk import (via file upload)

To create and edit multiple rules at the same time by uploading a TSV or TXT file:

1. In the query string of your call to the Rules API, append `import` to the path.

```

serviceUrl =
'http://services.bluekai.com/rest/taxonomyRuleChains/import?partn
er.id={yourPartnerId}'

```

2. In the `headers` parameter, set the `Content-Type` to `multipart/form-data`.

```

headers = {"Content-Type": "multipart/form-data; "Accept":
"application/json", "User-Agent": "Mozilla/5.0 (Macintosh; Intel
Mac OS X 10.8; rv:22.0) Gecko/20100101 Firefox/22.0"}

```

3. Include a parameter that is set to the name of the `.tsv` or `.txt` file to be imported.
4. Verify that the import file has the following columns:

Column	Description	Required for Upload	Value Required for Creating
--------	-------------	---------------------	-----------------------------

			Rules via Upload
Action	The value entered in this column depends on the action: Create rule. Leave blank. Edit rule. Enter "modify". Delete rule. Enter "delete".	YES	NO
Rule ID	The unique ID generated for the rule. This is required for editing or deleting rules.	YES (if editing)	NO
Site ID	A pipe-separated list of the site IDs for which the rule is applicable. If the rule is applicable to all site IDs, your partner ID is listed with the following syntax: P{partnerId} (for example, P4021).	YES	YES
Site ID Switch	Internal-use only. Site ID switches are used to attribute the data collected from a site ID to another one. This is typically used for 3rd-party offline match partners.	YES	NO
Key1	The name of the phint key. Phint keys are case-insensitive, and they support alphanumeric and underscore characters (a-z, 0-9, and _). Spaces in the phint key are not supported. Do not use the period character (.) in your phint key if you plan on creating rules that use the contains operator (rules involving regex expressions will fail to evaluate the key properly).	YES	YES
	<div style="border: 1px solid orange; padding: 10px; background-color: #fff9c4;"> <p>Rules with Multiple Phints: If a rule contains multiple phints, the export will include an additional key, op, and value column for each phint. For example, if a rule has three phints, the export will additionally include key2, Op2, Value2, key3, Op3, and Value3 columns.</p> </div>		
Op1	The operator used to evaluate the phint value linked to the key. This may be one of the following	YES	YES

values:

Symbol	Name	Description
==	is	The phint value passed in the tag (or offline file) must exactly match the one in the rule.
* _ *	contains	The phint value must be contained within the one in the rule.
_ *	starts-with	The phint value must start with the one in the rule.
* _	ends-with	The phint value passed must end with the one in the rule.

For rules created by Oracle service teams, the operator may be one of the following read-only values. These operators may be made available for rule creation in a future versions of the Taxonomy Manager:

Symbol	Name	Description
[]	range	The phint value must be included between the range of two specified phint values.
>	greater than	The phint value in the tag must be greater than the one in the rule.
<	less than	The phint value in the tag must be less than the one in the rule.
>=	greater than or equal	The phint value in the tag must be greater than or equal to the one in the rule.
<=	less than or equal	The phint value in the tag must be less than or equal to the one in the rule.
>,<	greater than + less than	The first phint value in the tag must be greater than the first value in the rule, AND the second phint value in the tag must be less than the second one in the rule.

	>,<=	greater than + less than or equal	The first phint value in the tag must be greater than the first value in the rule, AND the second phint value in the tag must be less than or equal to the second one in the rule.		
	>=,<	greater than or equal + less than	The first phint value in the tag must be greater than or equal to the first value in the rule, AND the second phint value in the tag must be less than to the second one in the rule.		
	>=,<=	greater than or equal + less than or equal	The first phint value in the tag must be greater than or equal to the first value in the rule, AND the second phint value in the tag must be less be than or equal to the second one in the rule.		
	!=	not	The phint value in the tag must not equal the one in the rule.		
Value1		The phint value. Phint values support all Latin-1 and UTF-8 characters (alphanumeric characters and special symbols).		YES	YES
Category ID		The unique ID assigned to the category. This column is required for editing categories via bulk upload because Taxonomy Manager identifies categories based on the unique category IDs.		YES	YES
Category Path		The full taxonomy path of the category. This column is required for adding categories with rules via bulk upload because Taxonomy Manager determines where to create new categories based on the taxonomy path.		NO	NO

Bulk import demo

The sample [bulk_rules_import.py](#) Python code demonstrates how to do a bulk rules import using the Rules API. To run this script, you must have the following:

- [Python 2.7+](#)
- [Requests library 1.2.3](#) (or later)

You can use PIP (a Python Package Installation tool) to help install the requests library. To download and install PIP, install the requests library, and then delete the PIP installation file, enter the following commands in your console:

```
curl -O https://raw.githubusercontent.com/pypa/pip/master/contrib/get-pip.py
sudo python get-pip.py
sudo pip install requests
rm get-pip.py
```

To run this script, you need to create a TSV file named **rule_import.tsv** ([download template](#)) that contains the categories you want to edit or create, and provide the following parameters:

- **url**: The URL of the production environment (services.bluekai.com)
- **verbosity**: Enter a series of four verbose options for printing information.
- **partnerid**: The partner ID associated with the seat for which you are uploading rules.
- **bkuid**: Your web service user key
- **bksecretkey**: Your web service private key

The following example demonstrates the required syntax for calling this script:

```
bulk_rules_import.py --url http://services.bluekai.com -v -v -v -v --
partnerid BlueKai Partner ID--bkuid WebServiceUserKey --bksecretkey
WebServicePrivateKey
```

Bulk rule import example:

```
#!/usr/bin/env python -B
# -*- coding: utf-8 -*-
import sys, requests, json, argparse, unittest, hmac, base64, urllib,
urlparse, hashlib
def cli_options():
parser = argparse.ArgumentParser(description='Demo for Rule REST API')
```

```

parser.add_argument('-u','--url', default='http://localhost:8080/',
help='Web service base URL')

parser.add_argument('-p','--partnerid', help='Partner id to use with
this request')

parser.add_argument('-i','--bkuid', default='', help='BlueKai UID')

parser.add_argument('-k','--bksecretkey', default='', help='BlueKai
Secret key')

parser.add_argument('-v','--verbose', default=0, action='count',
help='Prints additional information')

return parser.parse_args()

args = cli_options()

URL = args.url.strip()

BKUID = args.bkuid

BKSECRETKEY = args.bksecretkey

PARTNERID = args.partnerid

VERBOSITY = args.verbose

USER_AGENT = {'User-Agent':'Mozilla/5.0 (Macintosh; Intel Mac OS X
10.8; rv:22.0) Gecko/20100101 Firefox/22.0'}

JSON_HEADERS = {'Content-Type': 'multipart/form-data',
'Accept':'application/json'}

COMMON_HEADERS = dict(USER_AGENT.items() + JSON_HEADERS.items())

class RuleRest():

res = False

def info(self, message, verbosityLevel = 1):

```

```

if VERBOSITY >= verbosityLevel:

if not isinstance(message, basestring):

print json.dumps(message, indent=4)

else:

print message

def prepare_headers(self, headers = None):

if headers is None:

return COMMON_HEADERS.copy()

else:

return dict(COMMON_HEADERS.items() + headers.items())

def parse_query_params(self, query):

parameterList = query.split('&')

params = {}

if len(parameterList) > 0:

for entry in parameterList:

kvPair = entry.split('=')

params[kvPair[0]] = kvPair[1] if len(kvPair) > 1 else ''

return params

def prepare_request(self, endpoint, method = 'GET', params = None,
data = None, headers = None, files = None, sign=True):

if files is not None:

headers.pop('Content-Type', None)

```

```

req = requests.Request(method, URL + endpoint, data = data, headers =
headers, files = files)

prepared = req.prepare()

if sign:

if params is None:

params = {}

parsedUrl = urlparse.urlparse(URL)

parsedEndpoint = urlparse.urlparse(endpoint)

servletPath = "" if parsedEndpoint.path.strip().startswith("/") else
"rest/"

urlPath = parsedUrl.path.strip('/')

if urlPath:

urlPath = urlPath + '/'

fullPath = '/' + urlPath + servletPath + parsedEndpoint.path.strip('/')

stringToSign = method + fullPath

params = dict(params.items() + self.parse_query_params
(parsedUrl.query).items() + self.parse_query_params
(parsedEndpoint.query).items())

queryParameterStr = '';

for key in params.keys():

if len(key) > 0:

if isinstance(params[key], list):

for listItem in params[key]:

value = urllib.quote(str(listItem))

stringToSign += value

```

```

queryParameterStr += urllib.quote(key) + '=' + value + '&'

else:

value = urllib.quote(str(params[key]))

stringToSign += value

queryParameterStr += urllib.quote(key) + '=' + value + '&'

if prepared.body is not None:

stringToSign += prepared.body

h = hmac.new(BKSECRETKEY, stringToSign.strip(), hashlib.sha256)

s = base64.standard_b64encode(h.digest())

signature = urllib.quote_plus(s)

finalURL = parsedUrl.scheme + '://' + parsedUrl.netloc + fullPath +
'?' + queryParameterStr + 'bkuid=' + BKUID + '&bksig=' + signature

else:

finalURL = URL + endpoint

self.info('Sending %s request to: %s' %(method, finalURL))

prepared.url = finalURL

if VERBOSITY >=4:

print "Request object:"

for key, value in prepared.headers.iteritems():

print "%s: %s" % (key, value)

if prepared.body is not None and len(prepared.body)>0:

print ""

print prepared.body

return prepared

```

```

def post(self, endpoint, payload = None, params = None, headers =
None, files = None):
    if payload is not None:
        data = payload if isinstance(payload, basestring) else json.dumps
(payload)
    else:
        data = None
    self.res = requests.Session().send(self.prepare_request(endpoint,
method = 'POST', params = params, data = data, files = files, headers
= self.prepare_headers(headers)), verify = False)
    return self
def test_bulk_rule_rest_create(self):
    files = {'file': open('rule_import.tsv', 'rb')}
    created_rules = self.post('taxonomyRuleChains/import', files = files,
params={'partner.id':PARTNERID}).res.json()
    self.info(created_rules, 2)
    instance=RuleRest()
    instance.test_bulk_rule_rest_create()

```

5.22.5 Update a rule

To update a rule, include your partner ID, the rule ID, and a request body with the parameters to be updated in a PUT call.

Sample PUT request:

```
/taxonomy/categories/{ruleId}?partner.id={yourPartnerId}
```

5.22.6 Rules with Multi-byte Characters

To create rules for URLs that include multibyte encodings, you must encode the percentage symbols (%) in the UTF-8 encoded characters. For example, to create a URL rule for `http://www.マネジメント/site.html`, convert マネジメント to UTF-8, which results in the following encoding:

```
%e3%83%9e%e3%83%8d%e3%82%b8%e3%83%a1%e3%83%b3%e3%83%88
```

Encode the percentage symbols in the UTF-8 encoding (convert each % symbol to %25), which results in the following encoding:

```
%25e3%2583%259e%25e3%2583%258d%25e3%2582%25b8%25e3%2583%25a1%25e3%2583%25b3%25e3%2583%2588
```

This results in the following encoded string:

```
http://www.com%2F%25e3%2583%259e%25e3%2583%258d%25e3%2582%25b8%25e3%2583%25a1%25e3%2583%25b3%25e3%2583%2588%2Fsite.html
```

See also: [Percent-encoding](#)

5.22.7 Related API calls

These are the API calls you will typically make *before* you use the rules API:

Before rules API	Use case
Containers API	<p>The use case for the containers API depends on which data ingest method you are using to transfer your data into the Oracle Data Cloud platform (online ingest, offline onboard, user data API, or mobile ingest):</p> <ul style="list-style-type: none">▪ Online ingest: Create a container to extract page and user attributes and transfer them to the platform for classification.▪ Offline onboard and user data API: Create a container to pass your unique user

Before rules API	Use case
	<p>IDs (UUIDs) to the platform via an ID swap. Once a user has been ID swapped, their offline or server-side attributes can be transferred to the platform for classification.</p> <ul style="list-style-type: none"> Mobile ingest: Retrieve your site ID and insert it into the Oracle Data Cloud mobile core tag. The mobile core tag is used to extract page and user attributes from your mobile web pages and mobile apps and transfer them to the platform for classification.
Categories API	Add first-party categories to your private taxonomy.

These are the API calls you will typically make *after* you use the taxonomy rule chains API:

After rules API	Use case
Audiences API	Create a target audience that includes your self-classified first-party categories.
Categories API	View your categories and their inventory.

5.22.8 GET response summary

The taxonomy rule chains API GET request returns the rules used to map your categories with your site and offline data. Here are the properties included for each rule:

Property	Type	Description
status	enum	The current status of the rule chain: "active", "draft", or "flagged".
rules	array	A list of rules in the rule chain. The properties listed below belong to the Rules object.
- status	enum	The current status of the rule: "active", "draft", or "flagged".
- taxonomyRuleOperatorParams	array	A list of key-value pairs in the rule. For example: {"name": "key", "value": "one-changed"}, {"name": "value1", "value": "1"},
- note	string	Any user-specified notes related to the rule.

- **taxonomyRuleOperator** object Specifies the logic used to evaluate the phints in the **taxonomyRuleOperatorParams** object. This includes the **id**, **name**, and **description** of the operator, which may be one of the following values:

id	name	description
1	==	is
2	[]	range
3	_*	starts-with
4	*_	ends-with
5	*_*	contains
6	>	greater than
7	<	less than
8	>=	greater than or equal
9	<=	less than or equal
10	>,<	greater than + less than
11	>,<=	greater than +less than or equal
12	>=,<	greater than or equal + less than
13	>=,<=	greater than or equal + less than or equal
14	!=	not

createdAt	string	A GMT time stamp indicating when the rule chain was created (YYYY-MM-DDTHH:MM:SS+0000).
updatedAt	string	A GMT time stamp indicating when the rule chain was last updated (YYYY-MM-DDTHH:MM:SS+0000).
id	int	The unique ID generated for the rule chain. You will need this ID to update the rule chain via a PUT request.
categories	object	The category (id and name) for which the rule chain is applicable.
sites	int	A comma-separated list of the site IDs/containers for which the rule is applicable. If the rule is applicable to all site IDs, the list is empty and the partner ID appears in the partners list.
partners	int	If the rule is applicable to all site IDs, your partner ID appears in this list. If the rule is applicable to only one or more site IDs, this parameter is empty, and the site IDs are included in the sites list.

POST response errors

If the POST request for creating categories fails, the POST response will use one of the following codes:

Code	Error message	Description
400	Bad Request	The body of the POST response will contain short description of the problems with the POST request.
401	Unauthorized	You need to authenticate the request. See authentication and authorization for more information.
403	Forbidden	You have reached the maximum number of categories (by default, the limit is 100).
404	Not Found	The specified parent category is either not in your taxonomy or is not in your Partner seat

The body of the POST response will contain a list of error codes for each of the input attributes causing the error, which are as follows:

Code	Description
------	-------------

BK-10001	Could not find resource for the specified path
----------	--

BK-10002	Bad query parameters
----------	----------------------

BK-10003	Invalid JSON input
----------	--------------------

BK-10004	Input JSON does not pass schema validation
----------	--

BK-10005	Input JSON contain bad property
----------	---------------------------------

BK-10006	Input JSON has missing properties
----------	-----------------------------------

BK-10007	Input JSON has bad property that does not match min length requirement
----------	--

BK-10008	Input JSON has bad property that does not match max length requirement
----------	--

BK-10009	Not enough privileges to access requested resource
----------	--

BK-10010	The request could not be completed by the service due to malformed data or syntax
----------	---

BK-10011	Incorrect sorting parameter
----------	-----------------------------

BK-10012	Additional properties detected. Schema does not allow extra properties to be present
----------	--

BK-26001	Taxonomy rule chain was not found
----------	-----------------------------------

5.22.9 Percent-encoding

When you transmit special characters over the internet in a URI to the Oracle Data Cloud platform, you must [percent-encode](#) them into hexadecimal notation.

For example, the percent-encoded value for the space character is `%20` and the ampersand is `%26`. If you need to [create a rule](#) that includes the "Health & Beauty" category, you would encode it as `Health%20%26%20Beauty`.

All strings, such as URLs, that are transmitted to the Oracle Data Cloud platform over the internet are assumed to be percent-encoded on the client side, so you must include percent-encoding in your processes. Most programming language libraries, such as [Python](#), provide a function to encode URLs.

5.23 Schedules API

You can implement the schedules REST API to provide instructions for firing tags. Schedules specify where, when, and for whom third-party tags are fired from a container. Creating a schedule entails selecting the tags, containers, and targets you previously created and then configuring the maximum load time, priority, and other quality of service controls for the tag.

5.23.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

<https://schedules7.docs.apiary.io>

For help with this API, contact My Oracle Support ([MOS](#)).

5.23.2 Service URI

The URI for the schedules API is:

```
services.bluekai.com/rest/schedules
```

5.23.3 Schema

The URI for the schedules API schema is:

services.bluekai.com/rest/schedules.schema

[Expand to see the schedules schema:](#)

```
{
  "$schema" : "http://json-schema.org/draft-04/schema#",
  "id" : "#schedule",
  "type" : "object",
  "title" : "Schedule schema",
  "description" : "This schema describes inner structure of a schedule
resource"
,
  "additionalProperties" : false,
  "properties" : {
    "id" : {
      "type" : "integer",
      "description" : "Reference ID within a resource collection",
      "minimum" : 1,
      "o:sortable" : true,
      "o:queryable" : true
    },
    "name" : {
      "type" : "string",
      "description" : "Name of the Resource",
      "minLength" : 1,
      "o:sortable" : true
    },
    "partner" : {
      "type" : "object",
      "description" : "This schema describes inner structure of a stub
resource with id and name",
      "additionalProperties" : false,
      "properties" : {
        "id" : {
          "type" : "integer",
          "description" : "ID of the associated partner"
        },
        "name" : {
          "type" : "string",
          "description" : "Name of the Resource",
          "minLength" : 1
        }
      }
    },
    "required" : [ "id" ]
  },
  "status" : {
    "enum" : [ "active", "deleted", "disabled", "creating",
"updating" ],

```

```

    "description" : "Describes status of current resource",
    "default" : "active",
    "o:queryable" : true,
    "o:sortable" : true
  },
  "targetUser" : {
    "$ref" : "#stub"
  },
  "targetSite" : {
    "$ref" : "#stub"
  },
  "targetPhints" : {
    "type" : "array",
    "items" : {
      "type" : "object",
      "description" : "This schema describes inner structure of a
phint resource of a schedule target",
      "additionalProperties" : false,
      "properties" : {
        "id" : {
          "type" : "integer",
          "description" : "Reference ID of the resource"
        },
        "key" : {
          "type" : "string",
          "description" : "phint key for targeting"
        },
        "operator" : {
          "type" : "string",
          "description" : "phint operator for targeting"
        },
        "value" : {
          "type" : "string",
          "description" : "phint value for targeting"
        }
      }
    },
    "required" : [ "key", "operator", "value" ]
  }
},
"tags" : {
  "type" : "array",
  "items" : {
    "$ref" : "#stub"
  },
  "minItems" : 1
},
"sites" : {
  "type" : "array",

```

```

    "items" : {
      "$ref" : "#stub"
    }
  },
  "priority" : {
    "type" : "integer",
    "default" : 100,
    "description" : "Priority of the schedule resource",
    "o:sortable" : true
  },
  "createdAt" : {
    "type" : "string",
    "format" : "date-time",
    "description" : "Schedule created date and time in the format
yyyy-MM-ddTHH:mm:ssZ",
    "minLength" : 20,
    "maxLength" : 29,
    "o:sortable" : true,
    "o:queryable" : true
  },
  "updatedAt" : {
    "type" : "string",
    "format" : "date-time",
    "description" : "Schedule updated date and time in the format
yyyy-MM-ddTHH:mm:ssZ",
    "minLength" : 20,
    "maxLength" : 29,
    "o:sortable" : true,
    "o:queryable" : true
  },
  "startDate" : {
    "type" : "string",
    "format" : "date-time",
    "description" : "Schedule start date in the format yyyy-MM-
ddTHH:mm:ssZ",
    "minLength" : 20,
    "maxLength" : 29,
    "o:sortable" : true,
    "o:queryable" : true
  },
  "endDate" : {
    "type" : "string",
    "format" : "date-time",
    "description" : "Schedule end date in the format yyyy-MM-
ddTHH:mm:ssZ",
    "minLength" : 20,
    "maxLength" : 29,
    "o:sortable" : true,

```

```

    "o:queryable" : true
  },
  "maxLoadTime" : {
    "type" : "integer",
    "description" : "Max load time of schedule in milliseconds"
  },
  "periodDays" : {
    "type" : "integer",
    "description" : "Number of days while specifying frequency"
  },
  "frequency" : {
    "type" : "integer",
    "description" : "Frequency of the schedule per periodDays"
  },
  "insideIframe" : {
    "type" : "boolean",
    "default" : true,
    "description" : "Flag denoting if inside iframe or not"
  },
  "isAlwaysOn" : {
    "type" : "boolean",
    "default" : true,
    "description" : "Flag denoting if it's always on or not"
  },
  "maxAvgTagExecTime" : {
    "type" : "integer",
    "default" : 5000,
    "description" : "Maximum average tag execution time in
milliseconds"
  },
  "labels" : {
    "type" : "array",
    "uniqueItems" : true,
    "items" : {
      "type" : "string"
    }
  },
  "adminState" : {
    "type" : "string"
  },
  "note" : {
    "type" : "string"
  },
  "hidden" : {
    "type" : "boolean",
    "default" : false,
    "o:queryable" : true,
    "description" : "Flag denoting if schedule is system generated

```

```

or not"
  }
},
"required" : [ "name", "startDate", "tags" ],
"links" : [ {
  "rel" : "search",
  "href" : "#",
  "schema" : {
    "type" : "object",
    "properties" : {
      "q" : {
        "type" : "string",
        "format" : "scim"
      },
      "since" : {
        "type" : "string",
        "format" : "date-time",
        "description" : "Query parameter to return resources created
after this date in the format yyyy-MM-ddTHH:mm:ssZ"
      },
      "until" : {
        "type" : "string",
        "format" : "date-time",
        "description" : "Query parameter to return resources created
before this date in the format yyyy-MM-ddTHH:mm:ssZ"
      },
      "nameOrId" : {
        "type" : "string",
        "description" : "Filter by Name or ID of the resource"
      },
      "label" : {
        "type" : "string",
        "description" : "Filter by label of the resource"
      }
    }
  }
} ]
}

```

5.23.4 Properties

The schedules responses include the following information with each schedule returned.

Property	Type	Description
<code>createdAt</code>	date	A timestamp in ISO 8601 date and time format (yyyy-MM-dd'T'HH:mm:ssZ) indicating when the campaign was created. For example: <code>2016-06-18T17:46:32-05:00</code> You can query for and sort by this parameter.
<code>endDate</code>	date	A timestamp in ISO 8601 date and time format (yyyy-MM-dd'T'HH:mm:ssZ) indicating when the schedule will stop running. For example: <code>2016-08-18T17:00:00-05:00</code> You can query for and sort by this parameter.
<code>frequency</code>	integer	Frequency of the schedule per <code>periodDays</code> for which the tag is eligible to be fired per user. For example, if you specify a <code>frequency</code> of 1 and a <code>periodDays</code> of 30, your third-party tags will be fired once per user within a 30 day period.
<code>id</code>	integer	The unique ID of the tag schedule. You can sort by and query by this parameter.
<code>insideIframe</code>	boolean	Indicates whether the tag is scheduled to fire in an iframe for enhanced security (the default is true) or not (false). A value of false indicates that the tag can be placed directly on the first-party page, which requires a special container tag.
<code>isAlwaysOn</code>	boolean	Indicates whether the schedule is always on (true). If <code>isAlwaysOn</code> is set to true (the default), <code>frequency</code> and <code>periodDays</code> will be ignored and tags in the schedule are fired as long as the targeting conditions are met.
<code>labels</code>	array	A list of comma-delimited strings serving as labels for the schedule
<code>maxAvgTagExecTime</code>	integer	The maximum average tag execution time in milliseconds in which scheduled tags should render or the tag will shut down. The default value is 5000 (five seconds). If <code>maxAvgTagExecTime</code> differs from the tag latency settings, the more restrictive setting applies. For example, if the tag latency settings uses a global max tag execution time of 1000 and <code>maxAvgTagExecTime</code> is set to 900, 900 is used.
<code>maxLoadTime</code>	integer	The maximum load time in milliseconds in which a scheduled tag must render or the tag will shut down. If the <code>maxLoadTime</code> value differs the tag latency settings, the more restrictive setting will apply. For example, if the tag latency settings use a maximum load time of 5000 and <code>maxLoadTime</code> is set to 6000, 5000 is used.
<code>name</code>	string	The name of the tag schedule. You can sort by this required parameter.
<code>note</code>	string	Any notes entered for the schedule
<code>partner</code>	object	An object that describes the partner associated with the tag
<code>periodDays</code>	integer	The number of days used for the specified <code>frequency</code> . For example, if <code>frequency</code> is set to 1 and <code>periodDays</code> is set to 30, your third-party tags will be fired once per user within a 30 day period.
<code>priority</code>	integer	The relative priority of the tag schedule used to determine the sequence of firing if there are multiple containers to be fired. The lower the value, the higher the priority. The default value is 100. You can sort by this field.

Property	Type	Description
sites	array	A list of names and IDs of the sites on which the tags will be fired
startDate	date	A timestamp in ISO 8601 date and time format (yyyy-MM-dd'T'HH:mm:ssZ) indicating when the schedule was activated. For example: 2016-06-18T17:00:00-05:00 You can query for and sort by this required parameter.
status	string	Indicates whether the schedule is: <ul style="list-style-type: none"> ■ active (the default): The tags can fire based on the schedule. ■ creating: The schedule is in the process of being created. ■ disabled: The schedule is on hold and its tags will not fire until the schedule is enabled. ■ updating: The schedule is in the process of being updated. You can query for and sort by this parameter.
tags	array	A list of the names and IDs for the tags that will be fired by the schedule
targetPhints	array	An array of phint objects to be used for conditionally firing the tag. If specified, each object includes: <ul style="list-style-type: none"> ■ key ■ value ■ operator: A conditional operator. The default value is eq (equals) ■ id (optional): The unique ID of the phint For more details about phint targeting, see creating and managing targets .
targetSite	object	An object describing the site target associated with the schedule For more details about site targets, see creating and managing targets .
targetUser	object	An object describing the user target associated with the schedule For more details about user targets, see creating and managing targets .
updatedAt	date	A timestamp in ISO 8601 date and time format (yyyy-MM-dd'T'HH:mm:ssZ) indicating when the schedule was updated. For example: 2016-06-18T17:46:32-05:00 You can query for and sort by this parameter.

5.23.5 List schedules

To list multiple schedules, call `GET https://services.bluekai.com/rest/schedules`

Sample GET request: `https://services.bluekai.com/rest/schedules?size=5&offset=0`

[Expand to see the sample response](#)

```
{
  "items" : [ {
    "id" : 1,
    "name" : "Company1 US",
    "partner" : {
      "id" : 12,
      "name" : "Company1"
    },
    "status" : "active",
    "targetPhints" : [ ],
    "tags" : [ {
      "id" : 3009,
      "name" : "MediaTargeting Company Global Sync Pixel"
    }, {
      "id" : 3020,
      "name" : "Company1 - US - Retargeting"
    } ],
    "sites" : [ {
      "id" : 17001,
      "name" : "Company1 - US Priority"
    }, {
      "id" : 17002,
      "name" : "Company1 - US Priority_mobile"
    }, {
      "id" : 24212,
      "name" : "Company1 US - mWeb"
    }, {
      "id" : 50,
      "name" : "Company1 - US"
    } ],
    "priority" : 100,
    "createdAt" : "2016-01-28T14:47:52+00:00",
    "updatedAt" : "2016-06-11T20:44:04+00:00",
    "maxLoadTime" : 2000,
    "periodDays" : 30,
    "frequency" : 1,
    "insideIframe" : true,
    "maxAvgTagExecTime" : 1000,
  } ]
}
```

```

    "labels" : [ ]
  }, {
    "id" : 2,
    "name" : "Company1 US Motors",
    "partner" : {
      "id" : 12,
      "name" : "Company1"
    },
    "status" : "disabled",
    "targetPhints" : [ ],
    "tags" : [ ],
    "sites" : [ {
      "id" : 2202,
      "name" : "Company1 test 1"
    }, {
      "id" : 20,
      "name" : "Company1 Motors"
    }, {
      "id" : 10371,
      "name" : "Company1 Motors_mobile"
    }, {
      "id" : 10402,
      "name" : "Company1 test 1_mobile"
    } ],
    "priority" : 1,
    "createdAt" : "2016-01-28T14:49:00+00:00",
    "updatedAt" : "2016-10-21T15:39:29+00:00",
    "maxLoadTime" : 1000,
    "periodDays" : 30,
    "frequency" : 1,
    "insideIframe" : true,
    "maxAvgTagExecTime" : 2000,
    "labels" : [ ]
  }, {
    "id" : 3,
    "name" : "Company1 CA",
    "partner" : {
      "id" : 12,
      "name" : "Company1"
    },
    "status" : "active",
    "targetPhints" : [ ],
    "tags" : [ {
      "id" : 2825,
      "name" : "Company2 - CA"
    }, {
      "id" : 5552,
      "name" : "Company2 - CA (eCommerce)"
    } ]
  }

```

```

}, null, {
  "id" : 3009,
  "name" : "MediaTargeting Company Global Sync Pixel"
}, {
  "id" : 4137,
  "name" : "CA - Company3 - All"
}, {
  "id" : 4138,
  "name" : "CA - Company4 - All"
} ],
"sites" : [ {
  "id" : 725,
  "name" : "Company1 - CA"
}, {
  "id" : 10386,
  "name" : "Company1 - CA_mobile"
} ],
"priority" : 1,
"createdAt" : "2016-01-28T14:49:59+00:00",
"updatedAt" : "2016-11-11T18:26:05+00:00",
"maxLoadTime" : 1000,
"periodDays" : 30,
"frequency" : 1,
"insideIframe" : true,
"maxAvgTagExecTime" : 2000,
"labels" : [ ]
}, {
  "id" : 4,
  "name" : "Company1 CA Motors",
  "partner" : {
    "id" : 12,
    "name" : "Company1"
  },
  "status" : "disabled",
  "targetPhints" : [ ],
  "tags" : [ ],
  "sites" : [ {
    "id" : 922,
    "name" : "Company1 - CA Motors"
  }, {
    "id" : 10390,
    "name" : "Company1 - CA Motors_mobile"
  } ],
  "priority" : 1,
  "createdAt" : "2016-01-28T14:50:42+00:00",
  "updatedAt" : "2016-10-21T15:38:47+00:00",
  "maxLoadTime" : 1000,
  "periodDays" : 30,

```

```

    "frequency" : 1,
    "insideIframe" : true,
    "maxAvgTagExecTime" : 2000,
    "labels" : [ ]
  }, {
    "id" : 5,
    "name" : "Company1 UK",
    "partner" : {
      "id" : 12,
      "name" : "Company1"
    },
    "status" : "active",
    "targetPhints" : [ ],
    "tags" : [ null, null, {
      "id" : 3009,
      "name" : "MediaTargeting Company Global Sync Pixel"
    } ],
    "sites" : [ {
      "id" : 723,
      "name" : "Company1 - UK"
    }, {
      "id" : 10384,
      "name" : "Company1 - UK_mobile"
    } ],
    "priority" : 1,
    "createdAt" : "2016-01-28T14:51:14+00:00",
    "updatedAt" : "2016-02-25T07:48:46+00:00",
    "maxLoadTime" : 1000,
    "periodDays" : 30,
    "frequency" : 1,
    "insideIframe" : true,
    "maxAvgTagExecTime" : 1000,
    "labels" : [ ]
  } ],
  "totalResults" : 3373,
  "limit" : 5,
  "offset" : 0,
  "count" : 5,
  "hasMore" : true
}

```

5.23.6 GET a schedule

If you have the schedule's ID, you can request its information by calling **GET**

<https://services.bluekai.com/rest/schedules/<id>>

Sample response for a specific schedule

```

{
  "id" : 1,
  "name" : "Company1 US",
  "partner" : {
    "id" : 12,
    "name" : "Company1"
  },
  "status" : "active",
  "targetPhints" : [],
  "tags" : [ {
    "id" : 3009,
    "name" : "MediaTargeting Company Global Sync Pixel"
  }, {
    "id" : 3020,
    "name" : "Company2 - US - Retargeting"
  } ],
  "sites" : [ {
    "id" : 17001,
    "name" : "Company1 - US Priority"
  }, {
    "id" : 17002,
    "name" : "Company1 - US Priority_mobile"
  }, {
    "id" : 24212,
    "name" : "Company1 US - mWeb"
  }, {
    "id" : 50,
    "name" : "Company1 - US"
  } ],
  "priority" : 100,
  "createdAt" : "2016-01-28T14:47:52+00:00",
  "updatedAt" : "2016-06-11T20:44:04+00:00",
  "maxLoadTime" : 2000,
  "periodDays" : 30,
  "frequency" : 1,
  "insideIframe" : true,
  "maxAvgTagExecTime" : 1000,
  "labels" : [ ]
}

```

5.23.7 Create a schedule

To create a tag schedule, call `POST https://services.bluekai.com/rest/schedules` and specify its required properties in the request body.

[Sample request body to create a schedule](#)

```

{
  "status": "active",
  "periodDays": 30,
  "endDate": "2016-08-01T00:00:00-00:00",
  "tags": [
    {
      "id": 1575
    }
  ],
  "labels": [
    "label1",
    "label2"
  ],
  "frequency": 5,
  "insideIframe": true,
  "targetPhints": [
    {
      "operator": "eq",
      "key": "make",
      "value": "Chevy"
    }
  ],
  "name": "test-123456789",
  "maxLoadTime": 5000,
  "targetUser": {
    "id": 24
  },
  "sites": [
    {
      "id": 2206
    }
  ],
  "priority": 1,
  "maxAvgTagExecTime": 500,
  "startDate": "2016-06-12T00:00:00-00:00"
}

```

Sample response to the POST

```

{
  "status": "active",
  "startDate": "2016-06-12T00:00:00+00:00",
  "endDate": "2016-07-01T00:00:00+00:00",
  "targetPhints": [
    {
      "operator": "eq",
      "value": "Chevy",
      "id": 883,
    }
  ]
}

```

```

        "key": "make"
    }
],
"maxLoadTime": 5000,
"tags": [
    {
        "id": 1575,
        "name": "Sample tag"
    }
],
"periodDays": 30,
"labels": [
    "label1",
    "label2"
],
"sites": [
    {
        "id": 2206,
        "name": "Buyer site"
    }
],
"priority": 1,
"frequency": 5,
"updatedAt": "2016-05-29T00:42:57+00:00",
"insideIframe": true,
"partner": {
    "id": 486,
    "name": "Buyer"
},
"maxAvgTagExecTime": 500,
"id": 3840,
"createdAt": "2016-05-29T00:42:57+00:00",
"name": "test-123456789"
}

```

5.23.8 Update a schedule

To update a specific schedule, call `PUT https://services.bluekai.com/rest/schedules/<id>` and specify the updated properties in the request body.

Sample update request body

```

{
    "status": "active",
    "startDate": "2016-06-12T00:00:00+00:00",

```

```

"endDate": "2016-07-01T00:00:00+00:00",
"targetPhints": [
  {
    "operator": "eq",
    "value": "Chevy",
    "id": 883,
    "key": "Make"
  }
],
"maxLoadTime": 5000,
"tags": [
  {
    "id": 1575,
    "name": "Sample tag"
  }
],
"targetUser": {
  "id": 24,
  "name": "Target ABCD"
},
"periodDays": 30,
"labels": [
  "label3"
],
"targetSite": {
  "id": 96
},
"sites": [
  {
    "id": 2206,
    "name": "Buyer site"
  }
],
"priority": 1,
"frequency": 5,
"updatedAt": "2016-06-29T00:42:57+00:00",
"insideIframe": true,
"partner": {
  "id": 486,
  "name": "Buyer"
},
"maxAvgTagExecTime": 500,
"id": 3840,
"createdAt": "2016-06-29T00:42:57+00:00",
"name": "test-123456789"
}

```

Sample update response

```

{
  "status": "active",
  "startDate": "2016-06-12T00:00:00+00:00",
  "endDate": "2016-07-01T00:00:00+00:00",
  "targetPhints": [
    {
      "operator": "eq",
      "value": "Chevy",
      "id": 883,
      "key": "Make"
    }
  ],
  "maxLoadTime": 5000,
  "tags": [
    {
      "id": 1575,
      "name": "Sample tag"
    }
  ],
  "targetUser": {
    "id": 24,
    "name": "Target ABCD"
  },
  "periodDays": 30,
  "labels": [
    "label3"
  ],
  "sites": [
    {
      "id": 2206,
      "name": "Buyer site"
    }
  ],
  "priority": 1,
  "frequency": 5,
  "updatedAt": "2016-06-29T00:42:59+00:00",
  "insideIframe": true,
  "partner": {
    "id": 486,
    "name": "Buyer"
  },
  "maxAvgTagExecTime": 500,
  "id": 3840,
  "createdAt": "2016-06-29T00:42:57+00:00",
  "name": "test-123456789"
}

```

5.23.9 Bulk update

To update multiple schedules, call `PUT https://services.bluekai.com/rest/schedules` and specify a request body that includes an array of schedule objects.

Sample bulk request body

```
[
  {
    "status": "active",
    "startDate": "2016-06-17T00:00:00+00:00",
    "endDate": "2016-07-01T00:00:00+00:00",
    "targetPhints": [
      {
        "operator": "eq",
        "key": "make",
        "id": 552,
        "value": "Chevy"
      }
    ],
    "maxLoadTime": 5000,
    "tags": [
      {
        "id": 1575,
        "name": "Sample tag"
      }
    ],
    "periodDays": 30,
    "labels": [
      "label1",
      "label2"
    ],
    "sites": [
      {
        "id": 2206,
        "name": "Buyer site"
      }
    ],
    "priority": 1,
    "frequency": 5,
    "updatedAt": "2016-06-15T06:20:50+00:00",
    "insideIframe": true,
    "partner": {
      "id": 486,
      "name": "Buyer"
    }
  },
]
```

```

    "isAlwaysOn": true,
    "maxAvgTagExecTime": 500,
    "id": 2568,
    "createdAt": "2016-06-15T06:20:50+00:00",
    "name": "test-123456789-updated"
  },
  {
    "status": "active",
    "startDate": "2016-06-17T00:00:00+00:00",
    "endDate": "2016-07-01T00:00:00+00:00",
    "targetPhints": [
      {
        "operator": "eq",
        "key": "Make",
        "id": 552,
        "value": "Chevy"
      }
    ],
    "maxLoadTime": 5000,
    "tags": [
      {
        "id": 1575,
        "name": "Sample tag"
      }
    ],
    "periodDays": 30,
    "labels": [
      "label1",
      "label2"
    ],
    "sites": [
      {
        "id": 2206,
        "name": "Buyer site"
      }
    ],
    "priority": 1,
    "frequency": 5,
    "updatedAt": "2016-06-15T06:22:00+00:00",
    "insideIframe": true,
    "partner": {
      "id": 486,
      "name": "Buyer"
    },
    "isAlwaysOn": true,
    "maxAvgTagExecTime": 500,
    "id": 12345,
    "createdAt": "2016-06-15T06:20:50+00:00",

```

```
    "name": "test-987654321-updated"
  }
]
```

Sample bulk response

```
{
  "items": [
    {
      "item": {
        "status": "active",
        "startDate": "2016-06-15T00:00:00+00:00",
        "endDate": "2016-07-01T00:00:00+00:00",
        "targetPhints": [
          {
            "operator": "eq",
            "value": "Chevy",
            "id": 552,
            "key": "Make"
          }
        ],
        "maxLoadTime": 5000,
        "tags": [
          {
            "id": 1575,
            "name": "Sample tag"
          }
        ],
        "targetUser": {
          "id": 24,
          "name": "Target ABCD"
        },
        "periodDays": 30,
        "labels": [
          "label1",
          "label2"
        ],
        "sites": [
          {
            "id": 2206,
            "name": "Buyer site"
          }
        ],
        "priority": 1,
        "frequency": 5,
        "updatedAt": "2016-06-15T06:23:24+00:00",
        "insideIframe": true,
        "partner": {
```

```

        "id": 486,
        "name": "Buyer"
    },
    "isAlwaysOn": true,
    "maxAvgTagExecTime": 500,
    "id": 2568,
    "createdAt": "2016-06-15T06:20:50+00:00",
    "name": "test-123456789"
},
"httpStatusCode": 200
},
{
    "item": {
        "status": 404,
        "o:errorCode": "BK-38001",
        "title": "Schedule was not found",
        "detail": "Schedule with ID '12345' was not found",
        "instance":
"http://services.bluekai.com/rest/schedules",
        "type": "http://www.w3.org/Protocols/rfc2616/rfc2616-
sec10.html#sec10.4.5"
    },
    "httpStatusCode": 404
}
],
"size": 2
}

```

5.23.10 Response errors

For the most up-to-date list of error messages, call

[https://services.bluekai.com/rest/schedules.errors?bkuid=*bkUserID*&bksig=*SignedString*](https://services.bluekai.com/rest/schedules.errors?bkuid=<i>bkUserID</i>&bksig=<i>SignedString</i>)

If there is a problem with your campaigns request, the response will use one of the following error messages:

Code	Error message
BK-10001	Could not find resource for the specified path
BK-10002	Bad query parameters
BK-10003	Invalid JSON input
BK-10004	Input JSON does not pass schema validation
BK-10005	Input JSON contains bad property

Code	Error message
BK-10006	Input JSON has missing properties
BK-10007	Input JSON has bad property that does not match min length requirement
BK-10008	Input JSON has bad property that does not match max length requirement
BK-10009	Not enough privileges to access requested resource
BK-10010	The request could not be completed by the service due to malformed data or syntax
BK-10011	Incorrect sorting parameter
BK-10012	Additional properties detected. Schema does not allow extra properties to be present
BK-10013	Incorrect expand parameter
BK-10014	Incorrect q query parameter syntax
BK-10015	Property has unacceptable/bad format
BK-10016	Property value does not appear on the list of acceptable values
BK-10017	Array must not contain duplicate entries
BK-38001	Schedule was not found
BK-38002	Schedule status is invalid
BK-38003	Tag was not found
BK-38004	Site was not found
BK-38005	Target was not found

5.23.11 Related API calls

Here are the API calls you will typically make *before* you use the schedules API:

Before schedules API	Use case
Containers API	Create and manage sites in the Oracle Data Cloud platform. A container manages the third-party tags on your desktop and mobile sites and collects user data that is pushed into your DMP.

5.24 Self-Classification Categories API

If you are a DMP client, you can implement the Oracle Data Cloud self-classification category and rule web services to independently classify the page and user attributes ingested from your site or classify your onboarded from your offline data. Classification is the process in which your data that has been transferred into the Oracle Data Cloud platform is collected and mapped to categories in your private

taxonomy. Implementing the category and rule APIs enables you to create hierarchical categories within your taxonomy and write rules that define when a user gets added to a category.

With the self-classification category API, you can add new first-party categories to the **Self-Classification** tree in your private taxonomy, and then use the [rule web service](#) to create classification rules that map your user data to your categories. The categories you add to your taxonomy via the self-classification category API are private and owned exclusively by your DMP. Your categories will appear in the Oracle Data Cloud platform when you log in to your seat, and you can also get them using the [categories API](#).

Important: The Self-Classification Categories API will be deprecated in the near future and replaced with the [Categories API](#). You should begin migrating to the Categories API to take advantage of its advanced features for creating and managing categories in your taxonomy. These new features include the ability to create categories anywhere in your taxonomy, edit categories created by the Oracle Data Cloud Services Team, and view the reach of your categories.

5.24.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

selfclassificationscategories.docs.apiary.io/

For help with this API, contact My Oracle Support ([MOS](#)).

5.24.2 Service URI

The URI for the Categories API is:

```
services.bluekai.com/Services/WS/classificationCategories
```

5.24.3 Bulk import

To create and configure multiple categories at the same time using the new bulk import feature:

1. In the query string of your call to the self-classification category API, include the category ID of the parent category under which categories are to be created or updated.

```
serviceUrl =  
'https://servcies.bluekai.com/Services/WS/classificationCategorie  
s/280096'
```

2. In the `headers` field, set the `Content-Type` to `multipart/form-data` and specify an encapsulation `boundary` parameter.

```
headers = {"Content-Type": "multipart/form-data;  
boundary=a8d84ae2e7db4676843c7df172b68bfc", "Accept":  
"application/json", "User-Agent": "Mozilla/5.0 (Macintosh; Intel  
Mac OS X 10.8; rv:22.0) Gecko/20100101 Firefox/22.0"}
```

3. In the POST/PUT body, enter the opening encapsulation `boundary`.
4. Set the `Content-Disposition` to `form-data`, and include a `name` parameter that is set to `categoryFile`, and an optional `filename` parameter.
5. Set the `Content-Type` to `text/tab-separated-values`.
6. Enter tab-separated values for the category to be created or updated. You must still insert fields for any values that you do not specify.
7. Enter the closing encapsulation `boundary`.

The following example demonstrates the body of a bulk import POST or PUT request. It creates one category, and then creates a child category under the first category:

```

'''--a8d84ae2e7db4676843c7df172b68bfcContent-Disposition: form-data;
name="categoryFile"; filename="self-classification-
categories.tsv"Content-Type: text/tab-separated-valuesabc123
newCategory1 a new category true false false xyz234 abc123
newChildCategory a child category false true false--
a8d84ae2e7db4676843c7df172b68bfc--'''

```

The following table lists the values for the category to be created or updated:

Column	Field	Data type	Required?	Description
1	id	string	required	Either the permanent ID of an existing category in your self-classification tree or a temporary ID that you provide for a new category defined in this file.
2	parent_key	int	optional	The parent ID of this category. This may either be an ID of an existing category in your self-classification tree, or a temporary ID for a new category defined in this file. If you enter an ID, this category will be listed under the specified parent category. If you leave this blank, the category is added to the category ID specified in the service URI.
3	name	string	required	A unique, concise name for the category. The category will be listed by this name in your taxonomy. The name may be a maximum of 255 characters.
4	description	string	required	A verbose summary of the type of users included in with this category. The description may be a maximum of 255 characters.
5	analytics_excluded	boolean	optional	Whether the category is excluded from audience analytics reports. The default value is false.
6	navigation_only	boolean	optional	Whether the category functions exclusively as a parent node that cannot be selected. The default value is false.
7	mutex_children	boolean	optional	Whether child categories under this category are mutually exclusive (only one may be selected). The default value is false.
8	notes	string	optional	Any notes to be associated with the category
9	rule_ids	list	optional	A colon-separated list of rule IDs used to map user attributes (phints) into this category (for example, 100:101:102).

Bulk import demo

The sample [bk_bulk_cat_import.py](#) Python code demonstrates how to do a bulk category import using the Categories API. To run this script, you must have the following:

- [Python 2.7+](#)
- [Requests library 1.2.3](#) (or later)

You can use PIP (a Python Package Installation tool) to help install the requests library. To download and install PIP, install the requests library, and then delete the PIP installation file, enter the following commands in your console:

```
curl -O https://raw.githubusercontent.com/pypa/pip/master/contrib/get-pip.py
sudo python get-pip.py
sudo pip install requests
rm get-pip.py
```

To run this script, you need to create a TSV file named **self-classification-categories.tsv** ([download template](#)) that contains the categories you want to edit or create, and provide the following parameters:

- **url**: The URL of the production environment (services.bluekai.com)
- **verbosity**: Enter a series of four verbose options for printing information.
- **bkuid**: Your web service user key
- **bksecretkey**: Your web service private key

The following example demonstrates the required syntax for calling this script:

```
classificationCategory.py --url http://services.bluekai.com -v -v -v -v
--bkuid WebServiceUserKey --bksecretkey WebServicePrivateKey
```

Bulk category import example:

```
#!/usr/bin/env python -B
# -*- coding: utf-8 -*-
import sys, requests, json, argparse, unittest, hmac, base64, urllib,
```

```

urlparse, hashlib
def cli_options():
    parser = argparse.ArgumentParser(description='Demo for REST API')
    parser.add_argument('-u', '--url', default='http://localhost:8080/',
help='Web service base URL')
    parser.add_argument('-i', '--bkuid', default='', help='BlueKai UID')
    parser.add_argument('-k', '--bksecretkey', default='', help='BlueKai
Secret key')
    parser.add_argument('-v', '--verbose', default=0, action='count',
help='Prints additional information')
    return parser.parse_args()
args = cli_options()
URL = args.url.strip()
BKUID = args.bkuid
BKSECRETKEY = args.bksecretkey
VERBOSITY = args.verbose
USER_AGENT = {'User-Agent': 'Mozilla/5.0 (Macintosh; Intel Mac OS X
10.8; rv:22.0) Gecko/20100101 Firefox/22.0'}
JSON_HEADERS = {'Content-Type': 'application/json',
'Accept': 'application/json'}
COMMON_HEADERS = dict(USER_AGENT.items() + JSON_HEADERS.items())
class ClassificationCategory():
    res = False
    def info(self, message, verbosityLevel = 1):
        if VERBOSITY >= verbosityLevel:
            if not isinstance(message, basestring):
                print json.dumps(message, indent=4)
            else:
                print message
    def prepare_headers(self, headers = None):
        if headers is None:
            return COMMON_HEADERS.copy()

```

```

else:
    return dict(COMMON_HEADERS.items() + headers.items())
def parse_query_params(self, query):
    parameterList = query.split('&')
    params = {}
    if len(parameterList) > 0:
        for entry in parameterList:
            kvPair = entry.split('=')
            params[kvPair[0]] = kvPair[1] if len(kvPair) > 1 else ''
        return params
    def prepare_request(self, endpoint, method = 'GET', params = None,
data = None, headers = None, files = None, sign=True):
        if files is not None:
            headers.pop('Content-Type', None)
            req = requests.Request(method, URL + endpoint, data = data,
headers = headers, files = files)
            prepared = req.prepare()
            if sign:
                if params is None:
                    params = {}
                parsedUrl = urlparse.urlparse(URL)
                parsedEndpoint = urlparse.urlparse(endpoint)
                servletPath = "" if parsedEndpoint.path.strip().startswith("/")
else "Services/WS/"
                urlPath = parsedUrl.path.strip('/')
                if urlPath:
                    urlPath = urlPath + '/'
                fullPath = '/' + urlPath + servletPath +
parsedEndpoint.path.strip('/')
                stringToSign = method + fullPath
                params = dict(params.items() + self.parse_query_params

```

```

(parsedUrl.query).items() + self.parse_query_params
(parsedEndpoint.query).items()
    queryParameterStr = '';
    for key in params.keys():
        if len(key) > 0:
            if isinstance(params[key], list):
                for listItem in params[key]:
                    value = urllib.quote(str(listItem))
                    stringToSign += value
                    queryParameterStr += urllib.quote(key) + '=' + value +
'&'
            else:
                value = urllib.quote(str(params[key]))
                stringToSign += value
                queryParameterStr += urllib.quote(key) + '=' + value + '&'
    if prepared.body is not None:
        stringToSign += prepared.body
    h = hmac.new(BKSECRETKEY, stringToSign.strip(), hashlib.sha256)
    s = base64.standard_b64encode(h.digest())
    signature = urllib.quote_plus(s)
    finalURL = parsedUrl.scheme + '://' + parsedUrl.netloc +
fullPath + '?' + queryParameterStr + 'bkuid=' + BKUID + '&bksig=' +
signature
    else:
        finalURL = URL + endpoint
    self.info('Sending %s request to: %s' %(method, finalURL))
    prepared.url = finalURL
    if VERBOSITY >=4:
        print "Request object:"
        for key, value in prepared.headers.iteritems():
            print "%s: %s" % (key, value)
        if prepared.body is not None and len(prepared.body)>0:

```

```

    print ""
    print prepared.body
    return prepared
def post(self, endpoint, payload = None, params = None, headers =
None, files = None):
    if payload is not None:
        data = payload if isinstance(payload, basestring) else
json.dumps(payload)
    else:
        data = None
    self.res = requests.Session().send(self.prepare_request(endpoint,
method = 'POST', params = params, data = data, files = files, headers
= self.prepare_headers(headers)), verify = False)
    return self
def test_bulk_self_class_create(self):
    files = {'categoryFile': open('self-classification-
categories.tsv', 'rb')}
    created_categories = self.post('classificationCategories', files =
files, params={}).res.json()
    self.info(created_categories, 2)
instance=ClassificationCategory()
instance.test_bulk_self_class_create()

```

5.24.4 Related API calls

Here are the API calls you will typically make *before* you use the Categories API:

Before Categories API	Use case
Containers API	The use case for the containers API depends on which data ingest method you are using to transfer your data into the Oracle Data Cloud platform (online ingest, offline onboard, user data API, or mobile ingest):

Before Categories API	Use case
	<ul style="list-style-type: none"> ▪ Online ingest: Create a container to extract page and user attributes and transfer them to the platform for classification. ▪ Offline onboard and user data API: Create a container to pass your unique user IDs (UUIDs) to the platform via an ID swap. Once a user has been ID swapped, their offline or server-side attributes can be transferred to the platform for classification. ▪ Mobile ingest: Retrieve your site ID and insert it into the mobile CoreTag, which is used to extract page and user attributes from your mobile web and mobile apps and transfer them to the platform for classification.

Here are the API calls you will typically make *after* you use the Categories API:

Post Categories API	Use Case
Audiences API	Create a target audience that includes your self-classified first-party categories.
Self-Classification Rules API	Map the user data extracted from your site with your categories.
Categories API	View your categories and their inventory.

5.24.5 GET response summary

The Categories API GET request returns the categories in your private taxonomy. Here are the properties included for each category:

Field	Type	Description
<code>analytics_excluded</code>	boolean	Indicates whether the category is excluded from audience analytics reports
<code>created_at</code>	date	A timestamp indicating when the category was initially created
<code>description</code>	string	The user-specified summary associated with the category
<code>id</code>	integer	The unique ID assigned to the category
<code>mutex_children</code>	boolean	Indicates whether the number of the category's child nodes that can be added to a segment is limited to one.
<code>name</code>	string	The user-specified name of the category
<code>navigation_</code>	boolean	Indicates whether the category functions exclusively as a parent node that

Field	Type	Description
only		cannot be selected
notes	string	Any notes entered for this category
parent_id	integer	The unique ID assigned to the parent node of the category
rule_ids	list	A list of unique IDs of the classification rules that are assigned to this category
total_count	integer	The total number of categories returned by the GET (list) request
updated_at	date	A timestamp indicating when the category was last modified

Response errors

If the POST request for creating categories fails, the POST response will use one of the following HTTP status codes:

Code	Error message	Description
400	Bad Request	The body of the POST response will contain short description of the problems with the POST request.
401	Unauthorized	You need to authenticate the request. See authentication and authorization for more information.
403	Forbidden	You have reached the maximum number of categories (by default, the limit is 100).
404	Not Found	The specified parent category is either not in your self-classification tree or is not in your Partner seat

The body of the POST response will contain a list of error codes for each of the input attributes causing the error. The following example demonstrates a POST response listing the errors for a failed request:

```
{
  "errors": {
    "parent_id": [
      "CATEGORY_PARENT_NOT_SPECIFIED"
    ],
    "description": [
      "CATEGORY_DESCRIPTION_NOT_SPECIFIED"
    ],
    "name": [
      "CATEGORY_NAME_NOT_SPECIFIED"
    ]
  },
}
```

```
"detail": "Bad request"
}
```

5.25 Self-Classification Rules API

If you are a DMP client, you can implement the Oracle Data Cloud self-classification category and rule web services to independently classify the page and user attributes ingested from your site or classify your onboarded offline data. Classification is the process in which your data that has been transferred into the Oracle Data Cloud platform is collected and mapped to categories in your private taxonomy. Implementing the category and rule APIs enables you to create hierarchical categories within your taxonomy and write rules that define when an attribute (and user) get added to each category.

With the Rules API, you can create classification rules based on URLs and key-value pairs (phints) that map the user data extracted from your site with the categories you created with the [Categories API](#).

Important: The Self-Classification Rules API will be deprecated in the near future and replaced with the [Rules API](#). You should begin migrating to the Rules API to take advantage of its advanced features for creating and maintaining your classification rules.

5.25.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

selfclassificationrules.docs.apiary.io/

For help with this API, contact My Oracle Support ([MOS](#)).

5.25.2 Service URI

The URI for the Rules API is:

```
services.bluekai.com/Services/WS/classificationRules
```

5.25.3 Use cases

Bulk classification rule update

To configure multiple classification rules at the same time using the new bulk update feature:

1. In the **headers** field, set the **Content-Type** to **multipart/form-data** and specify an encapsulation **boundary** parameter.

```
headers = {"Content-Type": "multipart/form-data;  
boundary=a8d84ae2e7db4676843c7df172b68bfc", "Accept":  
"application/json", "User-Agent": "Mozilla/5.0 (Macintosh; Intel  
Mac OS X 10.8; rv:22.0) Gecko/20100101 Firefox/22.0"}
```

2. In the PUT body, enter the opening encapsulation **boundary**.
3. Set the **Content-Disposition** to **form-data**, and include a **name** parameter that is set to **categoryRule**, and an optional **filename** parameter.
4. Set the **Content-Type** to **text/tab-separated-values**.
5. Enter tab-separated values for the category to be created or updated. You must insert fields for any values that you do not specify.
6. Enter the closing encapsulation **boundary**.

Example: Body of a bulk import PUT request that updates a phint-based rule and a URL-based rule

```
'--a8d84ae2e7db4676843c7df172b68bfcContent-Disposition: form-data;  
name="ruleFile"; filename="Classification-Rules.tsv"Content-Type:  
text/tab-separated-values51315433344168myPhintRulephintcolor-  
is=blue:item-is=shirt51415415:15433280107:280106myURLRuleurl-
```

```
exacthttp://www.bluekai.com,http://www.eloqua.com,http://www.responsys.com--a8d84ae2e7db4676843c7df172b68bfc--'''
```

The following table lists the tab-separated values that can be included in the request:

Column	Field	Data type	Description
1	<code>id</code>	string	Either the permanent ID of an existing rule or a temporary ID that you provide for a new rule you are creating (include one or more alphanumeric characters in the ID to avoid collisions with the IDs of existing rules)
2	<code>site_ids</code>	list	A colon-separated list of site IDs for which this rule is applicable. If you leave this field blank, the rule is applicable to all the site IDs in your seat.
3	<code>category_ids</code>	list	A colon-separated list category IDs for which this rule is applicable
4	<code>name</code>	string	A unique, descriptive name for the rule. The rule will be listed by this name in the Oracle Data Cloud platform UI. The name may be a maximum of 255 characters.
5	<code>rule_type</code>	enum	Enter one of the following values: <ul style="list-style-type: none"> ■ <code>phint</code>: Classify the user based on phints. ■ <code>url-exact</code>: Classify the user based on the specified site URL. ■ <code>referrer-exact</code>: Classify the user based on the specified referrer URL. ■ <code>url-path</code>: Classify the user based the specified site URL or any child pages under it. ■ <code>referrer-path</code>: Classify the user based on the specified referrer URL or any child pages under it.
6	<code>rules</code>	list	<ul style="list-style-type: none"> ■ phint-based rule: Enter a colon-separated list of rules using the following syntax: {key1}-operator={value1};{key2}-operator-{value2}. The operator may be "is" (the phint value collected from your site must exactly match the value specified in the rule) or "contains" (the phint value collected from your site may match all or a part of the value specified in the rule).

Column	Field	Data type	Description
			<ul style="list-style-type: none"> URL-based rule: Enter a comma-separated list of URLs using the following syntax: <code>http://www.bluekai.com/</code> <code>,http://www.eloqua.com/,http://www.responsys.com/.</code>

URL rules that include multibyte encodings

To create rules for URLs that include multibyte encodings, you must encode the percentage symbols (%) in the UTF-8 encoded characters. For example, to create a URL rule for `http://www. マネジメント /site.html`, convert マネジメント to UTF-8, which results in the following encoding:

```
%e3%83%9e%e3%83%8d%e3%82%b8%e3%83%a1%e3%83%b3%e3%83%88
```

Encode the percentage symbols in the UTF-8 encoding (convert each % symbol to %25), which results in the following encoding:

```
%25e3%2583%259e%25e3%2583%258d%25e3%2582%25b8%25e3%2583%25a1%25e3%2583%25b3%25e3%2583%2588
```

This results in the following encoded string:

```
http://www.com%2F%25e3%2583%259e%25e3%2583%258d%25e3%2582%25b8%25e3%2583%25a1%25e3%2583%25b3%25e3%2583%2588%2Fsite.html
```

See also: [Percent-encoding](#)

Bulk import demo

The [sample_bulk_category_import.py](#) Python code demonstrates how to do a bulk category import using the Rules API. To run this script, you must have the following:

- [Python 2.7+](#)
- [Requests library 1.2.3](#) (or later)

You can use the [pip package manager](#) to help install the requests library. To download and install pip, install the requests library, and then delete the pip installation file, enter the following commands in your console:

```
curl -O https://bootstrap.pypa.io/get-pip.py
sudo python get-pip.py
sudo pip install requests
rm get-pip.py
```

To run this script, you need to create a TSV file named **self-classification-rules.tsv** that contains the rules you want and provides the following parameters:

- **url**: The URL of the production environment (services.bluekai.com)
- **verbosity**: Enter a series of four verbose options for printing information.
- **bkuid**: Your web service user key
- **bksecretkey**: Your web service private key

For details, see the [sample self-classification-rules.tsv](#) template, which includes instructions for editing. Before using the sample TSV file, you must remove all text other than the lines that include your values and you must rename the file to **self-classification-rules.tsv**.

The following example demonstrates the required syntax for calling this script:

```
classificationRule.py --url http://services.bluekai.com -v -v -v -v --
bkuid WebServiceUserKey --bksecretkey WebServicePrivateKey
```

Python example: bulk rule update

```
#!/usr/bin/env python -B
# -*- coding: utf-8 -*-
import sys, requests, json, argparse, unittest, hmac, base64, urllib,
urlparse, hashlib
def cli_options():
    parser = argparse.ArgumentParser(description='Demo for REST API')
```

```

    parser.add_argument('-u', '--url', default='http://localhost:8080/',
help='Web service base URL')

    parser.add_argument('-i', '--bkuid', default='', help='BlueKai UID')

    parser.add_argument('-k', '--bksecretkey', default='', help='BlueKai
Secret key')

    parser.add_argument('-v', '--verbose', default=0, action='count',
help='Prints additional information')

    return parser.parse_args()

args = cli_options()
URL = args.url.strip()
BKUID = args.bkuid
BKSECRETKEY = args.bksecretkey
VERBOSITY = args.verbose
USER_AGENT = {'User-Agent': 'Mozilla/5.0 (Macintosh; Intel Mac OS X
10.8; rv:22.0) Gecko/20100101 Firefox/22.0'}
JSON_HEADERS = {'Content-Type': 'application/json',
'Accept': 'application/json'}
COMMON_HEADERS = dict(USER_AGENT.items() + JSON_HEADERS.items())
class ClassificationRule():
    res = False
    def info(self, message, verbosityLevel = 1):
        if VERBOSITY >= verbosityLevel:
            if not isinstance(message, basestring):
                print json.dumps(message, indent=4)
            else:
                print message
    def prepare_headers(self, headers = None):
        if headers is None:
            return COMMON_HEADERS.copy()
        else:
            return dict(COMMON_HEADERS.items() + headers.items())
    def parse_query_params(self, query):

```

```

parameterList = query.split('&')
params = {}
if len(parameterList) > 0:
    for entry in parameterList:
        kvPair = entry.split('=')
        params[kvPair[0]] = kvPair[1] if len(kvPair) > 1 else ''
return params

def prepare_request(self, endpoint, method = 'GET', params = None,
data = None, headers = None, files = None, sign=True):
    if files is not None:
        headers.pop('Content-Type', None)
    req = requests.Request(method, URL + endpoint, data = data,
headers = headers, files = files)
    prepared = req.prepare()
    if sign:
        if params is None:
            params = {}
        parsedUrl = urlparse.urlparse(URL)
        parsedEndpoint = urlparse.urlparse(endpoint)
        servletPath = "" if parsedEndpoint.path.strip().startswith("/")
else "Services/WS/"
        urlPath = parsedUrl.path.strip('/')
        if urlPath:
            urlPath = urlPath + '/'
        fullPath = '/' + urlPath + servletPath +
parsedEndpoint.path.strip('/')
        stringToSign = method + fullPath
        params = dict(params.items() + self.parse_query_params
(parsedUrl.query).items() + self.parse_query_params
(parsedEndpoint.query).items())
        queryParameterStr = '';
        for key in params.keys():

```

```

if len(key) > 0:
    if isinstance(params[key], list):
        for listItem in params[key]:
            value = urllib.quote(str(listItem))
            stringToSign += value
            queryParameterStr += urllib.quote(key) + '=' + value + '&'

    else:
        value = urllib.quote(str(params[key]))
        stringToSign += value
        queryParameterStr += urllib.quote(key) + '=' + value + '&'
if prepared.body is not None:
    stringToSign += prepared.body
h = hmac.new(BKSECRETKEY, stringToSign.strip(), hashlib.sha256)
s = base64.standard_b64encode(h.digest())
signature = urllib.quote_plus(s)
finalURL = parsedUrl.scheme + '://' + parsedUrl.netloc +
fullPath + '?' + queryParameterStr + 'bkuid=' + BKUID + '&bksig=' +
signature
else:
    finalURL = URL + endpoint
self.info('Sending %s request to: %s' %(method, finalURL))
prepared.url = finalURL
if VERBOSITY >=4:
    print "Request object:"
    for key, value in prepared.headers.iteritems():
        print "%s: %s" % (key, value)
    if prepared.body is not None and len(prepared.body)>0:
        print ""
        print prepared.body
return prepared
def post(self, endpoint, payload = None, params = None, headers =

```

```

None, files = None):
    if payload is not None:
        data = payload if isinstance(payload, basestring) else
json.dumps(payload)
    else:
        data = None
    self.res = requests.Session().send(self.prepare_request(endpoint,
method = 'POST', params = params, data = data, files = files, headers
= self.prepare_headers(headers)), verify = False)
    return self
def test_bulk_self_class_create(self):
    files = {'ruleFile': open('self-classification-rules.tsv', 'rb')}
    created_rules = self.post('classificationRules', files = files,
params={}).res.json()
    self.info(created_rules, 2)
instance=ClassificationRule()
instance.test_bulk_self_class_create()

```

5.25.4 Related API calls

These are the API calls you will typically make *before* you use the Rules API:

Before Rules API	Use case
Containers API	<p>The use case for the containers API depends on which data ingest method you are using to transfer your data into the Oracle Data Cloud platform (online ingest, offline onboard, user data API, or mobile ingest):</p> <ul style="list-style-type: none"> ■ Online ingest: Create a container to extract page and user attributes and transfer them to the platform for classification. ■ Offline onboard and user data API: Create a container to pass your unique user IDs (UUIIDs) to the platform via an ID swap. Once a user has been ID swapped, their offline or server-side attributes can be transferred to the platform

Before Rules API	Use case
	<p>for classification.</p> <ul style="list-style-type: none"> ▪ Mobile ingest: Retrieve your site ID and insert it into the Oracle Data Cloud mobile core tag. The mobile core tag is used to extract page and user attributes from your mobile web pages and mobile apps and transfer them to the platform for classification.
Self-Classification Category API	Add first-party categories to the self-classification tree in your private taxonomy.

These are the API calls you will typically make *after* you use the Rules API:

After Rules API	Use case
Audiences API	Create a target audience that includes your self-classified first-party categories.
Categories API	View your categories and their inventory.

5.25.5 GET response summary

The Rules API GET request returns the classification rules used to map your categories with your site data. Here are the properties included for each rule:

Field	Type	Description
<code>category_ids</code>	list (category IDs)	A list of category IDs to which the classification rule applies
<code>created_at</code>	date	A timestamp indicating when the rule was initially created
<code>id</code>	integer	The unique ID assigned to the classification rule
<code>name</code>	string	The user-specified name for classification rule
<code>partner_id</code>	integer	The unique ID of the your partner seat to which the classification rule applies
<code>phints</code>	list (phint definitions)	<p>A list of your phint definitions, which contain the following properties:</p> <ul style="list-style-type: none"> ▪ <code>key</code> (string): The phint key ▪ <code>operator</code> (enum): The criteria used for determining how the phint value is applied (is or contains)

Field	Type	Description
		<ul style="list-style-type: none"> <code>value</code> (string): The full or partial phint value, depending on the specified operator <p>This field is only returned for phint-based rules.</p>
<code>referrer</code>	boolean	Indicates whether the URL to be classified is the site URL (false) or the referrer URL (true) This field is only returned for URL-based rules.
<code>site_ids</code>	list (site IDs)	A list of containers to which the classification rule applies
<code>status</code>	enum	The status of the classification rule (<code>Active</code> , <code>Creating</code> , or <code>Updating</code>)
<code>type</code>	enum	The type of classification rule (<code>phint</code> or <code>url</code>)
<code>updated_at</code>	date	A timestamp indicating when the rule was last modified
<code>url</code>	list (URLs)	A list of your URL definitions This field is only returned for URL-based rules.

POST response errors

If the POST request for creating categories fails, the POST response will use one of the following HTTP status codes:

Code	Error message	Description
400	Bad Request	The body of the POST response will contain short description of the problems with the POST request.
401	Unauthorized	You need to authenticate the request. See authentication and authorization for more information.
403	Forbidden	You have reached the maximum number of categories (by default, the limit is 100).
404	Not Found	The specified parent category is either not in your self-classification tree or is not in your Partner seat

The body of the POST response will contain a list of error codes for each of the input attributes causing the error. The following example demonstrates a POST response listing the errors for a failed request:

```
{ "errors": {
  "rule_id": [
    "RULE_ID_INVALID"
  ],
  "rule_name": [
    "RULE_NAME_DULICATE"
  ],
}
```

```
} ,
  "detail": "Bad request"
}
```

5.26 Segment reach API

If you are a DMP client, you can implement the segment reach ([SegmentInventory](#)) web service to get the estimated number of unique users for the individual categories and segments in your audience and for the audience itself. The reach is based on the number of users seen in the category, segment, or audience based on the current audience configuration. Audience reach shows whether the audience is big enough to generate your desired number of impressions before delivering it to a media execution platform.

5.26.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

segmentreach.docs.apiary.io

For help with this API, contact My Oracle Support ([MOS](#)).

5.26.2 Service URI

The URI for the segment reach API is:

```
services.bluekai.com/Services/WS/SegmentInventory
```

5.26.3 Related API calls

Here are the API calls you will typically make before and after you use the segment reach API:

Related API	Use case
Audiences API	Create the audience once you have verified its reach. You can call the segment reach API before and after the audience API. You can call the segment reach API first to get the reach of an audience to verify that it meets your desired scale before you create it, or you can call the audience API first to create an audience and then verify its reach with the segment reach API.
Campaigns API	Create instructions for delivering your target audience to DMP partners.
Categories API	View the first- and third-party categories that you can use to create your audience before you use the segment reach API.

5.26.4 Audience creation reference

In the Oracle Data Cloud APIs, an audience is represented by a series of segments that are combined with AND logic

```
{"AND": [{"AND": [segment1, segment2, ...]}]}
```

where each segment has one or more categories that are combined using OR logic:

```
{"OR": [{"cat1", <categoryId>}, {"cat2", categoryId}, ...] }
```

If your audience includes multiple segments, the user must meet the criteria in all of the segments to be included in your target audience (an AND condition).

If a segment includes multiple categories, a user only needs to have been tagged with one of the categories to be included in the segment (an OR condition).

Adding a category to a single segment

You can create a simple audience that includes a single segment with one category.

For example, if you add **In-Market > Autos** (category ID = 17) to a segment, the user needs to have been tagged with that category to be included in your audience.

The following code snippet demonstrates a JSON-body for a segment reach API POST request that includes a single segment with one category:

```
{"AND": [{"AND": [{"OR": [{"cat": 17}]}]}]}
```

Adding multiple categories to a segment

You can add multiple categories to a segment, which creates an OR condition. This means that a user only needs to have been tagged with one of the categories in the segment to be included in your target audience.

For example, if you add **In-Market > Retail > Video Games > Systems > Sony > Playstation** (category ID = 7628) and **In-Market > Retail > Video Games > Systems > Microsoft > XBOX** (category ID = 7624) to a segment, the user only needs to have been tagged with one of the video game systems to be included.

The following code snippet demonstrates a JSON-body for a segment reach API POST request that includes multiple categories in a single segment:

```
{"AND": [{"AND": [{"OR": [{"cat": 7624}, {"cat": 7628}]}]}
```

Including multiple segments in an audience

Your target audience may also include multiple segments, which creates an AND condition. This means that a user must meet the criteria in all of the segments to be included in your target audience.

For example, if you add **In-Market > Travel > Air Travel** (category ID = 139) to one segment and **In-Market > Travel > Cruises** (category ID = 6089) to another segment, the user needs to have been tagged with both categories to be included.

The following code snippet demonstrates a JSON-body for a segment reach API POST request that includes multiple segments:

```
{"AND": [{"AND": [{"OR": [{"cat": 139}]}], {"OR": [{"cat": 6089}]}]}
```

Including multiple segments with multiple categories

If your target audience includes multiple segments, you can include multiple categories in one or more of the segments.

For example, you can include multiple car model categories in one segment, and geographic and demographic categories in another segment.

The following code snippet demonstrates a JSON-body for a segment reach API POST request that includes multiple segments with multiple categories in each segment:

```
{"AND": [{"AND": [{"OR": [{"cat": 2150}, {"cat": 355}], {"OR": [{"cat": 2095}, {"cat": 2098}]}]}]}
```

Excluding segments

Your target audience may exclude one or more categories in a segment, which creates a NOT condition. This means that users in the excluded segment will not be included in your target audience.

For example, if you include users in **In-Market > Travel > Cruises** (categoryID = 6089) but exclude users in **Demographic > Premium Demographic > Income > \$0-\$14,999** (categoryID = 5814) and **Demographic > Premium Demographic > Income > \$15,000-\$19,999** (categoryID = 71) categories, those users who are in-market for a cruise but are in the specified lower incomes will not be included from your target audience.

The following code demonstrates a JSON-body for a segment reach API POST request that includes and excludes different segments:

```
{"AND": [{"AND": [{"OR": [{"cat": 18}]}]}, {"NOT": {"AND": [{"OR": [{"cat": 71}, {"cat": 5814}]}]}]}]}
```

Setting the frequency

(Optional) You can specify the frequency in your segment reach API POST requests.

The number of times users must have qualified for a category since they were initially tagged with it to be included in the query. For example, to set the minimum frequency to **10** using the previous example, you would include the `freq` parameter in the JSON body using the following syntax:

```
{"AND": [{"AND": [{"OR": [{"cat": 17, "freq": [10]}]}]}]}
```

To set a range of frequencies (for example 10 to 20), use the following syntax:

```
{"AND": [{"AND": [{"OR": [{"cat": 17, "freq": [10, 20]}]}]}]}
```

Setting the country

Countries: To get the reach of your audience for one or more countries, include the `countries` parameter in the query string for each country. For example, to get the reach of your audience in United States and the United Kingdom, include the two-letter [ISO 3166-1 alpha-2 country code](#) for each country using the following syntax: `countries=US,UK`

Important: By default, the segment reach returns data as if you were searching for US-only data. If you want to include *all* countries, you need to specify `countries=ALL`.

Setting the ID source

To specify the [ID source](#), use the `device_type` parameter with one of the following codes:

- `1`: Oracle Data Cloud 3rd Party Desktop Cookie ID
- `3`: Oracle Data Cloud Mobile Cookie ID
- `6`: Google Advertising ID (AdID)
- `9`: Apple IDFA

The default is all ID sources supported by the audience.

To include the inventory figures in the response according to ID source, set the `doPerIdTypeReach` parameter to true. The default value is false.

Specifying a partner ID

If your user account is associated with multiple seats, you can include a partner IDs in the query string to determine which seat to target. (Your partner ID is listed in the upper right-hand corner of the platform UI.) To specify the partner ID, you use the `pid` parameter. For example:

```
services.bluekai.com/Services/WS/SegmentInventory?pid=999999
```

Setting the device (Deprecated)

You can get the reach of your audience based for a specific device type (desktop or mobile) by including the `deviceTypeID` parameter in the query string. For example to get the reach of your audience on mobile devices only, you would use the following syntax:

```
services.bluekai.com/Services/WS/SegmentInventory?deviceTypeID=2
```

The default device type is all (desktop and mobile). The Oracle Data Cloud APIs support the following device type codes:

- `0`: All (desktop and mobile)
- `1`: Desktop
- `2`: Mobile

Warning: The `deviceTypeID` parameter is deprecated. Use `device_type` instead.

5.26.5 Segment reach POST response summary

The segment reach API POST request returns the reach for the specified audience, segments, and categories.

The following audience properties can be returned:

Property	Description
<code>_cpuTime</code>	(Oracle internal use only) The POST response time (in milliseconds)
<code>multiplier</code>	Oracle internal use only
<code>namespaces</code>	Oracle internal use only
<code>nvars</code>	Oracle internal use only
<code>priceFloor</code>	Oracle internal use only
<code>reach</code>	The total number of unique users seen in the category, segment, or audience based on its current configuration
<code>status</code>	This value will be <code>QUERY_SUCCESS</code> for successful calls to the segment reach API.

The following segment properties can be returned:

Property	Description
nvars	Oracle internal use only
priceFloor	Oracle internal use only
reach	The total number of unique users seen in the category, segment, or audience based on its current configuration

The following category properties can be returned:

Property	Description
cat	The unique ID assigned to the category
freq	The frequency used in the query for the category (if specified). The frequency represents the minimum number of times users must have qualified for a category since they were initially tagged with it to be included in the query.
nvars	Oracle internal use only
reach	The total number of unique users seen in the category, segment, or audience based on its current configuration

5.27 Taxonomy API

You can implement the Oracle Data Cloud taxonomy web service to get everything you need to know about categories, which represent groups of users. For example, a category named "In-Market > Smartphone" would represent all the users who have demonstrated intent to buy a smartphone. All the individual categories are organized and listed in the taxonomy, which is a single hierarchical tree structure. You can then select categories from the taxonomy to build target audiences. To do this, you group the categories into segments using OR logic, and then include and exclude individual segments using AND or NAND logic (see the [audience API](#) for more information on creating audiences).

Important: This is the Oracle Data Cloud platform's old taxonomy API, which will be replaced by the [new categories REST API](#). You should migrate to the new API to benefit from its additional parameters and be ready once the old API is discontinued.

5.27.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

taxonomy6.docs.apiary.io/

For help with this API, contact My Oracle Support ([MOS](#)).

5.27.2 Service URI

The URI for the taxonomy API is:

```
services.bluekai.com/Services/WS/Taxonomy
```

5.27.3 Taxonomy API use cases

What type of data does the taxonomy API provide?

- **First-party categories:** Categories in your private first-party taxonomy. These categories are only available in your DMP.
- **Second-party categories:** Private categories that another DMP partner has shared with you using one of the following methods:
 - **Whitelisting:** A data provider can share a category in their private taxonomy with you so that you can target, analyze, and model users in that category. A DMP client typically whitelists their consumer data so that another DMP client can use it for some mutually beneficial activation. Categories can be whitelisted using the [taxonomy partner permissioning API](#) or the taxonomy sharing tool in the Oracle Data Cloud platform.
 - **Audience sharing:** A DMP partner can share an audience with you so that you can create a data campaign with that audience or analyze the audience. Audience sharing is typically used by DMP clients to send their audiences to an agency who will then run the data campaign for them. Audiences can be shared using the audience grant API or the audience management tool in the Oracle Data Cloud platform.
- **Third-party categories:** Categories in the [Oracle Data Marketplace](#). These categories are available to all DMP partners.

How do I use the taxonomy API to understand the user data I receive from the platform?

When you receive Oracle Data Cloud platform data, you can use the taxonomy API to determine which category you have received and who owns the data. For example, if you receive a data campaign with category ID 6737, you could use the taxonomy API to see that the category ID means **In-Market > Autos > Makes & Model > Chevrolet > Camaro** and the data is owned by **Oracle Data Cloud**. You could also use the taxonomy API to see that category ID 14835 is **B2B > Bizo (Business Data) > Functional Area > C-Suite** and the data is owned by **Bizo**.

When do I use the taxonomy API?

- **Data discovery:** You can use the taxonomy API to get more information on the categories you have received:
 - **First-party categories:** If you are a DMP client, you can use the taxonomy API to get the first-party categories in your private taxonomy and view your inventory of unique users in each category.
 - **Third-party categories:** If you are a data buyer, you can use the taxonomy API to view the third-party categories and inventory in the Oracle Data Marketplace.
 - **Audience analytics:** If you are a data app partner who is programmatically running audience analytics, you can call the taxonomy API and use the returned categories as the input for your calls to the audience discovery report - multi audience API

- **Data delivery configuration:** You can use the taxonomy API to configure your system to display and receive user data:
 - **User interface:** If you are an Oracle Data Cloud platform data app partner, you can use the taxonomy API to display the third-party categories in the platform taxonomy in your own user interface.
 - **Data mapping:** If you are Oracle Data Cloud platform data app partner, you can use the taxonomy API to map categories to your third-party audience targeting segments. Call the taxonomy API daily to maintain an updated category-segment mapping.

- **Data delivery:** You can use the taxonomy API to deliver user data.
 - **Create audience and campaigns:** If you are a data app partner programmatically creating audiences and campaigns, you must call the taxonomy API first and use the returned categories as the input for your calls to the audience API and campaign API, respectively.
 - **Data delivery method:** The manner in which categories are transferred to you depends on the data delivery method:
 - If you are receiving data via server data transfer ([SDT](#)), the category ID is included in the JSON-formatted data (POST), URL (GET), or file (batch) returned to you.
 - If you are receiving data via an [image pixel](#), the pixel must include the `$_CATEGORIES` [macro](#) for you to receive category IDs.
 - If you are receiving data via a [JSON return](#), the category ID is included in the invisible `bk_results` object that is returned to your web page.
 - If you are receiving data via the [user data API](#), the category ID is included in the JSON-formatted data returned to you after a successful request.

How do I filter out country categories IDs that appear in my SDT data?

You can use the [countries API](#) to get the country codes and corresponding category IDs, use this list to programmatically filter out the country category IDs in your SDT data, and then pass the filtered list to the taxonomy API.

5.27.4 Related API calls

Here are the API calls you will typically make after you use the taxonomy API:

Post-taxonomy API	Use case
Audiences API	Create the audience you want to target, model, optimize, or analyze.
Campaigns API	Create instructions for delivering your audience to DMP partner.

Post-taxonomy API	Use case
Segment reach API	Get the estimated number of unique users in a category, segment, and audience before delivering the audience.

5.27.5 GET response summary

The taxonomy API request returns a `NodeList` object containing a list of categories. Here are the default properties included for each category:

Property	Type	Description
<code>nodeID</code>	integer	The unique ID assigned to the category
<code>nodeName</code>	string	The name of the category node To get the full taxonomy path for the category, enable the <code>FullTaxonomyPath</code> parameter.
<code>parentID</code>	string	The unique ID assigned to the category's parent node

Note: The GET response time may vary based on the number of categories being returned and the specified options. Specifically, if you enable the `bkSize` parameter to include the inventory figures with the categories being returned, the taxonomy API response time may increase to a few minutes.

5.28 Taxonomy partner permissions API

If you are a DMP partner or data provider, you can use the taxonomy partner permissions API to whitelist (share) or blacklist (withhold) your first-party categories and inventory numbers with another partner. The partner receiving the whitelisted categories will then be able to view and select them from their taxonomy tree when they log in to the Oracle Data Cloud platform just as the DMP client owning the category would. You can also use this API to view the first-party categories in your private taxonomy that have been whitelisted or blacklisted to other partners.

Taxonomy permissioning, along with audience sharing, facilitates the second-party marketplace in the Oracle Data Cloud platform. While audience sharing enables you to share a single audience, taxonomy permissioning enables you to share category-level information with your trusted partners.

5.28.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

taxonomypermissioning.docs.apiary.io/

For help with this API, contact My Oracle Support ([MOS](#)).

5.28.2 Service URI

The URI for the taxonomy partner permissions API is:

```
taxonomy.bluekai.com/taxonomy/partnerPermissions
```

5.28.3 Related API calls

Here are the API calls you will typically make *before* you use the taxonomy partner permissions API:

Before taxonomy partner permissions API	Use case
Categories API	Add first-party categories to your private taxonomy.
Rules API	Create classification rules that map the user data collected from your site with your categories.
Categories API	View first-party categories that you can share with DMP clients and partners.

Here are the API calls you will typically make *after* you use the taxonomy partner permissions API:

After taxonomy partner permissions API	Use case
Audiences API	Receive categories from DMP clients that are to be optimized or modeled.

5.28.4 Schema

The URI for the taxonomy partner permissions API schema is:

taxonomy.bluekai.com/taxonomy/partnerPermission.schema

```
{
  "type" : "object",
  "$schema" : "http://json-schema.org/draft-04/schema#",
  "id" : "#partnerPermission",
  "description" : "The details of a particular partner permission
stored at Bluekai",
  "additionalProperties" : false,
  "properties" : {
    "id" : {
      "type" : "integer",
      "description" : "The ID of a partner permission [Read Only
Field]",
      "minimum" : 1
    },
    "partner" : {
      "type" : "object",
      "description" : "The Partner of a partner permission",
      "javaType" : "com.oracle.bluekai.types.taxonomy.Partner",
      "properties" : {
        "id" : {
          "type" : "integer",
          "description" : "ID of a partner"
        },
        "name" : {
          "type" : "string",
          "description" : "Name of a partner",
          "minLength" : 1,
          "maxLength" : 255
        }
      }
    }
  },
  "buyer" : {
    "type" : "array",
    "items" : {
      "$ref" : "#stub"
    }
  },
  "whitelistCategories" : {
    "type" : "array",
    "items" : {
      "type" : "integer"
    },
    "description" : "List of category ids that are whitelisted",
    "minItems" : 1
  }
}
```

```

},
"blacklistCategories" : {
  "type" : "array",
  "items" : {
    "type" : "integer"
  },
  "description" : "List of category ids that are blacklisted",
  "minItems" : 1
},
"notes" : {
  "type" : "string",
  "description" : "Notes for a partner permission",
  "minLength" : 1
},
"permissionType" : {
  "enum" : [ "targetingAndAnalytics", "analytics" ],
  "description" : "Describes the taxonomy permission type",
  "default" : "targetingAndAnalytics"
},
"createdAt" : {
  "type" : "string",
  "format" : "date-time",
  "description" : "Creation date and time [Read Only Field]",
  "minLength" : 20,
  "maxLength" : 25
},
"updatedAt" : {
  "type" : "string",
  "format" : "date-time",
  "description" : "Update date and time [Read Only Field]",
  "minLength" : 20,
  "maxLength" : 25
}
},
"required" : [ "partner", "buyer" ]
}

```

5.28.5 List permissions

To view all your taxonomy partner permissions make the following GET call:

```

taxonomy.bluekai.com/taxonomy/partnerPermissions?pid=
yourPartnerID&bkuid=BKUID&bksig=BKSIG

```

The [pid value](#) is only needed if your user account is associated with multiple partner seats.

Sample list response:

```
{
  "items" : [ {
    "id" : 19795,
    "partner" : {
      "id" : 2208,
      "name" : "Example Partner"
    },
    "buyer" : [ {
      "id" : 2362,
      "name" : "Example Buyer 1"
    } ],
    "whitelistCategories" : [ 338800, 344778 ],
    "blacklistCategories" : [ 339307, 339298, 339301 ],
    "permissionType" : "targetingAndAnalytics",
    "createdAt" : "2016-05-24T17:57:22-05:00",
    "updatedAt" : "2016-06-03T16:01:07-05:00"
  }, {
    "id" : 19833,
    "partner" : {
      "id" : 2208,
      "name" : "Example Partner"
    },
    "buyer" : [ {
      "id" : 1392,
      "name" : "Example Buyer 2"
    } ],
    "whitelistCategories" : [ 287744 ],
    "permissionType" : "analytics",
    "createdAt" : "2016-06-03T17:13:15-05:00",
    "updatedAt" : "2016-06-03T17:13:15-05:00"
  }, {
    "id" : 19859,
    "partner" : {
      "id" : 2208,
      "name" : "Example Partner"
    },
    "buyer" : [ {
      "id" : 1739,
      "name" : "Example Buyer 3"
    } ],
    "whitelistCategories" : [ 287744 ],
    "blacklistCategories" : [ 338799 ],
    "permissionType" : "analytics",
```

```

    "createdAt" : "2016-06-08T15:55:27-05:00",
    "updatedAt" : "2016-06-08T18:33:00-05:00"
  }, {
    "id" : 20154,
    "partner" : {
      "id" : 2208,
      "name" : "Example Partner"
    },
    "buyer" : [ {
      "id" : 486,
      "name" : "Example Buyer 4"
    } ],
    "whitelistCategories" : [ 287744 ],
    "permissionType" : "targetingAndAnalytics",
    "createdAt" : "2016-08-19T16:04:06-05:00",
    "updatedAt" : "2016-08-19T16:04:06-05:00"
  } ],
  "totalResults" : 4,
  "offset" : 0,
  "count" : 4,
  "hasMore" : false
}

```

5.28.6 Create permissions

To create taxonomy partner permissions, make a POST call and include your partner ID, the buyer ID, and a list of one or more whitelisted or blacklisted first-party categories in the body:

Sample POST request

```

taxonomy.bluekai.com/taxonomy/partnerPermissions?pid=
yourPartnerID&bkuid=BKUID&bksig=BKSIG

```

The [pid value](#) is only needed if your user account is associated with multiple partner seats.

Sample body

```

{
  "partner": {
    "id": 2208
  },
  "buyer": [{

```

```

        "id": 2362
    }],
    "whitelistCategories": [828103],
    "permissionType": "targetingAndAnalytics"
}

```

Note: Only one taxonomy permission is allowed per buyer. Once you create a taxonomy permission (a POST call), you must update (PUT calls) to whitelist or blacklist additional categories for the same buyer.

5.28.7 GET, POST, and PUT response summary

The taxonomy partner permissions API GET request returns the first-party categories that you have shared with DMP clients or partners. Here are the properties included for each shared first-party category:

Property	Type	Description
<code>blacklistCategories</code>	array	A list of comma-separated category IDs that have been blacklisted for the DMP client or data buyer
<code>buyer</code>	array	(Required) An array describing the DMP client or data buyer with whom you are sharing the first-party categories specified in <code>whitelistCategories</code> , including their ID and name
<code>createdAt</code>	string	A timestamp indicating when the taxonomy permission was created, such as <code>2017-03-10T08:03:13-05:00</code>
<code>id</code>	integer	The unique ID assigned to the taxonomy partner permission
<code>notes</code>	string	A user-specified summary of the taxonomy partner permission
<code>partner</code>	object	(Required) An object describing the partner seat, including the ID and name. If you have multiple partner seats associated with your user account, you can include the pid value in your request and specify the ID of the desired partner seat.
<code>permissionType</code>	enum	The type of taxonomy permission, which can be <code>targetingAndAnalytics</code> (the default) or <code>analytics</code>
<code>updatedAt</code>	string	A timestamp indicating when the taxonomy permission was last modified
<code>whitelistCategories</code>	array	A list of comma-separated category IDs that have been whitelisted for the DMP client or data buyer

5.29 User data API

You can use the User Data API to programmatically onboard user data into the Oracle Data Cloud platform and deliver it back out to your site. The User Data API functions as an always-on pipe between your offline data, taxonomy, and your website and mobile apps that is ready for ingest and delivery on demand.

EU Data. To ingest and receive data for user profiles located in the European Union (EU), you must have signed Oracle's General Data Protection Regulation (GDPR) agreements. Contact your Oracle Account Representative to obtain and sign the agreements.

5.29.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

userdataapi1.docs.apiary.io

For help with this API, contact My Oracle Support ([MOS](#)).

5.29.2 Onboarding and Delivering Data with the User Data API

The following sections highlight the features and requirements for onboarding and delivering data with the User Data API, and the ID types that can be linked to the user data you are passing.

ID Types

The data you onboard and deliver may be linked to obfuscated anonymous Oracle Data Cloud cookie IDs (BKUUIDs); Partner-based unique user IDs (PUUIDs), which may include your email hashes, account ID hashes, and cookie IDs; and Mobile Advertising IDs (MAIDs), which include Apple IDFAs and Google Advertising IDs. The following table summarizes the different ID types that can be passed into the User Data API.

Type	Field	ID Space	Description
BKUUID	<code>userid</code>	Primary ID (desktop and mobile web)	The obfuscated Oracle Data Cloud unique user ID (BKUUID) that you received via an ID swap, SDT delivery, or JSON Return tag.
PUUID	<code>puserid</code>	Secondary ID (linked to desktop and mobile web)	<p>Your partner-based unique user ID (PUUID), which may be an email hash, account ID hash, cookie ID, or other identifier. The BKUUID; PUUIDs you pass must be ID swapped to BKUUIDs or you will get 404 "user not found" errors. See ID Swapping for more information.</p> <div style="border: 1px solid orange; padding: 10px; margin: 10px 0;"> <p>The site ID you include in your User Data API calls must be enabled for passing PUUIDs or you will get a 404 "user not found" error. To do this, open a MOS ticket requesting "puserid access for the User Data API" and include your partner name, partner ID, your ID swap site ID, and the site ID you are passing in your User Data API calls.</p> </div> <div style="border: 1px solid orange; padding: 10px; margin: 10px 0;"> <p>If you are passing PUUIDs that have been ID swapped via phints (for example, you use the Oracle Data Cloud core tag to execute ID swaps), you must pass the key in the <code>pfield</code> parameter (for example, in "myid=ABC123", <code>myid</code> is the key or fieldname). The <code>pfield</code> parameter uniquely identifies your PUUIDs in the system. Open a MOS ticket requesting "pfield access for the User Data API" and include your partner name, partner ID, your ID swap site ID, and the key.</p> <p>If you pass a phint-swapped PUUID in the User Data API without a <code>pfield</code> or with one that has not been enabled in the platform, you get a 404 error.</p> </div> <p>See ID Swapping for more information on setting up the ID sync.</p>
MAID	<code>adid</code> <code>idfa</code>	Primary ID, mobile app	Passing the <code>adid</code> or <code>idfa</code> enables you to send and get the data linked to this mobile advertising ID, which operates in a primary

Type	Field	ID Space	Description
			<p>ID space (the data you are sending or getting is not linked to a BKUUID).</p> <div style="border: 1px solid orange; padding: 10px; background-color: #fff9c4;"> <p>Required MAID Configuration: To onboard data linked to MAIDs, your site ID must be enabled or you will get a 400 "user ID empty" error. To do this, open a MOS ticket requesting "Direct Ingest Access" and include your partner name, partner ID, the site ID, and which MAIDs you are passing (adid and/or idfa).</p> <p>Country Identification Method: When you onboard data linked to a MAID, you should pass a country code in the User Data API call to specify users' country locations. However, to address scenarios where you cannot identify the user's country, you can specify in the same MOS ticket one of the following methods for classifying users' country locations (if you don't pass a country code and don't select one of these methods, you will get a 400 "country code not provided" error):</p> <ul style="list-style-type: none"> ■ Default Country. You will use a default country to classify users. This is useful if you plan on always classifying users into the same single country or cannot provide country data. ■ Unspecified Country. If the user is not already classified into a country, their country location will be classified as "unspecified". In this case, you will not be able to use country filtering in Audience Builder to target these users. <p>To request the default or unspecified country method, request "SITES_DEFAULT_CC CODE" for the User Data</p> </div>

Type	Field	ID Space	Description
			API" and include your partner name, partner ID, and classification site ID, and specify either (a) the default country to be used or (b) you want users' country location to be marked as "unspecified".

Data Ingest

With the User Data API, you can independently onboard and activate the user data stored in your data warehouse, CRM database, or any other offline source anytime. This enables you to run models and analytics in your offline source to segment your users, and then import their attributes directly into your taxonomy—whenever you need to. Your user data is instantly added to your taxonomy and ready for activation.

To onboard data, you first need to create a [site ID](#), [categories](#), and [rules](#) using the platform UI, or using the [Containers \(Sites\)](#), [Categories](#), and [Rules](#) APIs.

Request

You can make User Data API calls to onboard data by sending GET requests to

```
api.tags.bluekai.com/getdata/{siteid}/v1.2?{idType}={userId}&phint={key}={value}&bkuid={Web Service Key}&bksig={Method Signature}
```

with the following components:

- **Site ID.** The site ID you created and included in your rules.
- **ID Type and User ID .** The ID type [BKUUID (userid), PUUID (puserid), or MAID (adid or idfa), and the actual ID. You must pass MAIDs in 8-4-4-12 format.
- **Phint.** A key-value pair representing the user's attributes and behavior, which you included in your rules. The Oracle Data Cloud platform will evaluate the site ID and phints in your rules to determine into which categories the user gets added.
- **Web Service Key.** Your key for making Oracle Data Cloud API calls. To get this, log into your seat. and click **Tools>Web Service Key Tool**. Click [here](#) for more information on getting your Web service keys.

- **Method Signature.** The request signature (bksig) generated by encrypting the HTTP_METHOD, URI_PATH, QUERY_ARG_VALUES, and POST_DATA into a string byte array, and then signing the resulting string with your Web service private key. Click [here](#) for more information on authenticating your User Data API calls.

If you are onboarding data linked to MAIDs, you must also pass a `ccode` field set to the [two-letter ISO 3166-1 alpha-2 country code](#) where the user's data was acquired and set the `create_profile` flag to 1. This enables a new user profile in your ID space to be added to the Profile Store. If the profile already exists, the user attributes you are passing in the phints field are just appended to the user's profile.

The User Data API call for MAIDs therefore has the following

```
syntax: api.tags.bluekai.com/getdata/{siteid}/v1.2?idfa|adid={8-4-4-12}&phint={key}={value}&ccode={countryCode}&create_profile=1&bkuid={Web Service Key}&bksig={Method Signature}
```

See [parameters](#) for the descriptions of all the parameters you can include when sending data with the user data API.

Request Examples

The following examples demonstrate how to make User Data API requests for onboarding data linked to BKUUIDs, PUUIDs, and MAIDs. In each example, site ID **50838** and a **purchaser=smartphone** phint are being passed into the call.

BKUUID

```
http://api.tags.bluekai.com/getdata/50838/v1.2?userid=3PR/ef6y99YlryOu
&phint=purchase=smartphone&bkuid=a3c18b227976ad07da5d679c7259f726631d3
9cf49252926407dc05c3e8be643&bksig=uBtWOAzM6cduAbEeaQoU6%2BkNUL87%2Brxu
dio2DC00Y5c%3D
```

PUUID

```
http://api.tags.bluekai.com/getdata/58038/v1.2?userid=z00gPvTRj990wQs
```

```
&phint=purchase=smartphone&bkuid=a3c18b227976ad07da5d679c7259f726631d39cf49252926407dc05c3e8be643&bksig=uBtWOAzM6cduAbEeaQoU6%2BkNUL87%2Brxudio2DC00Y5c%3D
```

MAID

```
http://api.tags.bluekai.com/getdata/58038/v1.2?adid=6D92078A-8246-4BA4-AE5B-76104861E7DC&phint=purchase=smartphone&cocode=US&create_profile=1&bkuid=a3c18b227976ad07da5d679c7259f726631d39cf49252926407dc05c3e8be643&bksig=uBtWOAzM6cduAbEeaQoU6%2BkNUL87%2Brxudio2DC00Y5c%3D
```

Response

The User Data API will return a 200 code if the user profile has been found or created; it will return a 404 "user not found" error if the user does not exist or has not been ID synced to a cookie. For successful responses, the User Data API will also return the user's ID.

- If you are onboarding data linked to a BKUUID (userid), the response will include the user's obfuscated BKUUID.
- For data linked to a PUUID, the response will include your PUUID (puserid) for the user and their obfuscated BKUUID.
- For data linked to a MAID, the response does not include the user's idfa or adid.

Response Example

The following example demonstrates the response to a User Data API request for onboarding user data linked to a PUUID:

```
{
  "status": 200,
  "msg": "ok",
  "userid": "3PR/ef6y99Y1ry0u",
  "puserid": "z00gPvTRj990wQs",
  "categories": []
}
```

Data Delivery

You can also use the User Data API to deliver your user data to your website or your internal system. The User Data API can return the category IDs of users being targeted in your audiences/data campaigns. This enables you target customers with optimized site content and ads based on their attributes and behavior.

To deliver data, you need to create [audiences](#) and [campaigns](#) using the platform UI, or using the [Audiences](#) and [Campaigns](#) APIs.

When you create a data campaign for delivering data out via the User Data API, create a JSON Return campaign with a pixel. To do this, follow these steps:

1. Under **Delivery Method**, set the **JSON Return** property to **Yes**.
2. In the **Pixel URL** box, enter a pixel with the following syntax:
http://tags.bluekai.com/site/<siteid>. You can use the same site ID you included in your rules and passed in your User Data API onboarding calls.

Request

You can make User Data API calls to deliver data by sending GET requests to

```
api.tags.bluekai.com/getdata/{siteid}/v1.2?{idType}={userId}&bkuid={Web Service Key}&bksig={Method Signature}
```

 with the following components:

- **Site ID**. The site ID you created and included in your rules.
- **ID Type** and **User ID**. The ID type [BKUUID (userid), PUUID (puserid), or MAID (adid or idfa), and the actual ID.
- **Web Service Key**. Your key for making Oracle Data Cloud API calls.
- **Method Signature**. The generated request signature.

See [parameters](#) for the descriptions of all the parameters you can include when getting data with the user data API.

You may also may pass phints in the request to onboard and deliver data simultaneously.

Tip: You can filter the category IDs returned by the User Data API by passing a comma-separated list of campaign IDs in the **filterbycampids** parameter. This enables the User Data API to only return those categories that have been targeted and won by one or more specific campaigns. By default, the User Data API will return the categories being targeted and won by all campaigns.

Response

The User Data API will return the category IDs that are linked to the user's profiles that are being targeted and delivered by data campaigns, the last time the user was last tagged with the categories, and the number of times they've been tagged with the categories. It will return a 404 "user not found" error if the user does not exist or has not been ID synced to a cookie.

The following example demonstrates the response to a User Data API data delivery request:

```
{
  "status": 200,
  "msg": "ok",
  "userid": "3PR/ef6y99Ylry0u",
  "categories": [{
    "id": 1211430,
    "count": 3,
    "lastmodified": 1520881959
  }]
}
```

5.29.3 Specifications

This section describes the throughput, SLAs, and supported HTTP protocols for the User Data API.

Throughput

The User Data API supports one call per user with a maximum of 1,000 calls per second. You therefore must make separate API calls on each user for whom you want to ingest or deliver their attributes. For example, if you have 1M users whose attributes you will import into the Oracle Data Cloud platform, you will need to make 1M calls to the User Data API.

Batch User Data API Calls with the Bulk API: You can use the Bulk API to batch individual User Data API calls in the body of a single HTTPS POST request. This reduces latency and maximizes throughput. To use the Bulk API, contact [My Oracle Support \(MOS\)](#) and request it. In the request, include the maximum number of subrequests per day and any custom requirements. A MOS specialist will get your Web service keys enabled for making Bulk API calls.

SLA

The response is typically delivered within 300ms if your API request is made from the United States, and typically between 500-600ms from outside the US.

HTTP Protocol

The user data API supports both HTTP and HTTPS protocols.

5.29.4 User Data API Programmer's Reference

URI

```
http://api.tags.bluekai.com/getdata/<siteID>/<version>/...
```

Parameters

Parameter	Required?	Description
siteID	required	The unique site identifier generated when you created your container (for example, 14811). <ul style="list-style-type: none">■ If you are sending data to the platform, the specified site ID must be included in the classification rules used to map your phints (user attributes) to categories in your taxonomy.■ If you are getting data from the platform, the specified site ID must be in the pixel URL of the campaign targeting the user.
version	required	The user data API version, which is 1.2 .

Important: All URIs are assumed to be [percent-encoded](#) on the client side.

Request summary

These are the parameters that you can include in your user data API requests:

Field	Type	Required?	Methods	Description
<code>bksig</code>	string	Required	Send Get	The message signature you generate when authenticating your request
<code>bkuid</code>	string	Required	Send Get	Your web service user key
<code>ccode</code>	string	Required (if onboarding data linked to a primary ID other than the BKUID)	Send	<p>Enter the two-letter ISO 3166-1 alpha-2 country code representing where the user's data was acquired.</p> <p>This is required if you are creating a new user profile (you are onboarding data linked to an adid, idfa, eids, or a private ID that functions as a primary ID space).</p> <p>If you do not provide the <code>ccode</code> when setting the <code>create_profile</code> flag to 1, you should have specified a default country when you requested the direct ingest integration. If you do not pass a country code, have not specified a default country, and the user is not already classified into a country, the user's country location will be classified as "unspecified". In this case, you will not be able to use country filtering in Audience Builder to target these users.</p>
<code>create_profile</code>	integer	Optional	Send	<p>Enter 1 to create a new user profile in the profile store and add the categories specified in the <code>phint</code> field to the profile.</p> <p>If you enable this flag and a profile already exists for the user, the categories are just appended to the user's profile.</p>
<code>filterbycampids</code>	Collection of integers, separated by commas	Optional	Get	<p>A list of comma-delimited campaign IDs</p> <p>This field is used for filtering the categories included in the user data API response based on the specified campaign IDs that have targeted and won the user.</p> <ul style="list-style-type: none"> ■ If the value of this field is empty, all the categories associated with all of your campaigns is returned. ■ If you set the <code>target</code> field to 0, this field has no functionality. ■ If you specify a campaign ID that is not yours or if the

Field	Type	Required?	Methods	Description
				campaign ID does not exist, it is ignored.
<code>phint</code>	string	Optional	Send	<p>List of user attributes (categories) with which to tag the user. The maximum number of phints you can pass is restricted by the maximum size of the HTTP GET request, which is 2,048 bytes.</p> <p>Syntax:</p> <pre>phint1=<newCategory1>=<newValue1>&phint2=<newCategory2>=<newValue2></pre> <p>Example:</p> <pre>phint=favfootballteam=Bengals&phint=favbaseballteam=Dodgers</pre>
<code>target</code>	int	Optional	Get	<p>Indicates whether user targeting is enabled (1) or disabled (0). By default, this flag is set to 1, which means that winning campaigns and returning user categories is enabled. To disable user targeting and not return any user categories, set this flag to 0.</p>

Response summary

If your user data API request is successful, a JSON-formatted list is returned including any new qualifying category IDs the user has been tagged with.

Fields included in the response

Field	Type	Description
<code>categories</code>	list	<p>The list of categories delivered by active campaigns that the user has been tagged with. This field includes the following attributes:</p> <ul style="list-style-type: none"> ▪ <code>count</code>: The number of times the user has been tagged with this category. ▪ <code>id</code>: The category ID assigned to the category. ▪ <code>lastmodified</code>: The Unix time (in seconds since Jan. 1 1970 UTC) when the user was tagged with this category.
<code>msg</code>	string	<p>The description of the status. See error field descriptions for the possible values.</p>
<code>pfield</code>	string	<p>The type of key associated with the partner-based UUID you passed in the <code>puserid</code> field. This field is only returned if you included it in the request.</p>

Field	Type	Description
<code>puserid</code>	string	Your partner-based UUID for the user. This field is only returned if you included it in the request.
<code>status</code>	integer	The response status code See error field descriptions for the possible values.
<code>userid</code>	string	The encrypted Oracle Data Cloud UUID for the user This field is only returned if you included it in the request.

Examples

Sample user data API response - successful (with categories)

```
{
  "status": 200,
  "msg": "ok",
  "userid": "<BlueKai_UUID>",
  "puserid": "<Partner_UUID>",
  "categories": [{
    "id": 123,
    "count": 1,
    "lastmodified": 1342722630
  }, {
    "id": 323,
    "count": 3,
    "lastmodified": 1342722400
  }]
}
```

Sample user data API response - successful (without categories)

```
{
  "status": 200,
  "msg": "ok",
  "userid": "ABCD",
  "puserid": "XYZ123",
  "categories": {}
}
```

Sample user data API error response

```
{
  "status": 400,
  "msg": "user id is empty",
  "userid": "",
  "puserid": "",
  "categories": {}
}
```

Error response summary

If your user data API request is not successful, you will receive JSON-formatted data that includes an error code and a message description. The following table describes the error status code and message returned to you in the `status` and `msg` fields of the response if your request failed.

Status code	Message	Version supported
200	"ok"	All
400	"user id is empty"	All
404	"user id not found"	All
403	"invalid site id in the request"	All
400	"unsupported version of api specified"	All
400	"invalid value of usertype specified"	All
403	"throttle limit for calls to this resource is reached"	All
500	"internal server error"	All
400	"invalid bkuid specified in the request"	Version 1.2
400	"The bkuid specified does not have access to the site"	Version 1.2
400	"signature specified mismatch"	Version 1.2
403	"Unauthorized to make this request"	Version 1.2
400	"bksig cannot be empty"	Version 1.2
400	"signature specified is empty"	Version 1.2
400	"trying to access unauthorized campaign ids"	Version 1.2

5.29.5 Python code example

The [sample Python script](#) demonstrates how to generate the authentication signature, construct the user data API request URL, and make the HTTP call to the platform.

The following table lists the required fields and syntax for running this script on desktop, mobile, and mobile app users.

Required fields for sample script

User type	ID type	Fields	Example
Desktop or mobile user	BKUUID	siteid, userid, bkuid, bksecretkey <ul style="list-style-type: none">Get only: campids,	<code>./userDataApi.py -s <siteid> -u <userid> -n <phint> -c <campids> -t <target> -b <bkuid> -k <bksecretkey></code>

User type	ID type	Fields	Example
		target <ul style="list-style-type: none"> ■ Send only: phint	
Desktop or mobile user	PUUID	siteid, puserid, pfield, bkuid, bksecretkey <ul style="list-style-type: none"> ■ Get only: campids, target <ul style="list-style-type: none"> ■ Send only: phint	<pre>./userDataApi.py -s <siteid> -p <puserid> -f <pfield> -n <phint> -c <campids> -t <target> -b <bkuid> -k <bksecretkey></pre>
Mobile app user	IDFA	siteid, idfa, bkuid, bksecretkey <ul style="list-style-type: none"> ■ Get only: campids, target <ul style="list-style-type: none"> ■ Send only: phint	<pre>./userDataApi.py -s <siteid> -e <idfa> -n <phint> -c <campids> -t <target> -b <bkuid> -k <bksecretkey></pre>
Mobile app user	ADID	siteid, adid, bkuid, bksecretkey <ul style="list-style-type: none"> ■ Get only: campids, target <ul style="list-style-type: none"> ■ Send only: phint	<pre>./userDataApi.py -s <siteid> -d <adid> -n <phint> -c <campids> -t <target> -b <bkuid> -k <bksecretkey></pre>

Sample Python script

```
#!/usr/local/bin/python2.7
```

```

import os
import sys
import getopt
import string
import urllib
import urllib2
import cookielib
import urlparse
import hashlib
import hmac
import base64
import calendar
import datetime

serviceUrl1 = 'http://ps1001.bluekai.com/getdata/'
serviceUrl2 = '/v1.2?'
headers = {"Accept": "application/json", "User-Agent": "Mozilla/5.0
(Macintosh; U; Intel Mac OS X 10.6; en-US; rv:1.9.1) Gecko/20090624
Firefox/3.5"}
httpStr="GET"

def usage():
    print "\nThese are the usage functions:\n"
    print 'Usage-1: '+sys.argv[0]+' -s <siteid> [Required] -u <userid> -
p <puserid> -f <pfield> -n <phint> -c <filterbycampids> -t <target> -b
<bkuid> -k <bksecretkey> \n'
    print 'Usage-2: '+sys.argv[0]+' -s <siteid> [Required] -a
"<useragent>" -i <ipaddress> -n <phint> -c <filterbycampids> -t
<target> -b <bkuid> -k <bksecretkey> \n'
    print 'Usage-3: '+sys.argv[0]+' -s <siteid> [Required] -d <adid> -n
<phint> -c <filterbycampids> -t <target> -b <bkuid> -k <bksecretkey>
\n'
    print 'Usage-4: '+sys.argv[0]+' -s <siteid> [Required] -e <idfa> -n
<phint> -c <filterbycampids> -t <target> -b <bkuid> -k <bksecretkey>
\n'
    print "Params To send Data : phint\n"
    print "Params To get Data : filterbycampids, target\n"

def signatureInputBuilder(url, method, bkuid, bksecretkey):
    stringToSign = method
    parsedUrl = urlparse.urlparse(url)
    print parsedUrl
    stringToSign += parsedUrl.path
    # first split the query into array of parameters separated by the '&'
character
    print parsedUrl.query
    qP = parsedUrl.query.split('&')
    print qP

```

```

if len(qP) > 0:
    for qS in qP:
        qP2 = qS.split('=', 1)
        #print qP2
        if len(qP2) > 1:
            stringToSign += qP2[1]

print "stringToSign:" + stringToSign

h = hmac.new(bksecretkey, stringToSign, hashlib.sha256)

print "bksecretkey: " + bksecretkey
print "stringToSign: " + stringToSign
print "digest: " + h.hexdigest()

s = base64.standard_b64encode(h.digest())
print s

u = urllib.quote_plus(s)
print u

newUrl = url
if url.find('?') == -1 :
    newUrl += '?'
else:
    newUrl += '&'

newUrl += 'bkuid=' + bkuid + '&bksig=' + u

return newUrl

def parseuastring(ua) :
    print "Test"
    print ua
    ua = ua.replace(" ", "%20")
    return ua

def getUrlFromArgs(argv=sys.argv) :
    url = serviceUrl1
    bkuid_present = 0
    bksecretkey_present=0
    if(len(argv) == 0):
        usage()
        sys.exit(2)
    try:
        opts,args = getopt.getopt(argv, 's:b:k:u:p:f:n:c:t:a:i:d:e:h',

```

```

['siteid=', 'bkuid=', 'bksecretkey=', 'userid=', 'puserid=', 'pfield=', 'phint=', 'campIds=', 'targets=', 'useragent=', 'ipaddress=', 'adid', 'idfa', 'help'])
except getopt.GetoptError:
    usage()
    sys.exit(2)
for opt, arg in opts:
    if opt in ('-h', '--help'):
        usage()
        sys.exit(2)
    elif opt in ('-s', '--siteid'):
        siteid = arg
        url = url + str(siteid)
        url = url + serviceUrl2
    elif opt in ('-u', '--userid'):
        userid = arg
        url = url + "&userid=" + userid
    elif opt in ('-p', '--puserid'):
        puserid = arg
        url = url + "&puserid=" + puserid
    elif opt in ('-f', '--pfield'):
        pfield = arg
        url = url + "&pfield=" + pfield
    elif opt in ('-d', '--adid'):
        adid = arg
        url = url + "&adid=" + adid
    elif opt in ('-e', '--idfa'):
        idfa = arg
        url = url + "&idfa=" + idfa
    elif opt in ('-n', '--phint'):
        phint = arg
        url = url + "&phint=" + phint
    elif opt in ('-c', '--campIds'):
        campIds = arg
        url = url + "&filterbycampids=" + campIds
    elif opt in ('-t', '--target'):
        target = arg
        url = url + "&target=" + target
    elif opt in ('-a', '--useragent'):
        useragent = arg.replace(" ", "%20")
        url = url + "&useragent=" + useragent
    elif opt in ('-i', '--ipaddress'):
        ipaddress = arg
        url = url + "&ipaddress=" + ipaddress
    elif opt in ('-b', '--bkuid'):
        bkuid = arg
        bkuid_present = 1
    elif opt in ('-k', '--bksecretkey'):

```

```

        bksecretkey = arg
        bksecretkey_present = 1
    else:
        usage()
        sys.exit(2)
if bkuid_present and bksecretkey_present:
    url = signatureInputBuilder(url, httpStr, bkuid, bksecretkey)
print "url=" + url
url = str(url)
return url

def doRequest(url):
    try:
        print "making HTTP request to "
        print url
        cJ = cookielib.CookieJar()
        request = urllib2.Request(url, None, headers)

        opener = urllib2.build_opener(urllib2.HTTPCookieProcessor(cJ))
        u = opener.open(request)
        rawData = u.read()
        print rawData
        print "200 ok"
        return rawData
    except urllib2.HTTPError, e:
        print "HTTP error: %d %s" % (e.code, str(e))
        print "ERROR: ", e.read()
        return None
    except urllib2.URLError, e:
        print "Network error: %s" % e.reason.args[1]
        print "ERROR: ", e.read()
        return None

def main(argv=sys.argv):
    url = getUrlFromArgs(argv)
    url = url.replace("?&", "?")
    print url
    doRequest(url)

if __name__ == "__main__":
    main(sys.argv[1:])

```

5.30 Vendors API

You can use the vendors web service to configure a vendor's app to connect your DMP with the app partner's platform. Once you associate a vendor's app and an audience with a campaign, you can activate the campaign and start data delivery.

5.30.1 Explore the API

Open the link below in a new tab to see the I/O doc in a three-pane format.

vendors3.docs.apiary.io

For help with this API, contact My Oracle Support ([MOS](#)).

5.30.2 Service URI

The URI for the vendors API is:

```
services.bluekai.com/rest/vendors
```

5.30.3 Schema

The URI for the vendors API schema is:

```
services.bluekai.com/rest/vendor.schema
```

[Expand to see the vendor schema:](#)

```
{
  "type" : "object",
  "$schema" : "http://json-schema.org/draft-04/schema/#",
  "id" : "#vendor",
  "title" : "Vendor Schema",
```

```

"description" : "The details of a vendor",
"additionalProperties" : false,
"properties" : {
  "id" : {
    "type" : "integer",
    "description" : "vendor ID",
    "minimum" : 1,
    "o:sortable" : true,
    "o:queryable" : true
  },
  "name" : {
    "type" : "string",
    "description" : "The name for a vendor",
    "minLength" : 1,
    "maxLength" : 255,
    "o:sortable" : true,
    "o:queryable" : true
  },
  "status" : {
    "enum" : [ "active", "deleted" ],
    "default" : "active",
    "description" : "Describes status of current resource. Certain
properties or attributes may become required as a prerequisite to
status change.",
    "o:sortable" : true,
    "o:queryable" : true
  },
  "partnerId" : {
    "type" : "integer",
    "description" : "partner ID",
    "minimum" : 1
  },
},

```

```
"createdAt" : {
  "type" : "string",
  "format" : "date-time",
  "description" : "Vendor created date and time",
  "minLength" : 20,
  "maxLength" : 29,
  "o:sortable" : true,
  "o:queryable" : true
},
"updatedAt" : {
  "type" : "string",
  "format" : "date-time",
  "description" : "Vendor updated date and time",
  "minLength" : 20,
  "maxLength" : 29,
  "o:sortable" : true,
  "o:queryable" : true
},
"pricingModel" : {
  "$ref" : "#pricingModel",
  "o:expandable" : true
},
"solutionType" : {
  "$ref" : "#campaignSolutionType",
  "o:expandable" : true
},
"vendorTemplate" : {
  "$ref" : "#vendorTemplate",
  "o:expandable" : true
},
"campaign" : {
  "$ref" : "#campaign",
```

```

    "o:expandable" : true
  },
  "attributes" : {
    "type" : "array",
    "description" : "Key/value based attributes that are describing
current vendor",
    "additionalProperties" : false,
    "uniqueItems" : true,
    "items" : {
      "$ref" : "#attribute"
    }
  },
  "profileInputs" : {
    "type" : "array",
    "items" : {
      "$ref" : "#profileInput"
    }
  },
  "permissionedCategoryIds" : {
    "type" : "array",
    "items" : {
      "type" : "integer"
    }
  }
},
"required" : [ "name" ],
"links" : [ {
  "rel" : "search",
  "href" : "#",
  "schema" : {
    "type" : "object",
    "properties" : {

```

```

    "nameOrId" : {
      "type" : "string",
      "description" : "Filter by Name or ID of the vendor"
    },
    "q" : {
      "type" : "string",
      "format" : "scim"
    }
  }
}, {
  "rel" : "canonical",
  "href" : "/rest/vendors/{id}"
}, {
  "rel" : "collection",
  "href" : "/rest/vendors"
} ]
}

```

5.30.4 Related API calls

Here are the API calls you will typically make *after* you use the vendors API:

Post-vendors API	Use case
Audiences API	Create and manage audiences for use with campaigns and your apps.
Campaigns API	Create instructions for delivering your target audience to DMP partners.

5.30.5 GET and POST response summary

The vendors API GET and POST responses include the following information with each vendor returned:

Property	Type	Description
<code>attributes</code>	array	An array of key-value pairs providing details about the vendor
<code>campaign</code>	array	An object describing the campaign associated with the vendor. For details about its properties, see campaigns API .
<code>createdAt</code>	string	A timestamp in ISO 8601 date and time format (yyyy-MM-dd'T'HH:mm:ssZ) indicating when the vendor was created For example: <code>2017-03-18T17:46:32-05:00</code>
<code>id</code>	integer	The unique identifier assigned to the vendor
<code>name</code>	string	The user-specified name for the vendor's app, such as "Oracle Modeling 360 configuration"
<code>partnerId</code>	integer	The unique ID assigned to the associated partner in the Oracle Data Cloud platform, such as 2345
<code>permissionedCategoryIds</code>	array	An array of whitelisted category IDs For more details, see taxonomy partner permissions API .
<code>pricingModel</code>	array	An object that describes the pricing model used for billing and reporting and includes a <code>name</code> , <code>description</code> , and an <code>id</code> . The <code>id</code> may be one of the following: <ul style="list-style-type: none"> ▪ <code>1</code>: CPS ▪ <code>2</code>: CPM ▪ <code>3</code>: FlatFee ▪ <code>4</code>: Search ▪ <code>5</code>: % of Spend ▪ <code>6</code>: Set in IO
<code>profileInputs</code>	array	An object that describes the behavioral and demographic profile of the associated audience, including category and partner IDs
<code>solutionType</code>	array	An object that describes the type of campaign solution, including the following parameters: <ul style="list-style-type: none"> ▪ <code>id</code>: The numeric ID of the solution type, such as 6 for look-alike modeling ▪ <code>name</code>: The name of the solution type, such as

Property	Type	Description
		<p>lookalike</p> <ul style="list-style-type: none"> ▪ <code>systemName</code>: The system name corresponding to the name ▪ <code>description</code>: A description of the solution type ▪ <code>type</code>: The type of solution <p>The <code>id</code> parameter indicates one of the following campaign types:</p> <ul style="list-style-type: none"> ▪ <code>1</code>: Media targeting ▪ <code>2</code>: Dynamic creative optimization (DCO) ▪ <code>3</code>: Site side optimization (SSO) ▪ <code>5</code>: Search ▪ <code>6</code>: Look-alike modeling
<code>status</code>	string	Indicates whether the vendor is <code>active</code> (the default) or <code>deleted</code> .
<code>updatedAt</code>	string	A timestamp in ISO 8601 date and time format (yyyy-MM-dd'T'HH:mm:ssZ) indicating when the vendor was last modified in Oracle Data Cloud platform. For example: <code>2017-04-18T17:46:32-05:00</code>
<code>vendorTemplate</code>	array	An object that includes values from the associated vendor template

5.30.6 Response errors

To see the latest error codes, call

`services.bluekai.com/rest/vendors.errors?bkuid=bkUID&bksig=signedString`.

If your request fails, the response will use one of the following error messages:

Error code	Description
BK-10001	Could not find resource for the specified path
BK-10002	Bad query parameters
BK-10003	Invalid JSON input
BK-10004	Input JSON does not pass schema validation

Error code	Description
BK-10005	Input JSON contains bad property
BK-10006	Input JSON has missing properties
BK-10007	Input JSON has bad property that does not match min length requirement
BK-10008	Input JSON has bad property that does not match max length requirement
BK-10009	Not enough privileges to access requested resource
BK-10010	The request could not be completed by the service due to malformed data or syntax
BK-10011	Incorrect sorting parameter
BK-10012	Additional properties detected. Schema does not allow extra properties to be present
BK-10013	Incorrect expand parameter
BK-10014	Incorrect q query parameter syntax
BK-10015	Property has unacceptable/bad format
BK-10016	Property value does not appear on the list of acceptable values
BK-10017	Array must not contain duplicate entries
BK-43001	Vendor was not found
BK-43002	Pricing model is required
BK-43003	Solution type is required
BK-43004	Vendor template is required
BK-43005	Third party identifier is required
BK-43006	Username is required
BK-43007	Password is required
BK-43008	Access token is required
BK-43009	Client code is required
BK-43010	Adbox url is required
BK-43011	Inject type is required
BK-43012	Eloqua install id is required
BK-43013	Eloqua site id is required
BK-43014	Eloqua pod api url is required
BK-43015	Vendor template or pricing model not supported for given solution type
BK-43016	Vendor attribute invalid
BK-43017	Contact info is required
BK-43018	Data granularity campaigns is required
BK-43019	Data granularity categories is required
BK-43020	Vendor template change forbidden
BK-43021	Advertiser is required
BK-43022	Currency code is required
BK-43023	Permissioned category ids are required
BK-43024	Profile inputs are required
BK-43025	Profile input name is required
BK-43026	Profile input id is required

Error code	Description
BK-43027	Profile input category ids is required
BK-43028	The ID swap pixel url in your selected app is malformed
BK-43029	ID Swap pixel is already configured for this App partner
BK-43030	Contact info contains invalid email address