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Preface

Oracle Data Cloud aggregates, analyzes, and activates consumer data for marketers.

Topics:
• Audience
• Related Resources
• Conventions

Audience

This document is intended for data buyers and data providers.

Documentation Accessibility

For information about Oracle's commitment to accessibility, visit the Oracle Accessibility Program website at http://www.oracle.com/pls/topic/lookup?ctx=acc&id=docacc.

Access to Oracle Support

Oracle customers that have purchased support have access to electronic support through My Oracle Support. For information, visit http://www.oracle.com/pls/topic/lookup?ctx=acc&id=info or visit http://www.oracle.com/pls/topic/lookup?ctx=acc&id=trs if you are hearing impaired.

Related Resources

Many additional resources are available on the Oracle Data Cloud website:
https://www.oracle.com/cloud/daas.html

Conventions

Text conventions give you cues to identify the type of information being presented.

<table>
<thead>
<tr>
<th>Convention</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>boldface</strong></td>
<td>Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.</td>
</tr>
<tr>
<td><em>italic</em></td>
<td>Italic type indicates book titles, emphasis, or placeholder variables that you supply particular values for.</td>
</tr>
<tr>
<td>Convention</td>
<td>Meaning</td>
</tr>
<tr>
<td>------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>monospace</td>
<td>Monospace type indicates commands in a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.</td>
</tr>
</tbody>
</table>
1

Oracle Data Cloud

Oracle Data Cloud aggregates, analyzes, and activates consumer data, enabling marketers to connect to customers and prospects at all stages of the buying journey. Powered by Oracle ID Graph, Oracle Data Cloud lets you target the right consumers, personalize their experience, and measure the effectiveness of that engagement. The robust toolset provided in the Oracle BlueKai Marketplace user interface makes it easy for you to implement data activation.
Introduction to Oracle BlueKai Marketplace

This section contains information about BlueKai Marketplace, its data, and the most common ways to become an Oracle BlueKai partner.

Topics:
• About Oracle BlueKai Marketplace
• Oracle Data Hotline
• Privacy
• Supported Browsers
• BlueKai Registry
• Oracle Data Marketplace

About Oracle BlueKai Marketplace

Data as a Service (DaaS) provides a robust toolset on the Oracle BlueKai Marketplace platform, which enables you to create audiences across hundreds of data sources, so you can unlock the value in that data and activate it on any channel, including display, social, and mobile, to speak to customers.

We call this whole process data activation, and it's all about using what you know to power what you do. It's all about turning insights into actions to make your marketing work.

Oracle Data Hotline

Use the Oracle Data Hotline to help compile high-performing and customized segments to activate your media buys – we make life easier and help you drive performance.

The Data Hotline is available to service all incoming RFPs from our valued clients – with turnaround times of under 48 hours. Together, we'll work to identify the data that best activates your clients' goals. For all upcoming media campaigns, remember to incorporate our industry-leading data.

• Send us your RFPs, and we'll respond quickly with a proposed audience plan.
• Share any media plan, and we'll assist in estimating impression totals.
• Place our pixel on any page to analyze incoming traffic and discover the precise aggregate profile of any site visitors, and then use these findings to target additional, similar targets.

For a comprehensive look at the data available through Oracle BlueKai, review the Oracle Data Cloud Data Directory on our website:

Privacy

This section contains several topics that discuss our position on privacy.

Oracle Data Cloud Privacy Policy

You can view the Oracle Data Cloud privacy policy here:
Oracle Data Cloud Privacy Policy

Supported Browsers

Several browsers are supported in the BlueKai Exchange.

- Microsoft Internet Explorer 9.0+
- Mozilla Firefox 3.6+
- Apple Safari 5.0+
- Google Chrome

Notes about Internet Explorer:

- Although the Oracle BlueKai interface is supported in Internet Explorer version 9, this version is not supported in Compatibility View. Click the Compatibility View icon in your browser to ensure that you are not in Compatibility View.
- Even if you are not in Compatibility View, make sure that the Include updated website lists from Microsoft check box in the Compatibility View Settings dialog is not selected.
BlueKai Registry

The Oracle BlueKai Registry allows consumers to manage their third-party data and opt-out preference relative to the BlueKai Audience Data Marketplace. The BlueKai Registry is at http://www.bluekai.com/registry/. Consumers can delete any single data attribute (for example, Reading) tied to their BlueKai cookie by clicking the circular ‘x’ to the left of the data attribute.

BlueKai Registry Opt-Out

Consumers can also completely opt-out of BlueKai third-party data collection by clicking the Opt Out button on the BlueKai Consumer Opt-Out page.

Implementing the BlueKai Registry

To get up and running with the BlueKai Registry, you must follow some simple and standard steps starting with customizing the copy of the registry page. The actual copy and copy format displayed on the BlueKai Registry can be customized to suit your creative and stylistic needs. Since the registry page is hosted on the BlueKai servers, it is necessary that any custom content/files be sent to BlueKai. Examples of such content/files include, but are not limited to, the following:

- Images – Files such as png files, gif files and jpeg files
• Stylesheets – Generally a CSS stylesheet we can host or a URL to a stylesheet we can link to
• Copy Document – A text file that provides the copy the partner wants
• Creative Guidelines – Usually a document that describes how to display text, colors, and images on the registry page in accordance with the rest of the site layout.

Once BlueKai has received all the proper materials and instructions necessary to customize the look and feel of the registry page, we will begin work on your custom instance of the Registry. Upon completion of the initial look and feel, BlueKai will provide a review period (typically 1 week) during which the partner can provide feedback and request any necessary changes. Overall, the full implementation process usually requires 2-4 weeks depending on the responsiveness of the partner’s review and implementation team.

The partner can include the White-Label Registry in an <iframe> tag on their site to make it easy to wrap the navigation, header, and footer elements around the registry. This helps provide a seamless look to the registry.

As an alternative to having BlueKai build out the full registry page, BlueKai may provide a feed of data categories on a per user basis directly to the partner through an API. The partner can then manage the full build out of the registry page. In this case, the API will return an HTML table with one data category per row. The following example shows the API call:

http://tags.bluekai.com/registry?
p=###&h=#####&bg=EEE9E9&fg=333333&font=arial&size=10&ah=1

The following table lists other values that can be leveraged to control the style of the HTML table returned by the API.

<table>
<thead>
<tr>
<th>Style Parameter</th>
<th>Query String Parameter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreground color of the base path</td>
<td>&amp;fg=&lt;hex color&gt;</td>
</tr>
<tr>
<td>Foreground color of the full path</td>
<td>&amp;fpfg=&lt;hex color&gt;</td>
</tr>
<tr>
<td>Background color of the base path</td>
<td>&amp;bg=&lt;hex color&gt;</td>
</tr>
<tr>
<td>Background color of the full path</td>
<td>&amp;fpbg=&lt;hex color&gt;</td>
</tr>
<tr>
<td>Font of the base path</td>
<td>&amp;font=&lt;fontname&gt;</td>
</tr>
<tr>
<td>Font of the full path</td>
<td>&amp;fpfont=&lt;fontname&gt;</td>
</tr>
<tr>
<td>Size of base path font</td>
<td>&amp;size=&lt;number&gt;</td>
</tr>
<tr>
<td>Size of full path font</td>
<td>&amp;fpsize=&lt;number&gt;</td>
</tr>
</tbody>
</table>

Testing the BlueKai Registry

Upon completion of the implementation, the BlueKai Registry should go through primary tests.

First, the look and feel of the registry as well as overall performance should be examined across different browsers. Browser issues need to be assessed as to whether they are related to the partner’s copy and/or formatting or issues arising from BlueKai formatting.
Next, the ability for a consumer to amend their profile by removing individual data categories should also be tested. The partner can follow these simple steps to conduct this test:

1. Clear your cookies.
2. Visit the partner’s website and browse across a mix of content.
3. Load the Registry in the same browser and make sure your profile includes data categories corresponding to your browsing behavior in step 2.
4. Delete 1-3 data categories in your profile within the Registry.
5. Go to another page on the partner’s website.
6. Reload the Registry.
7. Confirm that the data categories you deleted in step 4 no longer exist in your profile.

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 of 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.

Oracle Data Cloud Explorer

Explore audiences in the Oracle Data Marketplace from over 200+ data partner solutions. Use the Oracle Data Cloud Explorer to explore these audiences. Then contact The Data Hotline to get expert help with any audience challenge.
# 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.

**Oracle BlueKai Data**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer technology</td>
<td>Users interested and in-market for consumer technology products, as well as people who own specific technology devices.</td>
</tr>
<tr>
<td>Demographic</td>
<td>BlueKai captures over 200 demographic attributes from online and offline data sources including age, gender, employment, language, family composition, household income and net worth. All BlueKai demographic data is ‘self declared’ and is not inferred or modeled.</td>
</tr>
<tr>
<td>In-market auto</td>
<td>Users who have demonstrated intent through make and model searches, car configurations and dealership quote requests via online automotive sites. 93% of BlueKai’s in-market auto users come from comScore top 10 automotive sites.</td>
</tr>
<tr>
<td>In-market CPG</td>
<td>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.</td>
</tr>
<tr>
<td>In-market education</td>
<td>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.</td>
</tr>
<tr>
<td>In-market financial</td>
<td>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.</td>
</tr>
<tr>
<td>In-market real estate</td>
<td>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.</td>
</tr>
<tr>
<td>In-market retail</td>
<td>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 &amp; beauty, home &amp; garden, entertainment, video games, and automotive parts and accessories.</td>
</tr>
<tr>
<td>In-market service</td>
<td>Users who have demonstrated intent to purchase local goods and services such as restaurants, mechanics, or retail stores in particular geographic locations.</td>
</tr>
<tr>
<td>In-market travel</td>
<td>Users who have searched for flights, hotels, and car rentals on top online travel sites in the last 30 days. 94% of BlueKai’s in-market travel users come from comScore top 10 travel sites, such as Kayak.com.</td>
</tr>
<tr>
<td>Interest</td>
<td>BlueKai 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, arts and entertainment, online activities, hobbies, politics and current events, sports, travel, and more.</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
</tr>
<tr>
<td>-----------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Media &amp; entertainment</td>
<td>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.</td>
</tr>
<tr>
<td>Predictors</td>
<td>Predictors consists of modeled ‘look-a-likes’ of BlueKai in-market auto, retail and travel, modeled from online and offline data sources using BlueKai predictors as reach extension to BlueKai in-market.</td>
</tr>
<tr>
<td>Travel</td>
<td>Users interested and in-market for air travel, hotels, car rentals, cruises, and vacation packages.</td>
</tr>
<tr>
<td>Validated demographic</td>
<td>Accurate demographic online data from Oracle BlueKai 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. BlueKai 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, BlueKai premium demographic data can target: gender, age, household income, and presence of children.</td>
</tr>
</tbody>
</table>

**B2B**

BlueKai 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.

**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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>140 Proof</td>
<td>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.</td>
</tr>
<tr>
<td>33Across AudienceID</td>
<td>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.</td>
</tr>
<tr>
<td>AcquireWeb</td>
<td>Onboarded third-party data from national compilers like Experian, Infutor, ALC, Alliant and others.</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
</tr>
<tr>
<td>----------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Acxiom</td>
<td>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.</td>
</tr>
<tr>
<td>AdAdvisor</td>
<td>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.</td>
</tr>
<tr>
<td>AddThis</td>
<td>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.</td>
</tr>
<tr>
<td>adgnitio</td>
<td>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.</td>
</tr>
<tr>
<td>Affinity Answers</td>
<td>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.</td>
</tr>
<tr>
<td>ALC</td>
<td>A direct marketing data services provider encompassing data management, customer acquisition, data compilation, data processing, and integration of marketing data.</td>
</tr>
<tr>
<td>Alliant</td>
<td>Alliant creates predictive segmentation solutions for multi-channel marketers. The company’s core assets include one of the industry’s largest sources of transactional data, sophisticated analytics, and a deep understand of marketing strategy.</td>
</tr>
<tr>
<td>Ameribase Digital</td>
<td>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.</td>
</tr>
<tr>
<td>Analytics-IQ</td>
<td>Accurate predictive data tools that leverage advanced analytics and a huge inventory.</td>
</tr>
<tr>
<td>Are You A Human</td>
<td>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. Once users have consistently been verified, they are added to the whitelist.</td>
</tr>
<tr>
<td>Audiences by Ziff Davis</td>
<td>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.</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Blue Kangaroo</td>
<td>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.</td>
</tr>
<tr>
<td>Bombora</td>
<td>B2B predictive intent and demographic data.</td>
</tr>
<tr>
<td>Cardlytics</td>
<td>Cardlytics leverages debit, credit, ACH, and bill pay transactions from over 1,500 banks to help you reach the right individual consumers.</td>
</tr>
<tr>
<td>Compass</td>
<td>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.</td>
</tr>
<tr>
<td>comScore</td>
<td>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.</td>
</tr>
<tr>
<td>comScore TV</td>
<td>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.</td>
</tr>
<tr>
<td>Connexity</td>
<td>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 within ODC BlueKai. Reach out to your ODC BlueKai account manager to learn more about Connexity's premium audience offerings.</td>
</tr>
<tr>
<td>Cross Pixel</td>
<td>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.</td>
</tr>
<tr>
<td>Cuebiq</td>
<td>AudienceQ processes user dwell-time data within beacon, Wi-Fi and GPS signals to segment targetable audiences based on their geo-behaviors.</td>
</tr>
<tr>
<td>Data Mentors/Relevate</td>
<td>Validated and accurate data.</td>
</tr>
<tr>
<td>DataLab</td>
<td>DataLab USA procures prospects from a variety of reliable sources, including credit and demographic data from the nation's leading data suppliers.</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
</tr>
<tr>
<td>------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Dataline</td>
<td>Dataline is a leading provider of consumer information, 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 BlueKai to provide customized solutions in a highly competitive, multichannel environment.</td>
</tr>
<tr>
<td>Datalogix</td>
<td>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.</td>
</tr>
<tr>
<td>Datalogix UK</td>
<td>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.</td>
</tr>
<tr>
<td>Datamyx</td>
<td>Digital audience segments mainly in the finance, automotive, and insurance categories.</td>
</tr>
<tr>
<td>Dataxpand</td>
<td>Audience clusters based on how users browse, search, show interest and intent, as well as based on the languages they speak, age and gender.</td>
</tr>
<tr>
<td>DeliDataX</td>
<td>A data network with a focus in the Latin American and Spanish market to enable advertisers to improve their campaigns by targeting optimized audiences.</td>
</tr>
<tr>
<td>Dun &amp; Bradstreet</td>
<td>Dun &amp; 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 &amp; Bradstreet's proprietary DUNSRight Quality Process, which results in quality business information that customers rely on to make critical business decisions.</td>
</tr>
<tr>
<td>Edmunds</td>
<td>Users that have been to Edmunds.com.</td>
</tr>
<tr>
<td>Evite</td>
<td>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.</td>
</tr>
<tr>
<td>Experian</td>
<td>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, 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.</td>
</tr>
<tr>
<td>Experian UK</td>
<td>Experian UK provides consumer insights, targeting, data quality, and cross-channel marketing for the UK market.</td>
</tr>
<tr>
<td>Financial Audiences</td>
<td>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.</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
</tr>
<tr>
<td>--------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Forbes</td>
<td>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.</td>
</tr>
<tr>
<td>GfK MRI</td>
<td>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.</td>
</tr>
<tr>
<td>Gravy Analytics</td>
<td>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.</td>
</tr>
<tr>
<td>HiveWyre</td>
<td>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.</td>
</tr>
<tr>
<td>I-Behavior</td>
<td>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.</td>
</tr>
<tr>
<td>Infogroup, Inc</td>
<td>A 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.</td>
</tr>
<tr>
<td>IRI CPG</td>
<td>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.</td>
</tr>
<tr>
<td>IRI Shopcom Proscores CPG</td>
<td>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.</td>
</tr>
<tr>
<td>IXI</td>
<td>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.</td>
</tr>
<tr>
<td>Infogroup, Inc</td>
<td>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.</td>
</tr>
<tr>
<td>Kantar Media - TGI</td>
<td>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.</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
</tr>
<tr>
<td>-----------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Lotame</td>
<td>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.</td>
</tr>
<tr>
<td>MasterCard</td>
<td>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.</td>
</tr>
<tr>
<td>Media Source</td>
<td>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.</td>
</tr>
<tr>
<td>Merkle</td>
<td>Identifies households associated with Merkle branded data.</td>
</tr>
<tr>
<td>Mobilewalla</td>
<td>The largest consumer intelligence platform on mobile.</td>
</tr>
<tr>
<td>Navegg</td>
<td>Navegg is a technology company that operates in partnership with major publishers and agencies to approach brands and people in the digital environment.</td>
</tr>
<tr>
<td>Near</td>
<td>Get location, audience, interest and demographic data using the Near platform, and target your audience of choice in the physical and digital worlds.</td>
</tr>
<tr>
<td>NinthDecimal</td>
<td>A mobile audience intelligence company that enables brands to engage with the right audience at the right time.</td>
</tr>
<tr>
<td>OmniDIGITAL by MeritDirect</td>
<td>OmniDIGITAL by MeritDirect turns offline users in the B2B space into targetable audiences by mapping offline.</td>
</tr>
<tr>
<td>Omnibus</td>
<td>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.</td>
</tr>
<tr>
<td>One Audience</td>
<td>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.</td>
</tr>
<tr>
<td>Place IQ</td>
<td>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.</td>
</tr>
<tr>
<td>Profound</td>
<td>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.</td>
</tr>
<tr>
<td>Proxama</td>
<td>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.</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>PushSpring</td>
<td>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.</td>
</tr>
<tr>
<td>Qualia Media</td>
<td>Qualia's branded data consists of consumers who have showed consumptive, declarative, and location action towards a specific interest.</td>
</tr>
<tr>
<td>Ranker</td>
<td>Ranker serves crowd-sourced rankings, data-driven answers, and snackable content to an engaged, millenial-heavy audience.</td>
</tr>
<tr>
<td>Retargetly</td>
<td>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.</td>
</tr>
<tr>
<td>Scanbuy</td>
<td>Scanbuy's first-party consumer interests data includes QR &amp; 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.</td>
</tr>
<tr>
<td>SirData</td>
<td>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).</td>
</tr>
<tr>
<td>Skimlinks</td>
<td>Skimlinks provides audiences drawn from an extensive understanding of retail behavior.</td>
</tr>
<tr>
<td>Solve Media</td>
<td>Contains people that have filled out a CAPTCHA from Solve Media.</td>
</tr>
<tr>
<td>Specialists Marketing</td>
<td>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.</td>
</tr>
<tr>
<td>Services</td>
<td></td>
</tr>
<tr>
<td>StatSocial</td>
<td>A social data and insights company that analyzes data from sixty different online and offline data sources.</td>
</tr>
<tr>
<td>TiVo Research</td>
<td>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.</td>
</tr>
<tr>
<td>TransUnion</td>
<td>TransUnion combines data, advanced analytics and industry- focused experience to help institutions make more informed decisions at every stage of the consumer life cycle.</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
</tr>
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<td>-------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>TruSignal</td>
<td>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 refinancees, online higher education enrollees, and political donors.</td>
</tr>
<tr>
<td>Twine Data</td>
<td>Twine Data sources 100% real, no-model data from its mobile publishing partners.</td>
</tr>
<tr>
<td>V12</td>
<td>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.</td>
</tr>
<tr>
<td>Vendigi</td>
<td>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.</td>
</tr>
<tr>
<td>Visa Audiences powered by DLX</td>
<td>Visa Audiences are built on aggregated spending insights from Visa, combined with Oracle Data Cloud demographic, purchase, and other attributes.</td>
</tr>
<tr>
<td>VisualDNA</td>
<td>A provider of psychometric profiles.</td>
</tr>
<tr>
<td>Webbula</td>
<td>Webbula provides accurate offline consumer data across multiple platforms and databases including auto, social media, political, and business-to-consumer.</td>
</tr>
</tbody>
</table>

Chapter 2
Oracle Data Marketplace
Oracle BlueKai Platform

You can use the BlueKai Platform tools and public audience BlueKai Marketplace to organize, analyze, and activate your user data. You can create target audiences containing third-party data purchased from the BlueKai Marketplace. Then you can create data campaigns to deliver your target audiences to display, mobile, search, social, and other media execution platforms.

The following topics provide conceptual and procedural information to guide you through managing your taxonomy, creating audiences and data campaigns, and viewing reports on the Oracle BlueKai platform.

**Important:**

Some of the features described in this documentation need to be enabled by an account manager and are not default settings. Some features may involve an additional cost if enabled. If you have questions, check with your account manager.

**Topics:**

- Oracle Data Cloud Data Directory
- Using the Dashboard
- Activating Data
- Using BlueKai Tags
- Managing Your Taxonomy
- Running Reports

**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 in this directory is cultivated from industry-leading branded and unbranded data providers, giving users access to a billion profiles across 30,000 categories. These categories can be leveraged for ad targeting, site optimization, custom segmentation and more to deliver the most relevant customer experiences at every touch point.

**Using the Dashboard**

When you log in to the BlueKai platform, the dashboard displays your account activity and the Message Board, which displays announcements on new feature releases, updates to the BlueKai Marketplace, and other news from BlueKai.
Your Account Activity Journal displays recent activity on your orders, campaigns, and audiences from the previous 7 days. See Using the Account Activity Journal.

To send email alerts when certain account activities occur, click Create Notification. See Using Account Activity Locations.

Tip:
You can access the Account Activity Journal from anywhere in the user interface by clicking the Activity icon (A) in the upper right corner.

Customizing the Dashboard

You can adjust how the Account Activity Journal and Message Board are arranged on the dashboard.

To adjust how your dashboard is arranged:

1. Click the blue column of the widget you want to move, such as the message board.
2. Drag the widget until you see the dashed outline for the desired location.

For example, you can align the widgets horizontally or vertically in any order.

To hide your Account Activity Journal:

1. Click the orange target icon in the upper right corner of the dashboard.
2. Clear the Past 7 Days Account Activity check box.

Using the Account Activity Journal

You can use the Account Activity Journal page to view all of the events that have occurred in your BlueKai account. Each time a change occurs in any of your orders, campaigns, or audiences, an event is recorded and added to this page.
The Account Activity Journal enables you to do the following:

- View the last 90 days of changes in your account.
- 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.

Opening the Account Activity Journal

You can open your Account Activity Journal from your dashboard or with an icon or your mouse.

To access the account activity journal, do any of the following:

- Click **Jump to Account Activity** from the **Past 7 Days Account Activity** list on the dashboard.
- Click the account activity icon (▲) in the upper right corner of the BlueKai platform user interface.
- Move your mouse over the arrow next to your partner name and click **Account Activity**.

Sorting and Filtering Events

You can sort and filter the events listed in the Account Activity Journal. 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.

Receiving Account Activity Notifications

You can receive email alerts when certain events occur in your account. This enables you to proactively monitor activities and changes in your account. You can receive emails 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, tags are suspended, offline data is being onboarded, and so on.

Event List

You can filter your Account Activity Journal based on events. To filter the account activity list, you can use the following types of events:

- Containers
  - Container Name Changed
  - Container Exchange Changed
  - Container Domains Changed
  - Container Listing Changed
- Categories
  - Category Created
  - Category Deleted
  - Category Name Changed
  - Category URLs Changed
  - Category Phint Changed
  - Category Container Changed
- Classification Rules
  - Classification Rule Created
  - Classification Rule Name Changed
  - Classification Rule URLs Changed
  - Classification Rule Deleted
  - Tag Isolation Setting Changed
- Vendors
  - Vendor Created
  - Vendor Modified
  - Vendor Deleted
- Audiences
  - 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 Auto Withdrawn (Sharer)
– Audience Auto Withdrawn (Receiver)

• Campaigns
  – Campaign Created
  – Campaign Edited
  – 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

• Tag Management
  – Schedules
    * Schedule Created
    * Schedule Deleted
    * Schedule Name Changed
    * Schedule State Changed
    * Schedule Tags Changed
    * Schedule Targets Changed
    * Schedule Containers Changed
    * Schedule Latency Changed
    * Schedule Frequency Changed
    * Schedule Start Date Changed
    * Schedule End Date Changed
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 BlueKai account. This enables you to monitor activities and changes. For example, you can receive emails when audiences are created, modified, or shared/received, campaigns are activated and idled based on start and end dates, campaigns run out of budget, tags are suspended, offline data is being onboarded, and so on.

Subscribing to Account Activity Notifications

You can subscribe to account activity email notifications after you create them.

To subscribe to an account activity email notification:

1. Move your mouse pointer over the arrow in the upper right corner of the BlueKai Platform user interface, click Create Notification in the Past 7 Days Account Activity panel on the dashboard, and then skip to creating a notification.
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/disable notifications. See Managing Account Activity Notifications.

3. Click **Create**.

The **Create Notification** dialog box opens.

4. Enter the information that the following tables describe.

**Basic Information section**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME</td>
<td>Enter a descriptive name that will make it easy to identify the notification you are creating.</td>
</tr>
<tr>
<td>Item</td>
<td>Description</td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>STATUS</td>
<td>Select <strong>Active</strong> to send notification for the selected events. Select <strong>Disabled</strong> to stop sending notifications. The default status is <strong>Active</strong>.</td>
</tr>
<tr>
<td>EVENTS</td>
<td>Enter the name of the event for which email notifications are to be sent. Click in the <strong>Events</strong> box and select an event from the list or enter the letters in the event name and then select the desired event type from the filtered list. Repeat for each event for which a notification is to be sent.</td>
</tr>
<tr>
<td>EMAILS</td>
<td>Enter one or more email addresses for the recipients of the account activity notification.</td>
</tr>
<tr>
<td>SEND</td>
<td>Enter one or more email addresses for the recipients of the account activity notification.</td>
</tr>
<tr>
<td>LABELS</td>
<td>Enter a keyword identifier for advanced filtering of your account activity notifications.</td>
</tr>
</tbody>
</table>

**Filters section**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>USERS</td>
<td>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.</td>
</tr>
<tr>
<td>MESSAGE CONTAINS</td>
<td>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.</td>
</tr>
</tbody>
</table>

5. Click **Save** to create the account activity notification. The notification is added to the top of the list on the Notifications index page.

See **Managing Account Activity Notifications**.

**Event List for Notifications**

An account activity notification is sent for the events you specify. You can add the following types of events to an account activity notification:

- **Containers**
  - Container Name Changed
  - Container Exchange Changed
  - Container Domains Changed
  - Container Listing Changed

- **Categories**
  - Category Created
  - Category Deleted
  - Category Name Changed
  - Category URLs Changed
– Category Phint Changed
– Category Container Changed

• Targets
  – Classification Rule Created
  – Classification Rule Name Changed
  – Classification Rule URLs Changed
  – Classification Rule Deleted

• Vendors
  – Vendor Created
  – Vendor Modified
  – Vendor Deleted

• Audiences
  – 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 Auto Withdrawn (Sharer)
  – Audience Auto Withdrawn (Receiver)

• Campaigns
  – Campaign Created
  – Campaign Edited
  – 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
Managing Account Activity Notifications

You can use the Account Notifications page to manage Account Activity Notifications. From this page, you can do the following tasks:

- Sorting and Filtering Activity Notifications
• Viewing Activity Notification Details
• Editing Notifications
• Enabling and Disabling Notifications
• Deleting Notifications

Sorting and Filtering Activity Notifications

You can sort and filter the notifications listed on 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.
• Repeat for each filter to be used.
To reset any filters applied to the notifications list:

Click Clear Filters.

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:

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

Basic Information
### Notification Details

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

### Settings

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filters</td>
<td>Any user or message filters specified for this notification.</td>
</tr>
<tr>
<td>Labels</td>
<td>Keyword identifiers associated with this notification.</td>
</tr>
</tbody>
</table>

### Editing Notifications

You can edit notifications to update them.

To edit notifications:

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

### Enabling and Disabling Notifications

You can enable notifications to activate them or disable active notifications to idle them.

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

You can delete notifications from the Activity Notifications page.

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 in an Account Activity Notification will receive a single email alert within 24 hours after a qualifying event occurs. 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.
Activating Data

You can activate your private first-party data, second-party data purchased from Oracle BlueKai’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 data campaign.

Install an App

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 opens.
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 your application 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.

See also Installing an App.

Build Your Target Audience

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 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.

See also **Creating an Audience**.

### Create a Data Campaign

To create a data campaign:

1. Select **Manage > Campaigns**, and then click **Create New**.
2. On the Select a Campaign Type page, click the campaign solution type: **Media Targeting**, **Dynamic Creative Optimization**, **Site-Side Optimization**, **Search**, **Social**, **Offline Onboarding**, **Email**, **Classification**, or **Analytics**.
3. In the **Campaign Name** box under Campaign Details, enter a unique, descriptive name for your campaign.
4. If you opened the Create Campaign dialog box from the Campaigns page, select the audience on which the campaign is to be run from the **Audience** box. If you opened the Create Campaign dialog box from the Audiences page, you cannot change the audience.
5. In the **Add to Vendor List** box under Vendor List, select the check box for the app configuration you created in “Install an App”, in the preceding text, or select a PX check box if you are not using a preconfigured app. Close the **Add to Vendor List** box by clicking the tab on the upper right side of the box.
6. (Optional) Insert macros to pass additional metadata about the data campaign or the user.
7. Under Flight Options, do the following:
   a. 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.
   b. 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.
   c. In the **Campaign Status** box, select the **Active** status.
      If you are starting your campaign on today's date, the campaign will begin running in approximately 30 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.

See also **Creating a Campaign**.

### Installing an App

You can install an app to connect the BlueKai platform with the app partner's platform to ingest and activate 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 once you activate your campaign.

To install an app:

1. Select **Apps > Install Apps**.
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 the information required to connect the BlueKai platform with the app.
   For example, you may need to enter login credentials to the app's platform.

8. If the Increase Data Delivery Overlap check box is displayed for the app, you can use it to enable or disable ID swaps to match unique user IDs between BlueKai and the delivery app partner.
   See Creating a Container.

9. If the Data Delivery Instructions section is displayed, complete any provided instructions.

10. Click Save.
   The app is added to the Install Apps page.

Apps for Media Targeting Integrations

Many media targeting partners have apps in the Oracle BlueKai app catalog to make it easy for your data to be sent to them by doing the following:

- Provides 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.

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 deploy 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. Once they are notified about your audience, they will map it to the segment objects on their platform.

---

**Request an Integration:**

To have your partner’s app added to the list of predefined apps, ask them to request an Oracle DMP integration. Contact your account manager to get the data transfer method used by your partner.

---

**Oracle Modeling 360 Look-Alike Models**

You can 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.

To create and activate a look-alike model using Oracle Modeling 360:

1. **Add the Oracle Modeling 360 app.**
2. **Create a model request.**
3. **Monitor your model request.**
4. **Activate your look-alike models.**

**Adding the Oracle Modeling 360 App**

To add the Oracle 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 a specific Oracle Modeling 360 configuration.
7. **(Optional) In the App Profiles section,** enter a 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.
8. Click **Save**. The Oracle Modeling 360 app is added to the Install Apps page.

BlueKai creates an audience named "**Audience for Oracle Modeling 360 Lookalike - [Partner ID <Your Partner ID> + Vendor ID <New Vendor ID>]**" 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 with BlueKai's self-classification tools.
- All second-party categories that have been whitelisted to you by another DMP client.

BlueKai automatically creates a server data transfer (SDT) campaign in the Oracle Modeling 360 seat to deliver your first- and second-party categories to Oracle Modeling 360 in an hourly batch file. Oracle Modeling 360 begins ramping your first-party data. All the third-party data in the Oracle Data Marketplace has already been sent to Oracle Modeling 360 in a separate SDT batch delivery and has been ramped.

You can send your model requests to Oracle Modeling 360, and your custom app profiles are immediately ready to be used in your model requests. However, each model request that includes first-party data can take up to 14 days to process.

### Creating an Audience

You can use Oracle BlueKai's audience builder to specify the users you want to target. Your target audience can contain any combination of private data purchased from the second-party data marketplace and third-party data purchased from the BlueKai 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. Once you define your target audience, you can further refine it by targeting only users that have recently demonstrated intent to purchase an item or have repeatedly demonstrated intent to buy.

### Update Your Browser:

To support the latest audience builder, Oracle recommends that you update your web browser to the latest version.
1. Log in to partner.bluekai.com, and click New Audience. The Audiences page 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

The audience builder provides the features you need to create an audience. To display the audience builder, select Manage > Audiences. A new audience is displayed.

<table>
<thead>
<tr>
<th>Item</th>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Name</td>
<td>(Required) Specify a unique name for the new audience. To avoid integration problems if you send your audience data to a partner, the audience name should only contain alphanumeric characters, spaces, and underscores (avoid special characters).</td>
</tr>
<tr>
<td>2</td>
<td>Categories</td>
<td>The Categories tab displays your BlueKai taxonomy tree in the center pane so that you can select and exclude audience attributes. See Creating Audience Segments.</td>
</tr>
<tr>
<td>3</td>
<td>ID Sources</td>
<td>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 app IDs.</td>
</tr>
<tr>
<td>Item</td>
<td>Name</td>
<td>Description</td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 4    | Show Labels and Notes       | Click **Show Labels and Notes** to display the following boxes:  
  • **Labels**: Enter unique, descriptive tags for your audience. Labels help classify your audiences on the **Audiences** 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-MarketAutos**, enter autos or 17. 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 **Total Reach** of unique users seen in the target audience over the last 30 days. As you modify your audience, its **Previous Reach** 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 90 days). |
| 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** subtab 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** subtab 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.                                     |
Creating Audience Segments

An audience segment represents a subgroup within your target audience. A segment can contain one or more 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 BlueKai 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 subtab and adding categories to the exclude segment.

Browsing Categories in the Taxonomy Tree

As you browse and select categories in the taxonomy tree to add to a segment, the audience builder’s analytics help you shape your target audience.

The taxonomy tree contains a number of third-party data categories, including these:

- In-market data from Oracle BlueKai
- Data from branded data providers
- Demographic and geographic data
- Interest data
- Past purchasers

It also includes any second-party categories that another partner is sharing data with you.

Categories are listed in the tree from general to more specific. For example, if you are browsing the In-MarketAutos vertical, you can drill down to a specific make and model. 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.
Searching for Categories

You can quickly search BlueKai's taxonomy, which includes over 50,000 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-MarketTravel, 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.

To get the list of all BlueKai categories, see the taxonomy report. It includes the category names, paths, and associated IDs.

Adding a Category to a Segment

You can add categories to a segment in your target audience.

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 IncludeSegment box and the audience builder updates the reach figures for the segment and the target audience.

3. To view more details about a category, double-click it to display the Category Details dialog box.

   This dialog box displays the following category details:
• Category name
• Category's ID
• Full path
• A description
• The Add to list that allows you to select a segment if you add multiple segments
• Related categories and corresponding Add buttons to add a related category to a segment (it can take a few minutes for all related categories to load).

Adding Multiple Categories to a Segment

You can add multiple categories to a segment, which creates an OR condition. A user needs to have been tagged with only one of the categories in the segment to be included in your target audience.

For example, if you add In-MarketRetailVideo GamesSystemsSonyPlaystation and In-MarketRetailVideo GamesSystemsMicrosoftXBOX to a segment, the user needs to have been tagged with only one of the video game systems to be included.

Adding Multiple Segments to an Audience

Your target audience can 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-MarketTravelAir Travel to segment 1 and In-MarketTravelCruises to segment 2, the user needs to have been tagged with both categories to be included.

To add a segment to your audience:

1. Click Add Segment.
2. Select the check boxes for the categories you want to include 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 can exclude one or more categories in a segment, which creates a NOT condition.

Users in the excluded segment will not be included in your target audience.

For example, if you include users in the In-MarketTravelCruises category but exclude users in the DemographicPremium DemographicIncome$0-$14,999 and DemographicValidated DemographicIncome$15,000-$19,999 categories, users who are in-market for a cruise but are in the specified lower incomes will not be included in your target audience.

To exclude categories:

1. In the audience builder, click the Exclude subtab.
2. From the taxonomy tree, select categories to exclude.

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 BlueKai platform.

To select related categories:

1. Browse the categories in the taxonomy tree, and then double-click a category.

The Category Details dialog box displays categories related to the 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.
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.

5. Close the Category Details dialog box 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 a BlueKai third-party desktop cookie. You can limit audience reach to include only ID sources that interest you, such as mobile app IDs.

ID sources follow:

- **Desktop**: Target users whose data was collected from desktop web browsers and who are linked to an Oracle third-party cookie ID.
  - **Desktop WebBlueKai 3rd Party Desktop Cookie ID**: Target users whose data was collected from desktop web browsers and who are linked to BlueKai’s third-party cookie IDs.

- **Mobile**: Target users whose data was collected from mobile web browsers or mobile apps.
  - **Mobile Web**: Target users whose data was collected from mobile web browsers.
    - **BlueKai Mobile Statistical ID**: Target users whose data was collected from mobile web browsers and mobile apps, and are then linked to BlueKai’s mobile statistical ID.
    - **BlueKai Mobile Cookie ID**: Target users whose data was collected from mobile web browsers and are linked to BlueKai’s third-party mobile cookie ID.
  - **Mobile App**: 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 an ADID.
    - **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. On the new audience page, click the **ID Sources** tab.

Your ID Sources are displayed.

By default, all of your ID sources are selected. Each ID type has children that you can view by expanding its section.

2. Deselect check boxes next to ID sources to narrow your audience to specific ID types. If you deselect a child ID type, its parent is labeled as **Partially Selected**.

Selected ID types display their reach in green, which indicates that it is included in your total reach.

**Example 3-1  ID Source Examples**

**Best Practice:**
Separate audiences by source ID, such as one for IDFAs and one for desktop cookies.

To target users linked only to BlueKai cookies:
1. Click the **ID Sources** tab.
2. Clear the **Desktop** and **Mobile** check boxes.
3. Expand **Desktop Desktop Web** and select **BlueKai 3rd Party Desktop Cookie ID**.
4. Expand **Mobile Mobile Web** and select **BlueKai Mobile Cookie ID**.

To target only Android app users:
1. Click the **ID Sources** tab.
2. Clear the **Desktop** and **Mobile** check boxes.
3. Expand **Mobile Mobile App** and select **BlueKai Mobile Cookie ID**.


to target only iOS app users:
1. Click the **ID Sources** tab.
2. Clear the **Desktop** and **Mobile** check boxes.
3. Expand **Mobile Mobile App** and select **Apple IDFA**.

### Configuring the Audience Reach

Reach is the number of unique users seen in the target audience over the last 30 days. You can configure settings that affect the audience reach. 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).

#### Onboarding Data:

When data is ingested into the BlueKai platform (through BlueKai tag, image pixel, or SDK), it is immediately available for activation. However, it can take up to 96 hours for the total reach figure in the audience builder to reflect the onboarded data. For more up-to-date view of audience size, see the provider inventory trend report because it takes ≤36 hours for it to reflect newly onboarded data.
Selecting Countries

You can target users in 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.
2. Select one or more of the listed countries.

Setting the 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.

**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** subtab above the segment.
   
   The frequency selector boxes are displayed.
2. To set the minimum frequency, enter a numeric value in the frequency box on the left.

   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 box on the right.

   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, move both sliders to the same number.

4. Click Apply.
The specified frequency is applied to all the categories in the segment. The reach figures are updated for the segment, its parent collection of segments, and the entire target audience.

Creating 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 avoid reaching customers too many times and avoid wasted impressions.

To create frequency-based audiences:

1. Use self-classification tools 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 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.

Media Execution Platforms Need to Respect Frequency:

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.

Setting Data 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, Oracle recommends 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.

To set the data recency:

1. On the right side of the audience builder, click the Recency subtab.
   The recency list displays the default recency, All, which means 90 days.
2. Select one of the following options:
   - 1 Day
   - Last 7 days
   - Last 30 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.

The following table provides recency guidelines for various categories.

<table>
<thead>
<tr>
<th>Data Type</th>
<th>Recommended Recency</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-party private</td>
<td>30 days</td>
<td>Retargeting typically performs well regardless of the product or service being sold.</td>
</tr>
<tr>
<td>Third-party retail</td>
<td>Varies depending on the price</td>
<td>The recommended recency increases with higher price points.</td>
</tr>
<tr>
<td>&lt;$100</td>
<td>7 days or less</td>
<td></td>
</tr>
<tr>
<td>$100-$200</td>
<td>7 to 14 days</td>
<td></td>
</tr>
<tr>
<td>&gt;=$200</td>
<td>14 to 21 days</td>
<td></td>
</tr>
<tr>
<td>Third-party travel</td>
<td>7 days or less</td>
<td>Users typically book trips within the first 7 days of searching for travel</td>
</tr>
<tr>
<td>Third-party autos</td>
<td>7 to 30 days</td>
<td>User typically require 30 days or more to purchase a vehicle because of the large financial commitment.</td>
</tr>
<tr>
<td>Third-party in-market(other than autos)</td>
<td>7 days or less</td>
<td></td>
</tr>
<tr>
<td>Third-party interest</td>
<td>7 days or less</td>
<td></td>
</tr>
<tr>
<td>Demographic, Geographic, Lifestyle, Past Purchases, and B2B</td>
<td>30 days or less</td>
<td>These data attributes tend to have a longer life cycle.</td>
</tr>
</tbody>
</table>

**Importing Audiences**

After exporting an audience to a CSV file, you can add segments to your target audience and then import the new and existing segments into the Create Audience window.

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. Once 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.
The Audience Preview area displays the categories in their respective segments based on the information in your CSV file.

3. Click Add.

The segments in your CSV file are added as new segments in your target audience.

Managing Audiences

Once you create your audiences, you can use the Audiences page to view audience details; edit, share, and export audiences; and run reports about them.

To open the Audiences page, select Manage > Audiences.

Audiences Page Features

The Audiences page includes icons, buttons, and columns you can use to manage audiences. The following table describes features of the Audiences page.

<table>
<thead>
<tr>
<th>Item</th>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filter</td>
<td>Click to filter the list of audiences.</td>
<td></td>
</tr>
<tr>
<td>Create</td>
<td>This button opens a menu with three options:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Create Audience</strong>: Click to create a new audience.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Create Campaign</strong>: Select the check box for an audience and then select <strong>Create &gt; Create Campaign</strong> to automatically associate the audience with a new campaign</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Create Model</strong>: Select the check box for an audience and then select <strong>Create &gt; Create Model</strong> to create a new look-alike model based on the audience.</td>
<td></td>
</tr>
<tr>
<td>Edit</td>
<td>Select an audience and click <strong>Edit</strong>.</td>
<td></td>
</tr>
<tr>
<td>Share</td>
<td>Select an audience and click <strong>Share</strong> to share your audiences with a media partner.</td>
<td></td>
</tr>
<tr>
<td>Item</td>
<td>Name</td>
<td>Description</td>
</tr>
<tr>
<td>----------</td>
<td>--------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Withdraw</td>
<td>Select a shared audience and click <strong>Withdraw</strong> to stop sharing the audience.</td>
</tr>
<tr>
<td>! Important:</td>
<td></td>
<td>Once you withdraw an audience, all active campaigns using the audience are suspended and cannot be reactivated. If you share the audience again, your media partners must create a new campaign to use it.</td>
</tr>
<tr>
<td>Copy</td>
<td></td>
<td>Create a new audience by copying an existing one.</td>
</tr>
<tr>
<td>Export</td>
<td></td>
<td>Export an audience to a CSV file, where you can modify your segments and then import the file back into BlueKai to create a new audience.</td>
</tr>
<tr>
<td>Delete</td>
<td></td>
<td>Delete the audience.</td>
</tr>
<tr>
<td>! Important:</td>
<td></td>
<td>Deleted audiences cannot be activated, used in a campaign, or shared.</td>
</tr>
<tr>
<td>Reports</td>
<td></td>
<td>Run the audience details, discovery, profile, or usage reports.</td>
</tr>
<tr>
<td>Status</td>
<td></td>
<td>This column lists the current state of each audience, which can be one of the following states:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• <strong>Active</strong>: The audience is active.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• <strong>Received</strong>: 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.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• <strong>Shared</strong>: You are sharing the audience with another partner.</td>
</tr>
<tr>
<td>ID</td>
<td></td>
<td>This column lists and sorts the audience IDs.</td>
</tr>
<tr>
<td>Name</td>
<td></td>
<td>This column lists and sorts the audience names.</td>
</tr>
<tr>
<td>Owner</td>
<td></td>
<td>Lists the ID and name of the partner who owns the audience.</td>
</tr>
<tr>
<td>Item</td>
<td>Name</td>
<td>Description</td>
</tr>
<tr>
<td>--------</td>
<td>---------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Country</td>
<td>Country</td>
<td>Lists the countries targeted by the audiences, which may be listed as Multiple if there are too many to display. To see all the countries, open the audience.</td>
</tr>
<tr>
<td>ID Sources</td>
<td>ID Sources</td>
<td>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 app IDs.</td>
</tr>
<tr>
<td>Updated</td>
<td>Updated</td>
<td>By default, audiences are sorted with the most recently updated audience at the top.</td>
</tr>
</tbody>
</table>

Filtering Audiences

You can sort the list of audiences by clicking 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).

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 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, which allows you to edit, delete, share, and associate the audience with a campaign.

To view more details about an audience, such as its status, reach, price, activity, sharing details, and composition, click its name to display details about the audience.

See Audience Builder Reference.

To view the details of an audience:

1. In the BlueKai user interface, select Manage > Audiences.
   
   The Audiences page opens.

2. Click the name of the audience you want to view.
   
   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 update the composition and names and labels of the audiences you created. This is useful for adjusting a campaign’s delivery or performance or extending your audience’s reach.

You cannot edit an audience that a partner has shared with you. 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. See Withdrawing an Audience.

Important:
If you edit an audience that is being used in an active data campaign, your changes may affect 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.
   See Creating an Audience.
4. Click Save.

Sharing Audiences

You can share your audiences with a media partner, who can then use the audiences to create campaigns.

When you share an audience, your media partner receives an email notification that they have received your audience and it will appear 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 opens.
2. 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.

3. From the **First-Party Details** and **Third-Party Details** lists, specify the amount of information to display 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 display options in the following table.

<table>
<thead>
<tr>
<th>Option</th>
<th>Category Information Displayed</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category ID</td>
<td>The unique ID associated with the category.</td>
<td>6737</td>
</tr>
<tr>
<td>Full Path</td>
<td>The full taxonomy path.</td>
<td>In-Market&gt; Autos &gt; Makes &amp; Models &gt; Chevrolet &gt; Camaro</td>
</tr>
<tr>
<td>Leaf Node</td>
<td>The last node in the taxonomy path.</td>
<td>Camaro</td>
</tr>
<tr>
<td>Private</td>
<td>The category is marked as &quot;Private&quot;.</td>
<td>Private</td>
</tr>
</tbody>
</table>

4. In the **Sharing Type** box, select how the receiver can use the audiences you have shared with them:

   - **Targeting and Analytics**: The receiver can add your shared audiences to their data campaigns to target, optimize, and model audiences across multiple media execution platforms. They can also include your shared audiences in 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 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** box, 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** on 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 an Audience

You can withdraw an audience to stop sharing it with media partners.

**Important:**

Once you withdraw an audience, all active campaigns using the audience are suspended and cannot be reactivated. 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**.

   A message regarding the withdrawn audience appears on the Account Activity page for the sender and recipient, and the status of the audience changes to **Withdrawn** on the **Audiences** page.

An alternative way to withdraw an audience follows:

1. Double-click the audience.
2. In the **Sharing Partners** section of the **Audiences** page, select the check boxes of the media partners for whom the audience is to be withdrawn.
3. Click **Remove Selected Partners**.
4. Click **OK** to confirm the withdrawal of the shared audience.
Copying an Audience

You can create a new audience by copying an existing one. However, you cannot copy a shared audience.

The new audience has the same composition and configuration as the source. This enables you to create audiences rapidly 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 **Audience NameCopy** is added to the audience list.

3. Edit the audience as needed.

   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.

Once you export an audience, you can 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 page.

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 the Reports icon, 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.

- **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 stamps that were delivered against that audience. You can export this report to a spreadsheet.

The report either is downloaded (audience details report) or opens in another tab.

### Deleting an Audience

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.

### Creating a Campaign

Once you create your audience, you can create a campaign to target the users in your audience or pass your audience to an optimization platform.

You can create a campaign from the Campaigns page Audiences page.

To create a campaign:

1. Select **Manage > Campaigns**.
   The Campaigns page opens.
2. Click **Create New**.
   The Create Campaign dialog box opens.
3. Select one of the following campaign solution types:
   - **Media Targeting**
   - **Dynamic Creative Optimization**
   - **Site-Side Optimization**
   - **Search**
   - **Social**
   - **Offline Onboarding**
4. In the **Campaign Name** box under Campaign Details, enter a unique, descriptive name for your campaign that identifies the ID source and makes it easy to know which audience and app partner are associated with the campaign (recommended).
5. From the **Audience** box, select the audience on which the campaign is to be run.

6. In **Add to Vendor List**, select the check box for the app partner configuration you created in install an app.

   If a selection is grayed out, that is typically because it does not support the selected audience’s ID sources.

   You can add as many apps as you need, but one per campaign is recommended to make it easier to track, disable, or delete the campaign.

7. (Alternative) If your partner does not have an app, you can select the PX check box and create a paste-a-pixel campaign.

8. Close the **Add to Vendor List** box by clicking the tab on the upper right side of the box.

9. (Optional) From the **Add a Macro** list under Vendor Settings, insert one or more pixel URL macros in the URL of the campaign pixel as key-value pairs to pass additional metadata about the data campaign or the user.

10. Under Flight Options, enter the date when your campaign is to begin in the **Start Date** box, in **MM/DD/YYYY** format.

    The default start date is today’s date.

11. 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.

12. In the **Campaign Status** box, select the **Idle** status (the default), which means that your campaign will not start running until you activate it.

    If you are starting your campaign on today’s date, it will begin running in approximately 30 minutes after you set it to **Active** and click **Save**. Oracle recommends that you do not activate the campaign if your app partner needs time to apply your audience data in their platform.
13. (Optional) If your partner is using a CPM, Flat Fee, or % of Spend pricing model, you can set the following options under Pricing Model Specific Options:

- **Pacing**: To limit the number of categories delivered by your campaign to a specific daily budget, select Stamps in the Pacing box and then enter the maximum number of categories in the Stamps Per Day box. If your campaign reaches this limit, it will idle until the start of the next day. By default, your campaign does not use any pacing (No Restrictions).

- **Priority Rank**: Rank the campaign from 1 (lowest) 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 rank is 10.

14. (Optional) If your partner is using a cost per stamp (CPS) pricing model, you can set the following options under CPS Specific Options:

a. In the Pacing list, select 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.

- **No Restriction** (default): Your campaign does not have a budget.

- **Budget**: Enables you to set a limit on the money spent on your campaign (either a daily limit, or a limit for the lifetime of the campaign).

- **Stamps**: (either a daily limit, or a limit for the lifetime of the campaign) on the number of stamps won by your campaign In the Amount box, enter the maximum amount of money or stamps to be spent or won by your campaign.

b. In the Amount box, enter the maximum amount of money or stamps to be spent or won by your campaign.
c. In the In the **Per** list, select the interval for the specified pacing (**Day** or **Campaign Lifetime**).

d. In the **Max Bid** box, enter the maximum bid price for the data to be purchased by your campaign. Your max bid determines whether your campaign will win the right to set a cookie (or “stamp”) the user. Your bid must be above the CPS floor price for that category. The default maximum bid price is **0.1**.

---

**BlueKai Uses a Second-Price Auction:**

When your campaign wins a user, the actual price you pay is 10% above the next highest bidder in the auction. For example, if you bid $0.004 per stamp and are ranked first and another buyer bids $0.003 per stamp and is ranked second, you will actually pay $0.0033 per stamp ($0.003 + (10% * $0.003)).

---

e. In the **Select an Order** or **Create New** box, select an existing order from the list or create a new one by entering a name and then specifying the order budget in the **Order Budget** box (in dollars). An order specifies the maximum dollar amount to be allocated for your campaign. You cannot change the order a campaign uses once you activate the campaign.

**15. Under Blanket Options,** the default settings for the campaign type is normal (the **Blanket Campaign** check box is cleared). In a normal campaign, your data campaign wins only if the user profile contains the exact target category you specified in your campaign.

Selecting the **Blanket Campaign** check box enables your data campaign to win if the user profile contains any of the subcategories within the target category, including or excluding the target category. Only select this check box if you can ingest and leverage the increased amount of granular data you will receive. If you select the **Blanket Campaign** check box, configure the following properties:

- **Type:** Select whether the blanket campaign includes or excludes the selected category:
  - **Inclusive:** The blanket campaign includes the selected category and the sub-categories below it.
  - **Exclusive:** The blanket campaign only includes the sub-categories underneath the selected category.

- **Category Transfer:** Select how frequently data is transferred:
  - **One Win Ever:** Data is transferred once per unique user.
  - **One Win Per Page:** Data is transferred for every page view. If you transfer data once per unique user or per page view and the audience targets two categories in a single segment (OR) or in two segments (AND), observe the following behavior if the user is tagged with one or both categories:
    * If the audience targets Category A, your campaign will generate one Category A stamp.
    * If the audience targets Category A AND Category B, your campaign will generate half of a Category A stamp and half of a Category B stamp.
    * If the audience targets Category A OR Category B and the user has Category A only, your campaign will generate one Category A stamp.
* If the audience targets Category A OR Category B and the user has Category A AND Category B, your campaign will generate one Category A stamp the first time the user is seen and then one Category B stamp the second time the user is seen.

Do not use the **One Win Per Page** option if your campaign includes two audience segments that each contains multiple categories. Your campaign would not deliver data because both categories must be set before your campaign wins.

– **Multiple Wins Per Page**: Data is transferred for the first page view only. If your audience targets two categories in a single segment (OR) or in two segments (AND), observe the following behavior if the user is tagged with one or both categories:

* If the audience targets Category A, your campaign will generate one Category A stamp.
* If the audience targets Category A AND Category B, your campaign will generate one Category A stamp and one Category B stamp.
* If the audience targets Category A OR Category B and the user has Category A only, your campaign will generate one Category A stamp.
* If the audience targets Category A OR Category B and the user has Category A AND Category B, your campaign will generate one Category A stamp and one Category B stamp.

16. Under **Additional Options**, set the following options:

a. If you pasted a non-secure pixel, you can select the **HTTPS Pull** check box to enable the campaign data to be sent using HTTPS if the site requesting the tag is secure.

   The BlueKai platform automatically changes the protocol used by the pixel from HTTP to HTTPS in this case. By default, this check box is cleared, which means that your campaign can only be delivered to nonsecure sites if you specify HTTP in the pixel URL.

b. Select **JSON return** if you need to use a JSON return tag to transfer campaign data.

c. In the **Win Frequency** box, select how often your data campaign is eligible to win a user in your target audience when they are tagged with a category.

   • The default value is 30, which means that your campaign may win only when a user is tagged with a new category. Your campaign does not win if the user is tagged with an existing category.

   • If you select **Win Every Time**, your campaign is eligible to win every time a user in your target audience is tagged with a new or an existing category.

d. (Optional). In the **Label** box, enter unique, descriptive tags for your campaign, 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 campaigns in the Manage > Campaigns page.

   If any of these options is not displayed, contact your account manager to have them enabled.
17. Click **Save**.

Your campaign is created, and you are returned to the Campaigns page. Your campaign will be ready to start delivering data within approximately 30 minutes if its **Status** value is set to **Active**. If your campaign is set to **Idle**, you can edit the campaign when you are ready to activate it.

### Managing Campaigns

You can use the Campaigns page to view, edit, copy, enable, disable, and delete campaigns you previously created. Also, you can view campaign details, create more campaigns, and run campaign reports.

### Viewing Campaigns

You can view, sort, and filter your campaigns from the Campaigns page.

To view your campaigns:

1. Select **Manage > Campaigns**.

The Campaigns page opens and displays the properties for your campaigns.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
</table>
| Status   | The current state of the campaign, which can be one of the following states:  
|          | • **Active**: The campaign is running according to its schedule.  
<p>|          | • <strong>Idle</strong>: The campaign is not delivering any data. |
| ID       | The unique identifier assigned to the campaign. |
| Order    | The name of the order being used by the campaign. The order specifies the campaign's total budget. |
| Labels   | Enter unique, descriptive tags for your campaign. Labels must be two characters or more. Labels help classify and filter your campaigns. |</p>
<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PX</td>
<td>A flag indicating whether a pixel is associated with the campaign.</td>
</tr>
<tr>
<td>Start</td>
<td>The start date for the campaign.</td>
</tr>
<tr>
<td>End</td>
<td>The end date for the campaign.</td>
</tr>
<tr>
<td>Created</td>
<td>The date when the campaign was created.</td>
</tr>
</tbody>
</table>

2. (Optional) Sort, search, and filter your campaigns:

- **Sorting campaigns**: To sort your campaigns, toggle the campaign property column headers. By default, campaigns are sorted by ID in descending order (from most recent to earlier campaigns).

- **Searching for campaigns**: To search for campaigns, enter the name (whole or partial) of the campaign you want to find in the search box, and then press TAB or click anywhere outside the box. The campaign list is filtered based on your search criteria.

- **Filtering campaigns**: To filter campaigns, select one of the filters on the right side of the Campaigns page. You can filter by status (Active or Idle) or the campaign creation, start, or end dates (Past Week, Past Month, or Custom Range of Dates). Click **Clear Filters** to reset any filters applied to the campaigns.

### Viewing Campaign Details

You can view a detailed summary of a campaign, including its basic information (name and status), audience, app, campaign settings, and audience settings.

To view the campaign details:

1. Click the campaign to be viewed.

The campaign details page displays the following information for your campaign:

- **Basic Information**
  - **Status**: Indicates whether the campaign is active or idle.
  - **Campaign ID**: The unique ID assigned to the campaign.
  - **Name**: The user-specified name for the campaign.
- **Reach**: The number of unique users seen in the audience used by the campaign over the last 30 days.
- **Updated**: The date the campaign was last updated.

  **Audience Composition**: Lists the included and excluded segments within the target audience used by the campaign. For each segment, the following information is listed.
- **Frequency**: The specified number of times users must have qualified for a category since they were initially tagged with it to be included in the segment.
- **Reach**: The number of unique users seen in the segment over the last 30 days.
- **Max Price**: The maximum price (cost per thousand impressions) you will pay for the segment based on the selected categories. This price does not reflect any premiums charged by your Media execution platform.

  For each category in the segment, the following information is listed.
- **Category ID**: The unique ID assigned to the category, such as 6737.
- **Category Name**: The name assigned to the category, such as Camaro. This is the name of the last node in the category's full path.
- **Full Path**: The complete name of the category within the taxonomy tree (for example, In-Market > Autos > Makes & Models > Chevrolet > Camaro).

  **Details**: Lists the following vendor information associated with the execution platform on which the campaign is running:
- **Campaign Type**: The campaign solution type, which can be media targeting, dynamic creative optimization, site optimization, search, social, offline onboarding, email, classification, or analytics.
- **Status**: Indicates the status of the vendor configuration.
- **Vendor**: The unique ID assigned to the vendor configuration in the BlueKai platform.
- **ID**: The unique ID assigned to the vendor in the BlueKai platform.
- **PX ID**: The pixel ID if applicable.
- **PX URL**: The pixel URL if applicable.
- **Name**: The name of the pixel associated with the vendor configuration.
- **Macros**: Lists any macros associated with the vendor.

  **Settings**
- **Start Date**: The start date for the campaign.
- **End Date**: The end date for the campaign.
- **Pricing Model**: The pricing model used by the campaign (Flat Fee, CPM, or CPS).
- **Source**: The source of your data (Prospecting, for third-party data).
- **Pacing**: If your campaign is using a CPS pricing model, indicates the campaign's daily or lifetime budget.

  **Audience Settings**
– **Name**: The user-specified name for the audience
– **Audience ID**: The unique ID assigned to the audience.
– **Status**: Indicates whether the audience is active or shared.
– **Recency**: The maximum number of days users must have been tagged with a category attribute to be included in your target audience.
– **Source**: Indicates the source of your target audience data (Prospecting, for third-party data).
– **Country**: The countries in which your audience targets users.
– **Device**: On which devices your audience is targeting users (Desktop, Mobile, or All).

  • **Labels**: The number and names of the user-specified labels (tags) associated with the campaign. Labels are used for advanced sorting, filtering, and grouping of your campaigns.
  
  • **Notes**: Any user-specified description created for the campaign.

2. To edit your campaign:
   
a. Click **Edit**.
   
b. In the Edit Campaign dialog box, configure your campaign by following the steps described in *Creating a Campaign*.
   
c. Click **Save**.

3. To run the campaign activity report:
   
a. Click **Reports**, and then click **Campaign Activity**.
   
b. The Campaign Activity report lists the events associated with the campaign, including its creation and any updates to it.

**Editing a Campaign**

You can modify a campaign's pixels, macros, schedule, bid price, budget, and delivery. This is useful for adjusting a campaign's delivery or performance.

Editing restrictions on campaigns:

  • You cannot change the name of the campaign.
  
  • You cannot change the start date of the campaign once the campaign has started.

To edit a campaign:

1. On the Campaigns page, select the check box for the campaign to be updated.

2. In the Edit Campaign window, configure your campaign by following the steps described in *Creating a Campaign*.

3. Click **Save**.
Copying a Campaign

You can create a new campaign by copying an existing one. Then you can configure the settings of the copy and use it as a template for rapidly creating new campaigns for the same audience.

By default, the new campaign has the same audience, pixel, macros, schedule, bid price, budget, and delivery as the source.

⚠️ Warning: Changing the audience in a copied campaign affects the original.

When you copy a campaign, the audience in the new campaign is linked to one in the original; therefore, if you modify the audience in the copy, the change is also applied to the original.

To copy a campaign:

1. On the Campaigns page, select the check box for the campaign to be copied.
2. Click Copy.

A new campaign named Campaign Name Copy is added to the campaign list.
3. Edit the campaign as needed.

See Editing a Campaign.

Running Campaign Reports

You can run campaign reports to view the events associated with the campaign, including its creation and any updates to it.

To run the campaign activity report:

1. On the Campaigns page, select the check box for the campaign on which you want to run a report.
2. From the Reports menu, select the campaign report to be run: Campaign Activity or Campaign Exchange.

Enabling and Disabling Campaigns

You can activate idle campaigns and stop the delivery of data for active campaigns.

1. On the Campaigns page, select the check box for the idle campaign to be activated.
2. Click Enable.
3. Click OK to confirm the enabling of the campaign.

The campaign is active 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 the check box for the active campaign to be stopped.

2. Click Disable.

3. Click OK to confirm the disabling of the campaign.

4. The status of the campaign changes to Idle, and the campaign stops delivering data.

5. To restart data delivery, enable the campaign.

Deleting a Campaign

You can permanently delete a campaign.

1. On the Campaigns page, select the check box for the campaign to be deleted.

2. Click Delete.

3. Click OK to confirm the deletion.

Creating a Media Targeting Campaign

You can create a media targeting campaign to pass 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 BlueKai platform simplifies the media campaign creation process and enables you to rapidly deploy a single target audience on multiple media technology platforms.

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. See Installing an App and Sharing Audiences.

2. Build your target audience by selecting the categories relevant to your campaign. Create separate audiences for each ID source.

   See Creating an Audience and Selecting ID Sources.

3. Create a campaign. In the Campaign Type page, select the Media Targeting campaign solution type, and then 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. See Creating a Campaign.

4. In the Campaign Status box, select the Idle status (recommended).

5. Click Save.

6. Once you verify that your partner has mapped your audience to their segment object, edit the campaign and set its campaign status to Active.
Integration Types for Media Targeting Campaigns

Each platform can support data linked to a number of ID sources ranging from desktop and mobile web cookies to mobile app IDs (MAIDs), which include IDFAs and Google ADIDs.

Each platform may have slightly different workflows for receiving your data from Oracle BlueKai and mapping it to audience or segment objects in their platform. Integration types include these:

- **App partners**: You can install an app to automatically link your data campaign with the app vendor's audience destination URL (through their APIs). This enables the mapping of your target audience to the media vendor's target segment object. For a list of available media targeting app partners, see the feature availability list.

- **Audience sharing**: Some Oracle BlueKai partners, such as The Trade Desk and Yahoo! Genome, require a manual mapping method that relies on your audience information being shared with them via email notification once you use the audience sharing tool. 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 once 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 BlueKai’s app catalog or they do not have an Oracle BlueKai partner seat with which to share the audience, you can manually enter the pixel required for sending your campaign data to them.

Data Transfer Methods for Media Targeting Campaigns

Oracle BlueKai uses SDT, push pixel, pull pixel, and JSON Return methods to transfer campaign data.

<table>
<thead>
<tr>
<th>Data Transfer Method</th>
<th>Description and Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>SDT</td>
<td>When a user in your target audience is seen in BluKai's network of data providers, BlueKai directly sends your campaign data to your media partner using a server-to-server transfer. 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 BlueKai and your media partner. Once a qualifying user is ID synced and seen on your media partner's network, the user receives your ad targeting. Then create a BlueKai container and add your media partner's ID swap tag to it. If your media partner does not have an app, contact your account manager to request it for use with a paste-a-pixel campaign.</td>
</tr>
<tr>
<td>Push pixel</td>
<td>When a user in your target audience is seen in BlueKai's network of data providers, BlueKai sends your campaign data to your partner through an image pixel.</td>
</tr>
<tr>
<td>Data Transfer Method</td>
<td>Description and Instructions</td>
</tr>
<tr>
<td>----------------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>Pull pixel</td>
<td>When a user in your target audience is seen in your app partner’s network, your partner initiates a data request to BlueKai. Your campaign data is then returned to your app partner through an image pixel.</td>
</tr>
<tr>
<td>JSON return</td>
<td>When a user in your target audience is seen in your media partner’s network, BlueKai 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 <code>categoryID</code> and <code>timestamp</code> values for each win. The following example shows the format of the JSON data sent to a media partner:</td>
</tr>
<tr>
<td></td>
<td>```javascript</td>
</tr>
<tr>
<td></td>
<td>var bk_results = {</td>
</tr>
<tr>
<td></td>
<td>&quot;campaigns&quot;: [</td>
</tr>
<tr>
<td></td>
<td>{</td>
</tr>
<tr>
<td></td>
<td>&quot;campaign&quot;: 40819,</td>
</tr>
<tr>
<td></td>
<td>&quot;timestamp&quot;: 1377670420,</td>
</tr>
<tr>
<td></td>
<td>&quot;categories&quot;: [</td>
</tr>
<tr>
<td></td>
<td>{</td>
</tr>
<tr>
<td></td>
<td>&quot;categoryID&quot;: 25714,</td>
</tr>
<tr>
<td></td>
<td>&quot;timestamp&quot;: 1377670396</td>
</tr>
<tr>
<td></td>
<td>},</td>
</tr>
<tr>
<td></td>
<td>{</td>
</tr>
<tr>
<td></td>
<td>&quot;categoryID&quot;: 75301,</td>
</tr>
<tr>
<td></td>
<td>&quot;timestamp&quot;: 1377670396</td>
</tr>
<tr>
<td></td>
<td>}</td>
</tr>
<tr>
<td></td>
<td>]</td>
</tr>
<tr>
<td></td>
<td>});</td>
</tr>
<tr>
<td></td>
<td>```</td>
</tr>
</tbody>
</table>

If you do not know the data transfer method used by your partner, contact your account manager.

Creating a MAID Delivery Campaign

Oracle BlueKai can deliver categories (groups of users with the same attributes) into your platform that are associated with a users' mobile app IDs (MAIDs), which are also referred to as "device IDs" when derived from mobile apps.

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. See Installing an App.

If your media execution partner currently does not have an app in the Oracle BlueKai app catalog, you can manually enter the pixel required for sending campaign data to your partner.

Some Oracle BlueKai partners, such as The Trade Desk, require a manual mapping method that relies on audience sharing.

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. 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. Set the audience’s ID sources value to Mobile App 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. Provide a unique name for the campaign that indicates its purpose to deliver MAID data to your partner.

6. In the Vendor List section, select the MAID app that you created.

7. In the Campaign Status box, select the Idle status (recommended).

8. Click Save.

9. Once you verify that your partner has mapped your audience to their segment object, edit the campaign and set its Campaign Status value to Active.

Creating a Paste-a-Pixel Campaign

If your media execution partner currently does not have an app in the Oracle BlueKai app catalog, you can manually enter the pixel required for sending campaign data to your partner.

Oracle BlueKai can deliver categories into your partner’s platform that are associated with a users’ mobile app 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 your account manager to find out.

The following instructions are based on the assumptions that you will deliver cookie-based data, that your partner uses the server data transfer (SDT) delivery method, and that you will create a swap ID tag. ID swap tags are not needed for MAID paste-a-pixel campaigns.

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: img src="IDSwapTag" height = "1" width = "1". Replace IDSwapTag with your partner’s ID swap tag.

5. Click Save.

6. Select ManageSchedules. 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 BlueKai containers on which the partner's ID swap tag is to be fired.

11. Click **Schedule Settings**, and enter the values in the following table for the general and advanced settings.

<table>
<thead>
<tr>
<th>Setting</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status</td>
<td>Active</td>
</tr>
<tr>
<td>Priority</td>
<td>100</td>
</tr>
<tr>
<td>Start Date</td>
<td>Enter the date on which the ID swap tag is to start firing</td>
</tr>
<tr>
<td>End Date</td>
<td>Leave empty</td>
</tr>
<tr>
<td>Inside iFrame</td>
<td>Enabled</td>
</tr>
<tr>
<td>Override: Tag Avg. Latency Limit (ms)</td>
<td>5000</td>
</tr>
<tr>
<td>Override: Max Tag Execution Time (ms)</td>
<td>1000</td>
</tr>
<tr>
<td>Frequency</td>
<td>1 time every 10 days</td>
</tr>
</tbody>
</table>

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.

The Create Campaign dialog box is displayed.

14. Select a campaign solution type, such as media targeting.
15. In the **Campaign Name** box under Campaign Details, enter a unique, descriptive name for your campaign that identifies the ID source and makes it easy to know which audience and app partner are associated with the campaign (recommended).

16. Select the **PX** check box (paste a pixel URL) next to the appropriate pricing model for your partner, such as CPM. You can add as many pixels as you need, but one per campaign is recommended because it makes it easier to track the campaign.

17. In the **Pixel URL** box under **Vendor Settings > PX Paste a Pixel**, enter the delivery endpoint pixel URL that associates your ID swap pixel's domain with your SDT endpoint.

18. (Optional) Append any of the available pixel URL macros.

19. Click **Validate**.

20. Leave the default **Campaign Status** value, **Idle**, because data delivery cannot begin until your audience is mapped to a segment object on the partner's platform.

21. Click **Save**.

22. Once you verify that your partner has mapped your audience to their segment object, edit the campaign and set its **Campaign Status** value, **Active** to begin delivering your Oracle BlueKai data to the partner.

### Creating a MAID Paste-a-Pixel Campaign

To create a MAID Paste-a-Pixel Campaign, you will need your media targeting partner's delivery endpoint pixel.

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](http://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 to just one of its child options.

3. Save the audience, and create a media targeting campaign.

4. In the Vendor List section, select **PX CPM** or **PX FlatFee**, depending on your partner's pricing model. You can add as many pixels as you need, but one per campaign is recommended because it makes it easier to track the campaign.

5. In the **Pixel URL** box under **Vendor Settings > PX Paste a Pixel**, enter the delivery endpoint pixel URL that associates your ID swap pixel's domain with your SDT endpoint.

6. Append the MAID macros for the mobile IDs you'd like to receive: `$ADID`, `$IDFA`, or both.

**Examples:**

- [http://tags.bluekai.com/site/siteIDadid=$ADID](http://tags.bluekai.com/site/siteIDadid=$ADID): Just deliver Android users' Google Advertising IDs.
- [http://tags.bluekai.com/site/siteIDidfa=$IDFA](http://tags.bluekai.com/site/siteIDidfa=$IDFA): Just deliver iOS users' identifier for advertisers.
- [http://tags.bluekai.com](http://tags.bluekai.com)
/site/siteIdfa=$IDFA&adid=$ADID: Deliver either ADIDs or IDFAs, or both.

Note:

MAIDs will not be delivered through a PX campaign without a delivery endpoint pixel URL appended with at least one MAID macro.

7. Click **Validate**.

8. In the **Campaign Status** box, select the **Idle** status (recommended).

9. Click **Save**.

10. Once you verify that your partner has mapped your audience to their segment object, edit the campaign and set its **Campaign Status** to **Active**.

   See [Editing a Campaign](#).

### Macros

You can add macros as key-value pairs within a pixel URL.

**Pixel URL macros**

The following table describes macros you can add as key-value pairs within a pixel URL.
<table>
<thead>
<tr>
<th>Macro</th>
<th>Replaced by</th>
</tr>
</thead>
<tbody>
<tr>
<td>$_BK_UUID</td>
<td>Obfuscated BlueKai unique user ID (BKUUID). The BKUUID is a 16-character alphanumeric identifier that can include uppercase and lowercase letters and some special characters. For example: dXF+DNR/99YjF70X</td>
</tr>
<tr>
<td>$_BK_UUID_NOSLASH</td>
<td>Returns the BKUUID with dashes (-) instead of slashes (/). For example: dXF+DNR-99YjF70X</td>
</tr>
<tr>
<td>$ADID</td>
<td>The Android user’s Google Advertising ID. See Selecting ID Sources.</td>
</tr>
<tr>
<td>$CAMPAIGNS</td>
<td>The list of recently winning campaign IDs. To limit the number of items in one call, append parentheses with a number; for example: $CAMPAIGNS(5).</td>
</tr>
<tr>
<td>$CATEGORIES</td>
<td>The list of tag category numbers matching this campaign win. By default, items are separated by vertical bar (</td>
</tr>
<tr>
<td>$COLO</td>
<td>Returns the ID of the colocation server that the user hits. Used only for the user data API.</td>
</tr>
<tr>
<td>$COUNTRY_CODE_UPPER</td>
<td>The ISO 3166-1 alpha-2 country code of the user.</td>
</tr>
<tr>
<td>$DMP_Audience_Name_Macro</td>
<td>The name of the audience targeted and won by the campaign.</td>
</tr>
<tr>
<td>$IDFA</td>
<td>The iOS user’s identifier for advertising (IDFA). See Selecting ID Sources.</td>
</tr>
<tr>
<td>$LEAF_CATEGORIES</td>
<td>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 $CATEGORIES macro.</td>
</tr>
<tr>
<td>$PCATSTIME</td>
<td>The time when the data was collected on the user.</td>
</tr>
<tr>
<td>$PRICE</td>
<td>Win price for this campaign.</td>
</tr>
</tbody>
</table>
| $RAND                 | A dynamically generated, random 32-bit unsigned integer value, which can be used to avoid browser caching (cache busting).  
• Returns a 0 if the user has never been seen on the partner’s sites called in the macro (siteID).  
• Returns a 1 if the user has been seen on the partner’s sites called in the macro (siteID).  
• Returns nothing for invalid site IDs or sites for which the user does not have access.  
• Returns a new visitor indication for all sites for the partner if no siteID value is listed in the macro. |
Macro | Replaced by
--- | ---
$REPEAT_VISITOR(siteID) | To list multiple values for siteID, separate the site IDs with a comma. For example:

($REPEAT_VISITOR(1234, 9876, 3241)

Multiple siteID values are treated as an OR condition:
- If the user has never been seen on any of the sites listed in siteID, 0 is returned.
- If the user has been seen on any of the sites listed in siteID, 1 is returned.

$TIMESTAMP | The current UNIX time (in seconds since Jan. 1, 1970 UTC) when the campaign win occurred.

$URL_ARG(field, inDelims, outDelim, minVal, maxVal, T|R) | Reformatted key-value pairs (phints) in a BlueKai tag URL or referrer URL. See the following table under $URL_ARG Macro.

$URL_ENCODED_ARG(keyName) | 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. For example:

- **Pixel URL**
  ```
  http://sometag.example.com?
  foo=$URL_ENCODED_ARG(url_arg)
  ```

- **BlueKai tag call**
  ```
  http://tags.bluekai.com/site/4712?
  ret=html&phint=url_arg
  %3DPHINT_PASSED&limit=10&amp;r=43132838&amp;url_arg=URL_PASSED
  ```

- **Result**
  ```
  http://sometag.example.com?foo=URL_PASSED|phint_passed
  ```

NOTE: This macro does not work for redirects using `done`.

$URL_ARG Macro

The $URL_ARG(field, inDelims, outDelim, minVal, maxVal, T|R) macro parses and transforms the key-value pairs (phints) in a BlueKai tag URL or referrer URL to a new format. This macro takes the comma-separated parameters in the following table.

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Description</th>
</tr>
</thead>
</table>
| field | Enter one or more delimiters in the inbound URL that you want to transform. If the key has only one value, you do not need to enter a delimiter. The following delimiters must be expressed as literal values:  
- COLON  
- COMMA  
- DASH  
- SEMICOLON  
- UNDERSCORE  
- VERTBAR |
Parameter | Description
---|---
minVal | Specify the range of values to be transformed and sent. For example:
- For just the first value, enter 0 for both parameters.
- For just the first two values, enter 0 for the `inDelims` parameter, and enter 1 for the `outDelim` parameter.
- For just the second value in a key that has five values, enter 1 for both the `inDelims` and `outDelim` parameters.
- For all the values starting from the second value, enter 1 for the `inDelims` parameter.
- For just the last value in a key that has three values, enter 2 for both the `inDelims` and `outDelim` parameters.
maxVal | 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 `inDelims` parameter. You can enter only one delimiter. If the key has only one value, do not enter a delimiter. You must enter the delimiter as a literal value.
outDelim | 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 `inDelims` parameter. You can enter only one delimiter. If the key has only one value, do not enter a delimiter. You must enter the delimiter as a literal value.

T | R
---|---
Specifies from which part of the inbound request to get the attribute to be converted:
- T (the default): The BlueKai tag URL
- R: The URL of the previous web page from which a link was followed

**Example 3-2 Macro Examples**

<table>
<thead>
<tr>
<th>URL_ARG Macro</th>
<th>URL</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>test, COMMA, DASH, 0, 2, R</td>
<td><a href="http://abc.com/def?test=all,that&amp;test=jazz,plays">http://abc.com/def?test=all,that&amp;test=jazz,plays</a></td>
<td>all-that-jazz</td>
</tr>
<tr>
<td>test, UNDERSCORE</td>
<td>VERTBAR, COMMA, 2, 3, T</td>
<td><a href="http://tags.bluekai.com/site/1234?ret=html&amp;test=abc_def">http://tags.bluekai.com/site/1234?ret=html&amp;test=abc_def</a></td>
</tr>
</tbody>
</table>

**Creating Orders**

If your campaign is using the CPS (cost-per-stamp) pricing model, you can create an order either from the Orders page, or as you are creating a data campaign. Use either procedure to create an order.

**Creating an Order from the Orders Page**

To create an order from the Orders page:

1. Select **ManageOrders**.
   The Orders page opens.
2. In the Order Details section, enter an order name in the **New Order Name** field and an order budget in the **Budget** field, and then click the move icon to create the new order.

The new order appears in the list of orders. A unique budget ID is assigned to the order.

3. To edit the budget of an order, click the **Edit** link in the Edit Budget column. Update the budget, and then click **Save**.

4. To activate an inactive order, in the **Activate Budget** column, click **Make Active** for the order you want to activate. The order is moved to the list of active orders. If campaigns were idled when the order was previously inactivated, you will have to activate those campaigns.

5. To deactivate an active order and idle active campaigns, click **Make Inactive** in the **Suspend Budget** column.

A message indicates that inactivating the order and suspending the budget will idle any active campaigns associated with that order. The order is moved to the list of inactive orders.

### Creating an Order When Creating or Editing a Campaign

To create an order when you create or edit a campaign:

1. Click the **CPS Specific Options** tab.

2. In the **Select an Order or Create New** box, either select an existing order from the list, or create a new one by entering a name and then specifying the order budget in the **Order Budget** box (in US dollars).

An order specifies the maximum amount to be allocated for your campaign.

---

**Note:**

Once you activate your data campaign, you cannot change the order it uses.

---

### Using BlueKai Tags

Tags are web analytics tools that help you reach and convert your site visitors. A tag can consist of a JavaScript or HTML snippet that exists on a web page and lets you gather statistics about page visitors. Data providers implement tags to pass data to the
platform; the data can then be made available for public sale in the BlueKai Marketplace or monetized privately, or it can be used for analytics.

The Oracle BlueKai platform lets you manage different kinds of tags, which are used both in the Oracle BlueKai Exchange™ (partner.bluekai.com) and in the publisher Tag Management Service (publisher.bluekai.com).

**BlueKai Container Tag**

The BlueKai Container tag includes JavaScript and HTML code that collects explicitly defined data from a web site and then transfers that data to partners by scheduling third-party tags and pixels onto a client's page. The Container tag can include a variety of settings that dictate how the tag executes and manages data collection and transfer.

**Note:** Even though you schedule the third-party tags into the Container in the Tag Management Service, the Container is not set or visible from the Tag Management Service.

**Third-Party Image Pixels Trafficked Using the Partner Interface (Oracle BlueKai Exchange)**

Third-party image pixel tags trafficked using Oracle BlueKai's partner interface must always be Content Type `image` and are typically 1x1 ad server pixels. Pixels trafficked using the partner interface are delivered into Oracle BlueKai's Exchange `div` (for example, `<div id="bk_exchange">`) and are governed by the User Experience Guard (UXG). See [User Experience Guard (UXG) Overview](#).

**Third-Party Tags (js, html, img) Trafficked Using the Publisher Interface (Tag Management)**

Third-party tags trafficked using the Publisher interface (Tag Management) can consist of JavaScript or HTML code and/or image pixels. Administrators of the Publisher interface have flexibility on what is scheduled onto a client's web site. Tags trafficked using the Publisher interface are delivered into individual Tag Management `divs` called Placements (for example, `<div id="bk_pl_139">` and `<div id="bk_pl_148">`) and are governed by the Tag Management latency and monitoring settings in the Publisher UI by the Tag Management administrator.

**Creating a Container**

A container manages the firing of the third-party tags on your desktop and mobile web sites and collects user data that is pushed into the platform. 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 onto a client's page.

Each Oracle BlueKai container includes a unique site ID. For example, when your site calls the Oracle BlueKai CoreTag to import user attributes into the platform, the site ID enables the system to recognize the incoming data as yours, and the data extracted from your site to be mapped to the appropriate categories in your taxonomy using classification rules.

When you create a container, the system generates two site IDs: one for managing your desktop site and another for managing your mobile (m.com) site. The mobile site ID has "_mobile" appended to the container name you specified. Typically, you 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. In addition, each of your mobile apps should have a separate site ID (use the mobile site ID for your mobile apps).

In the container creation tool you can choose from several tag types that control how the container is fired and how it collects and transfers user data. The tag types support a number of deployments such as Synchronous for quickly sending user data, or Dynamic Synchronous for deploying the container inside another tag manager. You can also use the container creation tool to directly add phints to the container for tagging users with categories and sending the user data to Oracle. The tool displays the updates to your container tag code as you modify the settings and add phints. The tool also includes a standard configuration template for deploying your containers on mobile web sites and hybrid mobile apps.

1. 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. In the Create New Container dialog, enter the following properties.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>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.</td>
</tr>
<tr>
<td>Country Blocking</td>
<td>Select any countries that you want to block data collection on users from, based on their IP addresses. To select a country, begin typing the country name, and then click the country from the filtered list.</td>
</tr>
<tr>
<td></td>
<td>To use the Country Blocking feature, you must have signed the standard Oracle-BlueKai contract; otherwise, this field is read-only. Contact Oracle BlueKai Client Services.</td>
</tr>
<tr>
<td></td>
<td><strong>Note:</strong> By using the Country Blocking feature, you acknowledge that you are the data controller and assume all responsibility and privacy implications for data collection in individual countries. Oracle uses third parties to map IP addresses to the country level and is not responsible for the accuracy of those mappings.</td>
</tr>
<tr>
<td>Default Auction Limit</td>
<td>Enter the maximum number of slots available in the container for firing image tags. This is the number of slots available for selling data or executing ID swaps. The default auction limit is 4.</td>
</tr>
<tr>
<td></td>
<td>You can overwrite this default auction limit in your client-side container tag code. To do this, enter the overriding limit in the <strong>Pixel Limit per PageView</strong> property within the Container Tag Code Generator. Note that the lowest value entered between the Create New Container dialog and the Code Generator will be the auction limit that is used.</td>
</tr>
<tr>
<td>Data Transfer Enabled</td>
<td>Enables the user data collected from this container to be sold to any partner in the BlueKai 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 &gt; Self Declared), and only you will get the data delivery or see the inventory.</td>
</tr>
<tr>
<td>Performance Pixel</td>
<td>Makes this container a performance pixel, which a pixel that is used for analytics only. This check box is cleared by default.</td>
</tr>
<tr>
<td>Property</td>
<td>Description</td>
</tr>
<tr>
<td>------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Campaign Access</td>
<td>Specify which of your whitelisted partners can fire image pixels in the</td>
</tr>
<tr>
<td></td>
<td>container's exchange <code>&lt;div&gt;</code> tag and win campaigns on this site (contact</td>
</tr>
<tr>
<td></td>
<td>your account manager for more information on whitelisting partners):</td>
</tr>
<tr>
<td></td>
<td>• <strong>Anyone.</strong> All of your whitelisted partners can win on this site. This</td>
</tr>
<tr>
<td></td>
<td>is the recommended setting for Data Providers who sell data in the</td>
</tr>
<tr>
<td></td>
<td>BlueKai Marketplace.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Only Selected Partners.</strong> Only the whitelisted partners specified in</td>
</tr>
<tr>
<td></td>
<td>the list below can win on this site. To enable a whitelisted partner</td>
</tr>
<tr>
<td></td>
<td>to win on your site, click anywhere in the box below and then select the</td>
</tr>
<tr>
<td></td>
<td>partner.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Only Me.</strong> Only your campaigns can win on this site. This is the</td>
</tr>
<tr>
<td></td>
<td>default.</td>
</tr>
<tr>
<td></td>
<td>• <strong>No One.</strong> No campaigns can win on this site. This includes campaigns in</td>
</tr>
<tr>
<td></td>
<td>your own partner seat. This is useful for onboarding offline data or other</td>
</tr>
<tr>
<td></td>
<td>scenarios where the site needs to be used exclusively for a specific purpose.</td>
</tr>
<tr>
<td></td>
<td>This setting takes precedence over the number of slots made available in the</td>
</tr>
<tr>
<td></td>
<td><strong>Default Auction Limit</strong> parameter (if you make 4 slots available, but do</td>
</tr>
<tr>
<td></td>
<td>not allow any campaigns to win on your site, no image pixels will be allowed</td>
</tr>
<tr>
<td></td>
<td>to fired within your container).</td>
</tr>
<tr>
<td>Data Transfer Boost</td>
<td>Select this check box to re-fire the container tag every ( n ) seconds</td>
</tr>
<tr>
<td></td>
<td>after the initial page load while the user is still on the page. This</td>
</tr>
<tr>
<td></td>
<td>enables you to increase the number of third-party pixels that can be fired</td>
</tr>
<tr>
<td></td>
<td>from the container, while exceeding the auction slot limit, but without</td>
</tr>
<tr>
<td></td>
<td>affecting the performance of your page. The container tag can be re-fired</td>
</tr>
<tr>
<td></td>
<td>a maximum of 15 times. The frequency in which the container tag is re-fired</td>
</tr>
<tr>
<td></td>
<td>depends on the <strong>Data Transfer Interval</strong>.</td>
</tr>
<tr>
<td></td>
<td>For example, if you set the <strong>Default Auction Limit</strong> to 10, enable **Data</td>
</tr>
<tr>
<td></td>
<td>Transfer Boost**, set the <strong>Data Transfer Interval</strong> to 7 seconds, and you</td>
</tr>
<tr>
<td></td>
<td>add 30 third-party pixels to the container, the following will occur:</td>
</tr>
<tr>
<td></td>
<td>a. When the page is initially loaded, the first 10 third-party pixels are</td>
</tr>
<tr>
<td></td>
<td>fired.</td>
</tr>
<tr>
<td></td>
<td>b. After Oracle BlueKai receives a DomReady event indicating that the</td>
</tr>
<tr>
<td></td>
<td>page has completed loading, a 7-second countdown begins.</td>
</tr>
<tr>
<td></td>
<td>c. If the user is still on the page after the countdown, the next 10</td>
</tr>
<tr>
<td></td>
<td>third-party pixels are fired. The next 7-second countdown begins.</td>
</tr>
<tr>
<td></td>
<td>d. If the user is still on the page, the last 10 third-party pixels are</td>
</tr>
<tr>
<td></td>
<td>fired.</td>
</tr>
<tr>
<td></td>
<td><strong>Note:</strong> Data Transfer Boost is enabled for new containers by default, and</td>
</tr>
<tr>
<td></td>
<td>it is disabled for existing ones.</td>
</tr>
<tr>
<td>Data Transfer Interval</td>
<td>If you enabled <strong>Data Transfer Boost</strong>, specify how frequently (in seconds)</td>
</tr>
<tr>
<td></td>
<td>the container tag is re-fired.</td>
</tr>
<tr>
<td>Labels</td>
<td>Enter unique, descriptive tags for your container and then press Enter or</td>
</tr>
<tr>
<td></td>
<td>click the link for the label that appears after you enter the label name.</td>
</tr>
<tr>
<td></td>
<td>Labels must be two characters or more. You can use labels to help classify</td>
</tr>
<tr>
<td></td>
<td>your containers in the <strong>Manage &gt; Containers</strong> page.</td>
</tr>
<tr>
<td>Notes</td>
<td>Enter a summary or any other relevant information for your container.</td>
</tr>
</tbody>
</table>

4. Save the container by doing one of these steps:
   
   • Click **Save** to save the container and return to the **Manage->Tags** page. To generate the container tag code for the container, do one of the following:
– Select the check box for the container or click the container, and then click **Generate Code**.

– Select the check box for the container or click 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.

When you save the container, the system creates two containers: one for your desktop site and another for your mobile (m.com) site.

5. At the top of the **Generate Code** dialog, click one of the following 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.

- **Synchronous** (recommended). Sends data to the BlueKai 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 BlueKai container to be deployed inside another container tag. When the BlueKai container tag code is executed, it dynamically creates an iFrame. This tag type is useful if you cannot insert an
<iframe> 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.

```html
<!-- 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 BlueKai container tag is fired by calling the `window.bk_async = function()` of the container tag code.

```html
<!-- 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 AdServer.

```text
http://analytics.bluekai.com/site/15415?phint=event%3Dclick&phint=aid%3D%eadv!&phint=pid%3D%epid!&phint=cid%3D%ebuy!&phint=crid%3D%ecid!&done=INCLUDE_URLENCODED_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 AdServer.

```text
http://analytics.bluekai.com/site/15415?phint=event%3Dimp&phint=aid%3D%eadv!&phint=pid%3D%epid!&phint=cid%3D%ebuy!&phint=crid%3D%ecid!&phint=Key%3DValue
```

• **JS (JavaScript).** Returns campaign data in JSON format. This tag type is primarily used for data transfer. This tag does not support data collection or the advanced options in step 8.

```html
<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 options in step 8.
• **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 options in step 8.

6. **Under Settings,** choose options for the container. The code box to the right is updated as you configure the options.

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
</table>
| Site ID              | Select the unique site identifier to be used in your tag code. When your Web page calls the BlueKai CoreTag, the site ID enables the BlueKai system to recognize the incoming data as yours, identify 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.  
  - If you are deploying the container on a Desktop site, select a site that does not include the _mobile suffix at the end of the container name.  
  - If you are deploying the container on a Mobile site, select a site with _mobile appended to the container name.  
  **Note:** When mobile users visit your desktop site where you deployed a container configured with the desktop site ID, they are automatically classified as mobile users in the BlueKai platform. However, desktop users visiting a mobile (m.com) site are still classified as desktop users. |
| Protocol             | Select the page type on which the tag is deployed (HTTP or HTTPS). The default is HTTP. If your environment has both HTTP and HTTPS pages, you can pull different protocols for the same container. Always use secure container tags (HTTPS) for Web pages that use SSL. |
| Pixel Limit per Page View | Enter the maximum number of pixels that can be fired during a single page view. The default is 1. This option is unavailable for the Media - Impressions and Media - Clicks tag types, and it is unavailable for the Pixel tag type (it can only redirect to a single pixel). This value overwrites the default auction limit set in Create New Container dialog provided that it is lower. This is because the lowest value between the Create New Container dialog and the Code Generator is the auction limit that is used. |
| Ad Server            | If you are configuring a Media - Impressions or Media - Clicks tag type, select the Ad Server to be used (DFA or Atlas). The default is DFA. |
| 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. **Under Add Phints,** optionally add key-value pairs for the categories user are to be tagged with when they visit your Web site. The phints are passed to BlueKai and used to classify the user in the BlueKai platform. If you are not using a Synchronous, Dynamic Synchronous, or Asynchronous container, which contain the standard BlueKai CoreTag, you must input the phints directly in your URL.

To add a phint to the tag code, follow these steps:
a. Click **Add a phint**.

b. In the **Key** and **Value** boxes, enter the unique identifier for the data item and the value of the data item, respectively.

c. Repeat steps a-b for each additional phint to be added to the container.

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 Templates**. Clicking one of these templates automatically configures the tag code with the recommended advanced options based on the deployment environment (Desktop or Mobile).

   - **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**, **Use Multiple IFrames**, and **Send Statistical ID Payload**.

   Alternatively, you can expand **Advanced Configuration** and manually configure the tag code by setting the following advanced options.

<table>
<thead>
<tr>
<th>Advanced Option</th>
<th>Description</th>
<th>Default</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allow Multiple Tagging</td>
<td>Enables the container tag to be called multiple times for single page applications or page events.</td>
<td><strong>FALSE.</strong> The container tag can only be called once.</td>
</tr>
<tr>
<td>Suppress Multiple Tagging</td>
<td>Allows only a single tagging call to be made per page.</td>
<td><strong>TRUE.</strong> The container tag can only make a single call.</td>
</tr>
<tr>
<td>Advanced Option</td>
<td>Description</td>
<td>Default</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Use Multiple IFrames</td>
<td>Ensures that each request is protected against race conditions for single page apps.</td>
<td><strong>FALSE</strong>. The container tag can only use a single IFrame.</td>
</tr>
<tr>
<td>Fire Inside and Outside IFrame</td>
<td>Prevents tags from being scheduled directly on the page, outside the BlueKai IFrame that is populated within the BlueKai Container.</td>
<td><strong>TRUE</strong>. Tags may only be scheduled inside the IFrame.</td>
</tr>
<tr>
<td>Disable Metadata</td>
<td>Prevents your site from passing the title, referrer, and URL to the BlueKai Container.</td>
<td><strong>FALSE</strong>. Meta data, including page title, page referrer, and page url is passed to BlueKai by default without needing to set these as explicit phints.</td>
</tr>
<tr>
<td>Extract Named Meta Elements</td>
<td>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).</td>
<td>N/A</td>
</tr>
<tr>
<td>Extract Named Global Variables</td>
<td>Configure this parameter to allow your site to send page variables such as CI_ItemIDs, CI_ItemPrices, and so on.</td>
<td>N/A</td>
</tr>
<tr>
<td>Use First-Party Cookies</td>
<td>Sets a cookie (named <code>bkrid</code>) in the domain of the page that the BlueKai Container Tag is hosted on (1st party cookie). The BlueKai Container will read this cookie value as a stable identifier on the user.</td>
<td><strong>FALSE</strong>. First-party cookies are not used.</td>
</tr>
<tr>
<td>Suppress First-Party Cookies</td>
<td>Prevents BlueKai from ever setting a cookie (named <code>bkrid</code>) in the domain of the page that the BlueKai Container Tag is hosted on (1st party cookie).</td>
<td><strong>TRUE</strong>. First-party cookies may not be set.</td>
</tr>
<tr>
<td>Send Statistical ID Payload</td>
<td>Sends a payload of information (<code>bkfpd</code>) and (<code>bknms</code>) to BlueKai so that a statistical ID can be computed.</td>
<td><strong>FALSE</strong>. The statistical ID payload is not sent.</td>
</tr>
<tr>
<td>Enable Debugging</td>
<td>Enables your site to pass additional debugging information to BlueKai.</td>
<td><strong>FALSE</strong>. Debugging information is not sent to BlueKai.</td>
</tr>
<tr>
<td>Allow Unlimited GET Request Length</td>
<td>BlueKai will support 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.</td>
<td><strong>TRUE</strong>. The length of the GET request is not restricted.</td>
</tr>
<tr>
<td>Suppress Event Scheduling</td>
<td>Disables all postMessage support. This will prohibit you from being able to support client-side event handling such as firing tags on onClick events.</td>
<td><strong>TRUE</strong>. Events cannot be scheduled.</td>
</tr>
</tbody>
</table>
### Advanced Option Description Default

<table>
<thead>
<tr>
<th>Advanced Option</th>
<th>Description</th>
<th>Default</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suppress Cache Busting</td>
<td>Prevents the forcing of the cache to be broken if the same parameters are sent.</td>
<td>FALSE. Sending the same parameters breaks the cache</td>
</tr>
</tbody>
</table>

9. 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. The status of the box changes to **Copied to Clipboard**.

**Note**: The code you create in the Generate Code dialog is not saved when you click **Done**. This dialog is only a tag code generator.

10. Click **Done**.

 Generating the container creates a site ID, which is a unique ID for managing an individual site. You can use the container tool to create additional containers/site IDs, and then copy your existing container tag code to your new containers.

### User Experience Guard (UXG) Overview

Oracle BlueKai monitors third-party tag execution performance with an in-house tool called the User Experience Guard (UXG). We use two different versions of the UXG: one for the Oracle BlueKai Exchange (Partner Interface), and one for Tag Management (Publisher Interface).

#### UXG for the Oracle BlueKai Exchange (Partner Interface)

UXG for the Oracle BlueKai Exchange was originally designed to protect the page load time of data provider partner sites that provide data into the Oracle BlueKai Exchange. Providing data in the Oracle BlueKai Exchange 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 in the Oracle BlueKai Exchange are monitored using the UXG System. This system regularly pings all pixels in the Exchange from Oracle's Chicago colocation facility and measures the roundtrip response time of each pixel. If the average response time of a pixel exceeds the client's desired UXG threshold (such as 600ms), 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. UXG for Tag Management was designed with the understanding that 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 (such as image pixels, JavaScript, and raw HTML code, versus only image pixels in the Oracle BlueKai Exchange). Since a tag scheduled within Tag Management may have business critical uses such as conversion tracking or analytics reporting, the Oracle BlueKai Publisher system offers more control over disabling tags using the UXG.

Instead, Oracle provides the following monitoring and management features for individual third-party tags:
Latency Management Features

- **Tag Latency Settings -> Global Default Tag Avg. Latency Limit (ms)**. A setting that 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 Manage -> Schedules -> "Max Load Time" is also set in a Schedule, the more restrictive setting is honored. This is primarily used when a client wants to enforce a global average latency threshold that all third-party tags must abide by.

- **Tag Latency Settings -> Global Max Tag Execution Time (ms)**. A setting that prevents succeeding JS script 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.

```javascript
setTimeout("bkObj.clearDiv('bk_pl_139')",1000)
```
This element prevents succeeding JS script 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 Tag Latency Settings -> "Max Tag 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, the 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.

- **Manage -> Schedules -> Schedule Settings -> Override: Max Load Time**. A setting that prevents an individually monitored tag from being fired if its average latency exceeds the specified value. This setting is the same as Tag Latency Settings -> Settings -> "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 "Default Tag Avg. Latency Limit (ms)" and "Max Load Time", the more restrictive setting is 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.

- **Manage -> Schedules -> Schedule Settings -> Override: Max Tag Execution Time**. A setting that prevents succeeding JS script 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 Tag Latency Settings -> Max Tag Execution Time (ms) but is only valid for the schedule in which the tag is placed. If conflicting values are set in the Tag Latency Settings and in the Schedule Settings, the more restive setting is honored.

Latency Monitoring Features

- **Tag Latency Settings -> Global Tag Avg. Latency Warning (ms)**. When used in conjunction with Send Alerts, this feature sends the account owner emails if a monitored tag has exceeded the specified value twice within the latency monitoring period. If the "Send Alerts" checkbox is un-checked, this setting is ignored. This setting does not automatically disable tags, it merely monitors tags.

- **Tag Latency Settings -> Send Alerts** provides automated email alerts to the Tag Management administrator when third-party tags exceed the Settings -> "DefaultTag Avg. Latency Warning (ms)". 
• **Monitor -> Tag Latency Report.** Daily monitoring of minimum, maximum, and average latency for each tag scheduled.

This diagram shows 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 **UXG Reset** 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.

**Managing Your Taxonomy**

Oracle BlueKai organizes its data using taxonomies. These taxonomies allow clients to easily search for, find, and buy this data. This section describes taxonomies and how you define them in your Oracle BlueKai environment.

Your taxonomy on the Oracle Data Cloud is a hierarchical tree structure that contains the categories into which the user has been classified.
Your taxonomy contains the following types of categories:

- **First-party categories**: Categories in your private first-party taxonomy, which are only available in your Data Cloud.

- **Second-party categories**: Private categories that another Data Cloud partner 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 Data Cloud client typically whitelists their consumer data so that another Data Cloud client can use it for some mutually beneficial activation. You can use taxonomy permissions or the taxonomy permissioning API to whitelist categories.
  - **Audience sharing**: A Data Cloud partner can share an audience with you so that you can create a data campaign with that audience or analyze the audience. Data Cloud 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.

- **Third-party categories**: Categories in the BlueKai Marketplace, which are available to all Data Cloud partners.

Most clients work with an Oracle taxonomist to create and manage the categories in their taxonomy. Some clients, such as Private Data Marketplace clients, can work with our taxonomists or use the Oracle BlueKai Self-Classification user interface.

**Viewing Your Taxonomy**

Use the Taxonomy Management page to view detailed information about the first-party and second-party categories in your private taxonomy and third-party categories in the BlueKai Marketplace.

To view your taxonomy:

1. Choose **Manage > Taxonomy Viewer**.

   The Taxonomy Management page opens.
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.

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID</td>
<td>The unique ID assigned to the category by the BlueKai platform</td>
</tr>
<tr>
<td>Name</td>
<td>The name given to the category</td>
</tr>
<tr>
<td>Path</td>
<td>The full taxonomy path of the category</td>
</tr>
<tr>
<td>Description</td>
<td>The summary associated with the category</td>
</tr>
<tr>
<td>Category Reach</td>
<td>The 30-day average of the number of users in the category</td>
</tr>
</tbody>
</table>

You can also select one or more categories in your taxonomy and export them to a tab-separated value (TSV) file.

For Branded Data Providers: Taxonomy Introduction

This section describes taxonomies and how you define them in your Oracle BlueKai environment.

What Is a Taxonomy, Why Do I Need One, and How Do I Get One?

Most people immediately recall biology class when they think about taxonomies; different plants and animals are arranged in a hierarchy that puts similar creatures together and shows how they are all related. We encounter taxonomies frequently in the modern world, from the arrangement of aisles in a grocery store, to the Dewey Decimal system in a library, to the left-hand navigation panel on an e-commerce website. A taxonomy is merely a way to arrange and classify information that makes it easy for people to browse, search for, and ultimately find what they are seeking. Oracle BlueKai 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 another common type of taxonomy that people encounter: a flat-list taxonomy. Flat-list taxonomies are just that - 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.

Pets
- Birds
- Cats
- Dogs
  - Beagles
  - Bulldogs
  - German Shepherds
  - Golden Retrievers
  - Labrador Retrievers
- Fish

Note:
When unique profiles are placed into a child category, they are also automatically placed into the broader parent categories.

This automatic placement is a helpful feature of the Oracle BlueKai hierarchical taxonomy in that it does not require buyers to select and purchase all child categories individually. Buyers can simply select the parent category and be confident that any unique profiles in the narrower child are also included. This is also why we require that parent and child categories have a meaningful relationship.

Note:
Another useful feature of the Oracle BlueKai taxonomy is that the parent categories are entities in the same way as the child categories.

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.

The Oracle BlueKai taxonomy is also free-text searchable. This means buyers are able to search the entirety of the Oracle BlueKai taxonomy for specific keywords, and any category with that keyword will be returned, along with all of that category’s children. For example, if a client 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.

Note:
This means it is not necessary to repeat keywords or broader terms in the names of the narrower categories because the system returns them all in a bundle.

Another feature of the Oracle BlueKai taxonomy is the ability to let the buyer create combined categories on the fly. When using the audience builder on partner.bluekai.com, users can combine categories in any configuration required; for example, you can combine the categories for Women, Ages 30-39, and In-Market for a Volkswagen Beetle together natively in the Audiences UI. This provides the unique profiles that are in common among the three categories for targeting.
Because of this feature, it is undesirable to provide precombined categories such as "Female; Age 30 - 39; In-Market Volkswagen Beetle" as it limits the utility of the categories to the buyers.

As a Branded Data Provider, you may already have a pre-existing taxonomy that you want to import into Oracle BlueKai's system. In order to prepare a pre-existing taxonomy for import, 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. See the Branded Taxonomy Template for the expected format. Contact your Partner Manager for a copy of the template.

**Note:**
If you are planning to become a Branded Data Provider and do not have a preexisting hierarchical taxonomy, you will need to construct one.

Take a look at Oracle BlueKai's In-Market, Interest, Past Purchases, Demographic, and B2B sections for inspiration on how to build a taxonomy. 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. Contact your Partner Manager for a copy of the Branded Taxonomy Template, which will allow you to format your taxonomy.

**How Does Your Data Get into the Oracle BlueKai System?**

Setting up a data system is similar to setting up a city's power grid. You must have a well-thought-out design before you start building anything. In your design you need a power plant supplying electricity, power lines transferring power and connecting the system, and homes waiting to be hooked up to use the power.
As with the city's power system, we have to build a pathway that allows your data to flow into the Oracle BlueKai system. This pathway is called a **key-value pair (kvp)**.

**Electricity**  ➔  **Power Lines**  ➔  **House**

**Data**  ➔  **Key-Value Pair**  ➔  **Category**

Key-value pairs are unique strings that allow us to write the rules 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. So, say you have a taxonomy that looks like this:

**Market Data**

- **In-Market**
  - Boats
  - Cars
  - Motorcycles

- **Interest**
  - Boats
  - Cars
  - Motorcycles

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

Key-value pairs can either be **transparent** or **opaque**. Transparent key-value pairs are human readable, and are easily translated into categories. In other words, transparent keys are real words, without abbreviations or codes. The key-value pairs in the example above are transparent. Opaque key-value pairs are not human readable without a translation or mapping, and may include abbreviations or codes. Using the example from above, this is what opaque key-value pairs might look like:
As you can see, this would be impossible to map to the categories without some additional information - known as a map - to tell us where the coded key-value pair should go. If you are passing transparent key-value pairs, a mapping is not always necessary. If you are passing opaque key-value pairs, a mapping is required. Contact your Partner Manager for a copy of the Branded Taxonomy Template.

Keys can contain only the following characters:

• A-Z
• a-z
• 0-9
• underscores

Keys cannot contain any punctuation, accents, special characters, or other symbols. Values can contain any UTF-8 encoded character. We recommend short and sweet keys and values wherever possible, because long and complicated keys and values can cause data flow issues. See Key-Value Pair Data Standards.

The Oracle BlueKai system can do some math and transformations with values provided in key-value pairs. The system can split delimited values that are combined with a single key. For example, if you send the key value pair “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.

If you are passing us data online or through the User Data API, the key-value pairs are passed in the JavaScript call to our servers, as described in User Data API. If you are
passing us data through offline or direct ingest, key-value pairs are included in the data file that you upload to our servers. Internally, key-value pairs are also known as *phints*; this is the code designation in the JavaScript call for the key-value pair in an online call.

**Note:**

When you send us key-value pairs, you need to provide a finite set, specified in advance.

You need to tell us what key-value pairs we should expect, so we can direct your data to the right places. This also allows us to do troubleshooting if there are problems with the integration or the setup. The key-value pairs that you send us should be aggregated and fixed; we cannot classify key-value pairs that are frequently changing or are too particular. That is, we want your data to be sent at a grouped product level, rather than at an individual product level.

Some examples of good data to send as key-value pairs are categories from webpage breadcrumbs, makes & models, income ranges, and education levels. Examples of bad data to send as key-value pairs are product SKUs, page titles, user entered values/keywords, or product names.

You also do not need to pass us negative-value data. Specifically, you do not need to pass us 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 that you send to us.

For online data, it is best to send us transparent, human readable key-value pairs. The key-value pairs should be short and consistent, and tied to a specific action of the user, like viewing a page or selecting a dropdown menu. We advise against using long or complicated key-value pairs.
For offline data, it is best to use codes or numbers when sending us key-value pairs. 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 our system. It can and does break the flow of data invisibly, so we don't know there is a problem until there are no unique profiles within a category. To avoid this, we strongly encourage offline partners to use codes and numbers when sending us data. To view our suggestions and standards for codes, mapping, and key-value pairs, see Data Standards.

Data Standards

This section describes data standards for your taxonomy.

Key-Value Pairs

Keys can contain only the following characters:

- a-z
- A-Z
- 0-9
- underscores

No accents, special characters, or punctuation are allowed. Values can have any UTF-8 encoded character. However, we advise that you avoid overly long or complicated values, as they can become too narrow, are difficult to direct to the correct categories, and have a higher instance of error.

Key-Value Pairs for Online Data

For online data providers, we encourage the use of transparent, human-readable key-value pairs. Providing data from webpage elements is ideal, such as data from forms, dropdown selections, or breadcrumbs on browsed pages. The key-value pair should be short and consistent, and provide a single type of data. For example, if a user visited a page about the 2015 Ford Focus, we'd like to see the following key-value pairs:

<table>
<thead>
<tr>
<th>Key</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>make</td>
<td>ford</td>
</tr>
<tr>
<td>model</td>
<td>focus</td>
</tr>
<tr>
<td>year</td>
<td>2015</td>
</tr>
</tbody>
</table>

We recommend against using opaque or coded key-value pairs and codes for online data, as they require a translation and become more difficult to direct to the correct categories.

Key-Value Pairs for Offline Data

We strongly encourage offline data providers to use codes in key-value pairs, as text strings are prone to errors due to changes in spelling and spacing. The format of the
keys should be a two-character company name followed by a three-digit category identifier.

<table>
<thead>
<tr>
<th>Key</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>MD001</td>
<td>1</td>
</tr>
<tr>
<td>MD002</td>
<td>1</td>
</tr>
<tr>
<td>MD003</td>
<td>1</td>
</tr>
</tbody>
</table>

Less desirable, but still acceptable, are transparent, human-readable keys with numbers as the value, or code keys with human-readable values.

<table>
<thead>
<tr>
<th>Key</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>MD001</td>
<td>coupe</td>
</tr>
<tr>
<td>MD001</td>
<td>hybrid</td>
</tr>
<tr>
<td>MD001</td>
<td>SUV</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>coupe</td>
<td>1</td>
</tr>
<tr>
<td>hybrid</td>
<td>1</td>
</tr>
<tr>
<td>SUV</td>
<td>1</td>
</tr>
</tbody>
</table>

We will also accept transparent keys and values, though we advise against it for offline data in most cases.

<table>
<thead>
<tr>
<th>Key</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>interest</td>
<td>coupe</td>
</tr>
<tr>
<td>interest</td>
<td>hybrid</td>
</tr>
<tr>
<td>interest</td>
<td>SUV</td>
</tr>
</tbody>
</table>

Mapping

In all cases where codes are used as part of a key-value pair, we will need a mapping to tell us what the code means. For Branded providers, you do this by providing us the key-value pairs in conjunction with a taxonomy. Contact your Partner Manager for a copy of the Branded Taxonomy Template, which allows you to provide us your taxonomy and key-value pairs.

Changing Your Taxonomy

It is possible to update and change your branded taxonomy after it has been created.
Note:
We advise that you not do this frequently, as it can disrupt the end user’s experience and reduce revenue.

However, if you are planning to change or update your taxonomy or key-value pairs in any way, notify your Partner Manager well in advance of implementing the changes to avoid any data loss.

Branded Data Taxonomy Standards

Send your taxonomy and mapping in spreadsheet form. The Branded Data Taxonomy template is available to help you format the data you send to us. Contact your Partner Manager for a copy of the template.

Note:
For a Branded Data taxonomy, we 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.

<table>
<thead>
<tr>
<th>Taxonomy / Path</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level1</td>
</tr>
<tr>
<td>Branded Data</td>
</tr>
<tr>
<td>Branded Data</td>
</tr>
<tr>
<td>Branded Data</td>
</tr>
<tr>
<td>Branded Data</td>
</tr>
<tr>
<td>Branded Data</td>
</tr>
</tbody>
</table>

This limit is to encourage the construction of succinct, easy to navigate taxonomies, and to discourage the use of too many narrow, unaggregated categories. This makes the data more useful for buyers and easier to find.

Note:
We require descriptions for every Branded Data category in your taxonomy.

Descriptions function as tooltip text for the end users in partner.bluekai.com and are used to give the end user more detailed information about what unique profiles are contained in a category.
Our system is capable of directing more than one variety or type of data into a single category. As such, we do not need to build duplicate taxonomies for different types of data, such as mobile vs. desktop or US vs. UK data. The end user has the ability to switch between different data types or locations within the partner.bluekai.com interface, so it is not necessary to break out data in that way within the taxonomy. If you already have a taxonomy that is separated in this fashion in your internal system, we can direct data from several places into a single category. The only time we will build separate branches is if the required structure differs significantly.

Because the system allows us to direct more than one piece of data to a single category, we can do aggregations, within reason. For example, if we are sent a set of vehicle ages, we can direct vehicle_age=0 and vehicle_age=1 into a single category - Less than 2 Years, while we can direct vehicle_age=2, vehicle_age=3, vehicle_age=4 and vehicle_age=5 into the category for 2-5 Years.
Branded Data Taxonomy Best Practices

When constructing your Branded Taxonomy, keep these best practices in mind.

It’s a good rule of thumb for a single category to have somewhere between 4-9 direct children. 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. You don’t want too big a group of children or too small a group of children. If there is only one intermediate child of a parent category, the intermediate category generally should be deleted. Single intermediate levels artificially inflate your category count and do not provide value for the end user. They are actually detrimental to the end user’s experience, as it causes them extra clicks while browsing.

We strongly recommend that 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”.

---

<table>
<thead>
<tr>
<th>Level1</th>
<th>Level2</th>
<th>Level3</th>
<th>Level4</th>
<th>Level5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branded Data</td>
<td>My Data</td>
<td>Interest</td>
<td>Arts &amp; Entertainment</td>
<td></td>
</tr>
<tr>
<td>Branded Data</td>
<td>My Data</td>
<td>Interest</td>
<td>Arts &amp; Entertainment</td>
<td>Movies</td>
</tr>
<tr>
<td>Branded Data</td>
<td>My Data</td>
<td>Interest</td>
<td>Home &amp; Garden</td>
<td></td>
</tr>
<tr>
<td>Branded Data</td>
<td>My Data</td>
<td>Interest</td>
<td>Home &amp; Garden</td>
<td>Furniture</td>
</tr>
<tr>
<td>Branded Data</td>
<td>My Data</td>
<td>Interest</td>
<td>Travel</td>
<td></td>
</tr>
<tr>
<td>Branded Data</td>
<td>My Data</td>
<td>Interest</td>
<td>Travel</td>
<td>Cruises</td>
</tr>
</tbody>
</table>

7 Categories
The idea behind this is that in the long term, buyers won't have to update campaigns every year, since 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 Bluekai Unbranded taxonomy section “Demographic > Housing Attributes > Length of Residence” for an example of a taxonomy that is built using relative ages.

We advise against “other”, “unknown”, “misc”, or “various” categories. They don't provide the customer with any added value, and can be captured by the broader category due to the hierarchical nature of our system.

We discourage partners from building detailed Geographic sections in their Branded Taxonomies, as these sections quickly use up category count, and are also exactly replicated in the Oracle BlueKai Unbranded taxonomy.

When creating Industry trees, we suggest that partners use NAICS codes, instead of SIC codes; this facilitates mapping to our unbranded taxonomy. We advise against all levels of either tree - again, this quickly inflates category count and is generally too narrow and specific to be useful to the user. We generally ask partners to stop after going two or three levels down on either tree.

### Unbranded Data Standards

You may request to also have your data mapped into our unbranded In-Market, B2B, Interest, Demographic, and Past Purchases sections.

Our taxonomy team will evaluate your data and direct it to the appropriate places within our unbranded taxonomy. You can request to have your data evaluated for inclusion in particular sections of the taxonomy, but it is not necessary for you to provide a mapping of where you believe your data should go within our taxonomy.

For inclusion in all sections of the unbranded taxonomy, we need to evaluate your data-matching level as well as the user's raw inputs against our standards for different sections.

<table>
<thead>
<tr>
<th>In-Market</th>
<th>Most Stringent</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2B</td>
<td></td>
</tr>
<tr>
<td>Demographic</td>
<td>Least Stringent</td>
</tr>
<tr>
<td>Past Purchases</td>
<td></td>
</tr>
<tr>
<td>Interest</td>
<td></td>
</tr>
</tbody>
</table>

Generally, to be included in the In-Market section of the unbranded taxonomy, a user must show intent to purchase. In other words, there should be an indication that the user is looking to buy something, and is not merely an enthusiast. Some indications might be a link to purchase an item, pricing information, or sale listings.

### Data Matching Levels and Data Quality

There are different levels of data matching. We will need to know what level at which your data is matched in order to evaluate its place within our taxonomy.
We ask that you indicate your level of data matching in your taxonomy spreadsheet.

We also ask that you complete a data questionnaire, which you can obtain from your Partner Manager along with your Branded Taxonomy Template spreadsheet.

Third Party Match Partners

Oracle BlueKai has direct integrations with the following third-party match partners: Datalogix (DLX), LiveRamp, i-Behavior, and Neustar. Often, these third-party match partners will transform data that you send to them into codes, regardless of whether it is human-readable when you send it to them. If your third-party match partner is not merely doing a pass-through of your data, we will need you to provide a mapping that allows us to match the third-party partner’s codes with the appropriate categories. As a Branded Data provider, you can include this information in your taxonomy template. Contact your Partner Manager for a copy of the Branded Taxonomy Template.

Occasionally, you will not have a mapping of what your match partner will send us when we begin work on your taxonomy. In that case, we will generally receive a separate mapping of your data directly from you or your match partner. That is why it is vitally important that the key-value pair you provide to us must match exactly with the key-value pair you are providing your match partner. When the data you give us does not match what we get from the match partner, we are unable to link the two. If the key-value pair you provide does not exactly match the mapping we receive from your match partner, we will ask you to revise your spreadsheet.

Sensitive Data

There are certain types of data that Oracle BlueKai cannot accept into our system. See our sensitive data policy.

Data Checklist

- Taxonomy with hierarchy and descriptions (contact your Partner Manager for the Branded Taxonomy Template)
For Unbranded Data Providers: Taxonomy Introduction

This section describes taxonomies and how you define them in your Oracle BlueKai environment.

What Is a Taxonomy, Why Do I Need One, and How Do I Get One?

Most people immediately recall biology class when they think about taxonomies; different plants and animals are arranged in a hierarchy that puts similar creatures together and shows how they are all related. We encounter taxonomies frequently in the modern world, from the arrangement of aisles in a grocery store, to the Dewey Decimal system in a library, to the left-hand navigation panel on an e-commerce website. A taxonomy is merely a way to arrange and classify information that makes it easy for people to browse, search for, and ultimately find what they are seeking. Oracle BlueKai 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 another common type of taxonomy that people encounter: a flat-list taxonomy. Flat-list taxonomies are just that - 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.

Pets
- Birds
- Cats
- Dogs
  - Beagles
  - Bulldogs
  - German Shepherds
  - Golden Retrievers
  - Labrador Retrievers
- Fish
When unique profiles are placed into a child category, they are also automatically placed into the broader parent categories. This automatic placement is a helpful feature of the Oracle BlueKai hierarchical taxonomy in that it does not require buyers to select and purchase all child categories individually. Buyers can simply select the parent category and be confident that any unique profiles in the narrower child are also included. This is also why we require that parent and child categories have a meaningful relationship.

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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 category of Dogs follows:

\[
\text{Dogs} = \text{Beagle} + \text{Bulldog} + \text{German Shepherd} + \text{Golden Retriever} + \text{Labrador Retriever} + \text{All Other Types of Dogs}
\]

This is a significant difference between a hierarchical taxonomy and a computer-style folder model. In the folder model, the folders there 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.

The Oracle BlueKai taxonomy is also free-text searchable. This means buyers are able to search the entirety of the Oracle BlueKai taxonomy for specific keywords, and any category with that keyword will be returned, along with all of that category’s children. For example, if a client 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.
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Another feature of the Oracle BlueKai taxonomy is the ability to let the buyer create combined categories on the fly. When using the Audience Builder on partner.bluekai.com, users can combine categories in any configuration required; for example, you can combine the categories for Women, Ages 30-39, and In-Market for a Volkswagen Beetle together natively in the Audiences UI. This provides the unique profiles that are in common among the three categories for targeting.
Because of this feature, it is undesirable to provide precombined categories such as “Female; Age 30 - 39; In-Market Volkswagen Beetle” as it limits the utility of the categories to the buyers.

If you are planning to become an Unbranded Data Provider, you only need to provide us with the list of your available data. You don't need to try to map it to our hierarchy. Our taxonomists will carefully evaluate your data and map it into the appropriate places in the system. The data that you provide to us should not be too specific or granular, and should be expected to provide a significant enough number of unique profiles.

**How Does Your Data Get into the Oracle BlueKai System**

Setting up a data system is similar to setting up a city's power grid. You must have a well-thought-out design before you start building anything. In your design you need a power plant supplying electricity, power lines transferring power and connecting the system, and homes waiting to be hooked up to use the power. As with the city's power system, we have to build a pathway that allows your data to flow into the Oracle BlueKai system. This pathway is called a **key-value pair (kvp)**.

- **Electricity → Power Lines → House**

- **Data → Key-Value Pair → Category**

Key-value pairs are unique strings that allow us to write the rules 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. So, say you have a taxonomy that looks like this:
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.

Key-value pairs can either be **transparent** or **opaque**. Transparent key-value pairs are human readable, and are easily translated into categories. In other words, transparent keys are real words, without abbreviations or codes. The key-value pairs in the example above are transparent. Opaque key-value pairs are not human readable without a translation or mapping, and may include abbreviations or codes. Using the example from above, this is what opaque key-value pairs might look like:

As you can see, this would be impossible to map to the categories without some additional information - known as a map - to tell us where the coded key-value pair should go. If you are passing transparent key-value pairs, a mapping is not always necessary. If you are passing opaque key-value pairs, a mapping is required. Contact your Partner Manager for a copy of the Unbranded Data Template, which allows you to pass us your mapping.

Keys can contain only the following characters:
The Oracle BlueKai system can do some math and transformations with values provided in key-value pairs. The system can split delimited values that are combined with a single key. For example, if you send the key value pair "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.

If you are passing us data online or through the User Data API, the key-value pairs are passed in the JavaScript call to our servers, as described in User Data APIs. If you are passing us data through offline or direct ingest, key-value pairs are included in the data file that you upload to our servers. Internally, key-value pairs are also known as phints; this is the code designation in the JavaScript call for the key-value pair in an online call.

**Note:**

When you send us key-value pairs, you need to provide a finite set, specified in advance.

You need to tell us what key-value pairs we should expect, so we can direct your data to the right places. This also allows us to do troubleshooting if there are problems with the integration or the setup. The key-value pairs that you send us should be aggregated and fixed; we cannot classify key-value pairs that are frequently changing or are too particular. That is, we want your data to be sent at a grouped product level, rather than at an individual product level.
Some examples of good data to send as key-value pairs are categories from webpage breadcrumbs, makes & models, income ranges, and education levels. Examples of bad data to send as key-value pairs are product SKUs, page titles, user-entered values/keywords, or product names.

You also do not need to pass us negative-value data. Specifically, you do not need to pass us 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 that you send to us.

For online data, it is best to send us transparent, human readable key-value pairs. The key-value pairs should be short and consistent, and tied to a specific action of the user, like viewing a page or selecting a dropdown menu. We advise against using long or complicated key-value pairs.

Note:
For offline data, it is best to use codes or numbers when sending us key-value pairs.

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 our system. It can and does break the flow of data invisibly, so we don't know there is a problem until there are no unique profiles within a category. To avoid this, we strongly encourage offline partners to use codes and numbers when sending us data. To view our suggestions and standards for codes, mapping, and key-value pairs, see Data Standards.
Data Standards

This section describes data standards for your taxonomy.

**Key-Value Pairs**

Keys can contain only the following characters:

- a-z
- A-Z
- 0-9
- underscores

No accents, special characters, or punctuation are allowed. Values can have any UTF-8 encoded character. However, we advise that you avoid overly long or complicated values, as they can become too narrow, are difficult to direct to the correct categories, and have a higher instance of error.

**Key-Value Pairs for Online Data**

For online data providers, we encourage the use of transparent, human-readable key-value pairs. Providing data from webpage elements is ideal, such as data from forms, dropdown selections, or breadcrumbs on browsed pages. The key-value pair should be short and consistent, and provide a single type of data. For example, if a user visited a page about the 2015 Ford Focus, we’d like to see the following key-value pairs:

<table>
<thead>
<tr>
<th>Key</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>make</td>
<td>ford</td>
</tr>
<tr>
<td>model</td>
<td>focus</td>
</tr>
<tr>
<td>year</td>
<td>2015</td>
</tr>
</tbody>
</table>

We recommend against using opaque or coded key-value pairs and codes for online data, as they require a translation and become more difficult to direct to the correct categories.

**Key-Value Pairs for Offline Data**

We strongly encourage offline data providers to use codes in key-value pairs, as text strings are prone to errors due to changes in spelling and spacing. The format of the keys should be a two-character company name followed by a three-digit category identifier.

<table>
<thead>
<tr>
<th>Key</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>MD001</td>
<td>1</td>
</tr>
<tr>
<td>MD002</td>
<td>1</td>
</tr>
<tr>
<td>MD003</td>
<td>1</td>
</tr>
</tbody>
</table>

Less desirable, but still acceptable, are transparent, human-readable keys with numbers as the value, or code keys with human-readable values.
We will also accept transparent keys and values, though we advise against it for offline data in most cases.

<table>
<thead>
<tr>
<th>Key</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>MD001</td>
<td>coupe</td>
</tr>
<tr>
<td>MD001</td>
<td>hybrid</td>
</tr>
<tr>
<td>MD001</td>
<td>SUV</td>
</tr>
</tbody>
</table>

Mapping

In all cases where codes are used as part of a key-value pair, we will need a mapping to tell us what the code means. For Unbranded providers, do this by providing us the key-value pairs in conjunction with a code translation. Contact your Partner Manager for a copy of the Unbranded Data Template, which allows you to provide us your code translations and key-value pairs.

<table>
<thead>
<tr>
<th>Key</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>interest</td>
<td>coupe</td>
</tr>
<tr>
<td>interest</td>
<td>hybrid</td>
</tr>
<tr>
<td>interest</td>
<td>SUV</td>
</tr>
</tbody>
</table>

Changing Your Data

It is possible to update and change your key-value pairs if necessary. We advise that you not do this frequently, as it can disrupt the end user's experience and reduce revenue. However, if you are planning to change or update your key-value pairs in any way, notify your Partner Manager well in advance of implementing the changes to avoid any data loss.

Unbranded Data Standards

As an Unbranded Data Provider, your data will be directed into our unbranded In-Market, B2B, Interest, Demographic, and Past Purchases sections.

Our taxonomy team will evaluate your data and direct it to the appropriate places within our unbranded taxonomy. You can request to have your data evaluated for inclusion in particular sections of the taxonomy, but it is not necessary for you to provide a mapping of where you believe your data should go within our taxonomy.
For inclusion in all sections of the unbranded taxonomy, we need to evaluate your data-matching level as well as the user's raw inputs against our standards for different sections.

In-Market B2B
Demographic Past Purchases
Interest

Most Stringent
Least Stringent

Generally, to be included in the In-Market section of the unbranded taxonomy, a user must show intent to purchase. In other words, there should be an indication that the user is looking to buy something, and is not merely an enthusiast. Some indications might be a link to purchase an item, pricing information, or sale listings.

Data Matching Levels and Data Quality

There are different levels of data matching. We will need to know the level at which your data is matched in order to evaluate its place within our taxonomy.

Browser Individual Household IP Matching ZIP+4

Most Precise
Least Precise

We ask that you indicate your level of data matching in your data template. Contact your Partner Manager for a copy of the Unbranded Data Template.

We also ask that you complete a data questionnaire, which you can obtain from your Partner Manager along with your Unbranded Data Template spreadsheet.

Third Party Match Partners

Oracle BlueKai has direct integrations with the following third-party match partners: Datalogix (DLX), LiveRamp, i-Behavior, and Neustar. Often, these third-party match partners will transform data that you send to them into codes, regardless of whether it is human-readable when you send it to them. If your third-party match partner is not merely doing a pass-through of your data, we will need you to provide a mapping that allows us to match the third-party partner's codes with the appropriate categories. As an Unbranded Data Provider, there is a place included in the Unbranded Template that allows you to pass on this information.
Occasionally, you will not have a mapping of what your match partner will send us when we begin work on your data. In that case, we will generally receive a separate mapping of your data directly from you or your match partner. That is why it is vitally important that the key-value pair you provide to us must match exactly with the key-value pair you are providing your match partner. When the data you give us does not match what we get from the match partner, we are unable to link the two. If the key-value pair you provide does not exactly match the mapping we receive from your match partner, we will ask you to revise your spreadsheet.

<table>
<thead>
<tr>
<th>Administrative Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key</td>
</tr>
<tr>
<td>interest</td>
</tr>
<tr>
<td>interest</td>
</tr>
<tr>
<td>interest</td>
</tr>
</tbody>
</table>

**Sensitive Data**

There are certain types of data that Oracle BlueKai cannot accept into our system. See our sensitive data policy.

**Data Checklist**

- Data list (contact your Partner Manager for the Unbranded Data Template)
  - Key-value pairs
  - Match partner & match partner key (if using)
  - Data-matching level
  - Code Translation (if using)
- Data Evaluation Spreadsheet (contact your Partner Manager for a copy of the Data Evaluation Spreadsheet)

**Self-Classification Categories**

You can use your Self-Classification tree to independently create and configure the categories in your taxonomy.

**Creating a Self-Classification Category**

You can add categories to the Self-Classification tree in your taxonomy, and then create self-classification rules based on URLs and key-value pairs (phints) that map the user data collected from your site with your self-classification categories.

1. Log in to Oracle Data Cloud Platform (https://partner.bluekai.com/).
3. From the Self-Classification tree on the left, click the parent node to which the new category is to be added. When you first start creating your categories, you click the Self Classification node.
4. Click Create New.
5. In the **Settings** pane on the left, enter properties, using the following table as a guide.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
<td>Enter a unique, descriptive name for the category. This is the name that displays for the category in your taxonomy. The maximum length is 255 characters.</td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>Enter a descriptive summary of the category. This summary displays when a user moves the mouse pointer over the category in the Category tree.</td>
</tr>
<tr>
<td><strong>Parent</strong></td>
<td>Displays the unique ID assigned to the parent node. This field is read-only.</td>
</tr>
<tr>
<td><strong>Notes</strong></td>
<td>Enter any additional notes related to this category.</td>
</tr>
<tr>
<td><strong>Mutex Children</strong></td>
<td>Limits the number of direct child nodes that can be added as categories to one. This check box is cleared by default, which means that any number of children nodes can be selected and added to a segment.</td>
</tr>
<tr>
<td><strong>Navigation Only</strong></td>
<td>Limits the functionality of this category to a parent node that can't be selected. By default, this check box is cleared, which means that this category can be added to a segment.</td>
</tr>
<tr>
<td><strong>Analytics Excluded</strong></td>
<td>Disables the inclusion of this category in Audience Analytics reports.</td>
</tr>
</tbody>
</table>

6. From the Associations box, select one or more self-classification rules (phint or URL) to be associated with this category. Click anywhere in the **Rule** box to select a self-classification rule from the list of rules you have created, or enter the first two characters in the self-classification rule to filter the rules and then select the rule.

7. Click **Submit**. The new category is added to the selected parent node.

8. Select **Manage > Rules** (under Taxonomy Management), and then create phint and URL-based classification rules to map the categories in your Self-Classification tree to the user attributes collected from your site.

   You can create a maximum of 100 self-classification categories. Contact your Client Services Representative for more information on this limit. The upper-right hand corner of the **My Taxonomy** page displays the current number of self-classification categories you have created.

### Editing Self-Classification Categories

A category is a collection of users that have a specific attribute, which is identified by the name of the category.

To edit a category:

1. Log in to **Oracle Data Cloud Platform**.
2. Select **Manage > Categories** (under Taxonomy Management). The **My Taxonomy** page opens.
3. From the **Self-Classification** tree on the left, click the category that you want to change.
4. Click **Edit**.

5. In the **Settings** pane on the left, modify the name, description, or notes. See **Choose Audience Categories**.

6. In the **Associations** box, modify the self-classification rules (phint or URL) associated with this category. See **Choose Audience Categories**.

7. Click **Submit**.

Moving a Self-Classification Category

You can move a category to a different parent node in the taxonomy.

1. Log in to Oracle Data Cloud Platform.

2. Select **Manage > Categories** (under Taxonomy Management). The **My Taxonomy** page opens.

3. From the **Self-Classification** tree on the left, click the category to move.

4. Click **Move**.

5. From the **Self-Classification** tree, click the parent node where you want to put the category. The selected parent node is highlighted orange in the tree, and its name is added to the **New** box under the **Select a New Parent for Test** on the right.

6. Click **Submit**.

Reordering a Self-Classification Category

You can move a category to a different position in the list.

1. Log in to Oracle Data Cloud Platform.

2. Select **Manage > Categories** (under Taxonomy Management). The **My Taxonomy** page opens.

3. From the **Self-Classification** tree on the left, click the parent node containing the child categories to be reordered.

4. Click **Reorder Children**.

5. From the **Drag up or down to Reorder** pane on the right, drag a category to the desired position in the list of categories of the selected parent node. Repeat for any other categories you want to reorder.

6. Click **Submit**.

Viewing Self-Classification Categories

You can view the categories in your **Self-Classification** tree.

1. Log in to Oracle Data Cloud Platform.

2. Select **Manage > Categories** (under Taxonomy Management). The **My Taxonomy** page opens.

3. From the **Self-Classification** tree on the left, click the category that you want to view the details for.

   The summary on the right includes the following information for the selected category:
### Setting Category Information

<table>
<thead>
<tr>
<th>Setting</th>
<th>Category Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Status</strong></td>
<td>The status of the category (Active, Creating, Updating).</td>
</tr>
<tr>
<td><strong>ID</strong></td>
<td>The unique ID assigned to the category by the Oracle BlueKai platform.</td>
</tr>
<tr>
<td><strong>Name</strong></td>
<td>The user-specified name of the category.</td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>The user-specified summary associated with the category.</td>
</tr>
<tr>
<td><strong>Notes</strong></td>
<td>Any notes entered for this category.</td>
</tr>
<tr>
<td><strong>Analytics Excluded</strong></td>
<td>Disables the inclusion of this category in Audience Analytics reports.</td>
</tr>
<tr>
<td><strong>Navigation Only</strong></td>
<td>Limits the functionality of this category to a parent node that can't be selected. By default, this check box is cleared, which means that this category can be added to a segment.</td>
</tr>
<tr>
<td><strong>Mutex Children</strong></td>
<td>Limits the number of direct child nodes that can be added as categories to only one. This check box is cleared by default, which means that any number of children nodes can be selected and added to a segment.</td>
</tr>
<tr>
<td><strong>Used In</strong></td>
<td>Displays the number of Audiences, Campaigns, and Rules where the category is used.</td>
</tr>
</tbody>
</table>

### Classifying URLs As Categories

You can create a set of rules to automatically assign URLs collected from your site to categories in your Self-Classification tree.

This enables you to populate the categories in your Self-Classification tree based on the web pages visited in your site.

To create URL-based self-classification rules:

1. Log in to Oracle Data Cloud Platform.
4. In the **Name** box, enter a unique, descriptive name for the URL rule.

5. In the **URL Type** box, select whether the URL collected from your site must match the URL in your rule (**Exact**) or match a top-level URL (**Path**) so that you can target users visiting the child pages without specifying them.

6. In the **Match Type** box, select which part of the collected URL to classify:
   - **Page**: The URL of the current web page.
   - **Referrer**: The URL of the previous web page from which a link was followed.

7. In the **Site** box, select the container tag in your partner seat to which the URL rule is applied. Click anywhere in the Site box to select a container from the list of those you have created, or enter the first two characters in the container name to filter the containers and then select the container.

8. Under **URLs**, add one or more URLs following these steps:
   - a. In the **URL** box, enter the URL to be classified (for example, `http://www.yoursite.com`). To enter a secure site, enter `https://yoursite.com` for example.
   - b. Click **Add**.
   - c. Repeat the previous two steps to add more URLs. Adding two or more URLs creates an OR condition. This means that the user needs to be tagged with only one of the listed URLs to be added to the specified category.

9. In the **Category Associations** box, select the category in your Self-Classification tree to receive the user attributes specified by the URL or URLs you created in step 6.

10. Click **Save**.
Classifying Phints As Categories

You can create a set of rules to automatically assign key-value pairs (phints) collected from your site to categories in your Self-Classification tree.

This enables you to populate the categories in your Self-Classification tree with the user attributes generated from the phints that you have added to your web pages. You can create the following types of phints:

- Key-value string pair with an IS or CONTAINS operator.
- Key-date pair (exact or relative date).
- Key-number (integer or float).
- Key-number range.

To create phint-based self-classification rules:

1. Log in to Oracle Data Cloud Platform.

4. In the Name box, enter a unique, descriptive name for the phint rule.
5. In the Site box, select the container tag in your partner seat to which the phint rule is applied. Click anywhere in the Site box to select a container from the list of those you have created, or enter the first two characters in the container name to filter the containers and then select the container.
6. Under Phints, add one or more phints following these steps:
a. In the **Key** box, enter the name of the key for the user attribute to be classified.

b. In the **Operator** box, select whether the value in the key-value pair collected from your web page must exactly match the specified value (**is**) or just include the value (**contains**) in order for the user attribute to be added to the specified category.

c. In the **Value** box, enter the name of the value for the user attribute to be classified.

d. Click **Add**.

e. Repeat the previous four steps to add more URLs.

Adding two or more phints creates an AND condition. This means that the user must be tagged with all of the created phints to be added to the specified category.

**Note:** You can enter multiple phints at the same time by uploading CSV file with a list of phints to be classified. The file must be a text/CSV file with one key-value per line. To do this, click **CSV**, and then browse to and select the file containing the phints to be classified.

7. In the **Category Associations** box, select the category in your Self-Classification tree to receive the user attributes specified by the phint or phints you created in step 4.

8. Click **Save**.

**Viewing Self-Classification Rules**

The **Manage > Classification Rules** page lists all of the URL and phint-based self-classification rules you have created. For each rule, the following properties are listed.

<table>
<thead>
<tr>
<th>Setting</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID</td>
<td>The unique ID assigned to the classification rule.</td>
</tr>
<tr>
<td>Name</td>
<td>The name of the classification rule.</td>
</tr>
<tr>
<td>Type</td>
<td>Indicates whether the classification rule is based on a Phint or Url.</td>
</tr>
<tr>
<td>Cats</td>
<td>The number of categories where the rule is used.</td>
</tr>
<tr>
<td>Sites</td>
<td>The number of sites where the rule is used.</td>
</tr>
<tr>
<td>Created</td>
<td>The date when the classification rule was initially created.</td>
</tr>
<tr>
<td>Updated</td>
<td>The date when the classification rule was last updated.</td>
</tr>
</tbody>
</table>

To view, sort, search for, or filter classification rules:

1. Log in to **Oracle Data Cloud Platform**.

2. Select **Manage > Rules** (under Taxonomy Management). The **My Taxonomy** page opens.
3. To sort the rules, toggle the self-classification rule property column headers. By default, rules are sorted by ID in descending order (from most recent to earlier rule).

4. To search for a rule, enter the name (whole or partial) for the rule you want to find in the search box, and then press Tab or click anywhere outside the box. The list of rules is filtered based on your search criteria.

5. To filter the rules, select one of the filters on the right of the Classification Rules page. You can filter by the rule type (URL or Phint). Click **Clear Filters** to reset any filters applied to the audiences.

### Editing Self-Classification Rules

You can modify your phint and URL-based self-classification rules. To edit a classification rule:

1. In the **Manage > Classification Rules** page, select the check box for the rule that you want to change and click **Edit**.
2. In the **Classification Rule** dialog, configure your rule by following the steps described in [Classifying Phints as Categories](#) and [Classifying URLs as Categories](#).
3. Click **Save**.

### Deleting Self-Classification Rules

You can permanently remove a phint or URL classification rule. To delete a classification rule:

On the **Manage > Classification Rules** page, select the check box for the rule to be deleted and click **Delete**.

### Second-Party Data Listings

The Second-Party Data Listings feature connects data sellers with data buyers interested in purchasing their private second-party data. Data sellers can use the **Second-Party Data Listings** page in the Oracle Data Cloud Platform UI to list their private data assets they have available for monetization, cooperative campaigns, or analytics-only use cases. Buyers can use this page to browse the second-party data listings and contact the data sellers when they are interested in buying their data. Second-Party Data Listings help to generate interest and facilitate deals for clients and publishers, and enable marketers to independently discover data buying opportunities in the private second-party data marketplace. Second-party data listings provide the following benefits for each party:

- **Private Data Marketplace Client.** Monetize data assets in a private data marketplace 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. This enables you 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 best-of-breed inventory from top branded data providers. This enables you 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.

**How the Second-Party Data Listings Work**

After a data seller lists their private data assets in the Second-Party Data Listings page, interested buyers can contact the data seller directly through the page. Next, the data seller receives an email notification indicating the buyer's interest in their data - 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 seller'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 third-party categories in the BlueKai Marketplace, and the data seller will begin receiving revenue based on the data usage.

**Taxonomy Permissions** provides more information about how a data seller shares data assets with a buyer.

**Listing Your Private Data Assets**

You work with your Oracle BlueKai account manager to enable the Second-Party Data Listings feature, then you create your listing in the marketplace.

1. Notify your account manager that you want to post your private data assets in the **Second-Party Data Listings** page. Your account manager will enable the Second-Party Data Listings feature.

2. Log in to **Oracle Data Cloud Platform**, and then select **Manage > Second-Party Data Listings** (under **Taxonomy Management**). The **Second-Party Data Listings** page opens.

3. Select the check box for your company, and then click **Edit My Listing**.

4. In the **Edit My Listing** dialog, do these steps:
   a. In the **Logo** field, upload a small or medium-sized version of your logo (maximum sizes are 36 X 20 [small] and 36 X 36 [medium]). Your logo displays in the **Logo** column in the **Second-Party Data Listings** page.
   b. In the **Company Name** field, enter the name of your company (up to 45 characters). Your company name displays in the **Name** column in the **Second-Party Data Listings** page.
   c. In the **Emails** field, enter a comma-separated list of email addresses of the team members who should receive notifications when buyers are interested in purchasing your data.
   d. In the **Short Description** field, enter a brief summary (up to 140 characters) of the type of data you are selling. This summary displays in the **Descriptions** column in the **Second-Party Data Listings** page.
   e. In the **Long Description** field, enter more detailed information (maximum 315 characters) about the categories you are making available for purchase. This detailed description displays in a dialog that opens when buyers want to get more information about your listing.
f. Click **Save** to update your listing and return to the **Second-Party Data Listings** page.

Your logo, updated company name, and updated short description appear in the **Second-Party Data Listings** page.

When you are ready to share your data with a buyer, you can create a taxonomy permission whitelist. See **Creating a Taxonomy Permission**.

**Subscribing to Second-Party Data**

The Second-Party Data Listings feature is available in the **Taxonomy Management** section of the Oracle Data Cloud platform.

1. Log in to **Oracle Data Cloud Platform**, and then select **Manage > Second-Party Data Listings** (under **Taxonomy Management**).

   The **Second-Party Data Listings** page opens. The page lists data providers who listed their private data for sale. The **Description** column includes a 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**.

3. Under **About** in the dialog that opens for the data provider's listing, you can read a detailed description of the categories available for purchase.

4. If you are interested in purchasing data from the provider, do these steps:
   a. In the **Name** field, enter your company name. This name will be included in the email message sent to the data provider.
   b. In the **Emails** field, enter a comma-separated list of email addresses of the team members who will work with the data provider on your data purchase.
   c. In the **Message** field, enter the text to be included in the email sent to the data provider.
   d. Click **Contact Data Provider Company Name**.

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

**Taxonomy Permissions**

Taxonomy permissioning enables 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 BlueKai 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 and audience sharing facilitate the second-party marketplace in the Oracle BlueKai 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 gives you precise control of your data, in real time, optimizing your data monetization process. In combination with the feature described in **Second-Party Data Listings**, you can monetize your data while protecting its value and uniqueness.

If your agreement with a buyer changes or ends, you can edit or delete the taxonomy permission.
Topics:
• Before Creating Taxonomy Permissions
• Creating a Taxonomy Permission
• Editing a Taxonomy Permission
• Viewing Taxonomy Permission Details

Before Creating Taxonomy Permissions

To get started with taxonomy permissioning, work with your buyer to negotiate a purchase contract, and with your Oracle BlueKai account manager to configure the feature and set up a rate card.

• Ask your Oracle BlueKai account manager for access to the Taxonomy Permissions feature, and 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 your Oracle BlueKai account manager to create a rate card based on the terms of your negotiated deal.

• Ask your Oracle BlueKai account manager to associate the buyer with your account.

Creating a Taxonomy Permission

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.

Before you can create permissions, you must do the steps described in Before Creating Taxonomy Permissions.

Important Note: As a best practice, set up permissions for each buyer separately; do not enter more than one buyer for an individual permission whitelist. Each buyer has a separate contract, pricing, and upsell path with you and should be maintained independently. Exceptions to this practice are OK only if multiple buyers are purchasing the entire tree or a single buyer has multiple platform seats (client numbers).

1. Log in to Oracle Data Cloud Platform.

2. Navigate to Manage > Taxonomy Permissions (under Taxonomy Management) and then click Create.

3. In the Selected Buyer 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.

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. The following table explains the status icons used for each node and subnode in the tree.

<table>
<thead>
<tr>
<th>Icon</th>
<th>Status</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Green Circle" /></td>
<td>Permissioned</td>
<td>The category or node and all children, if applicable, are visible and buyable by the buyer.</td>
</tr>
<tr>
<td><img src="image" alt="Red Circle" /></td>
<td>Not permissioned</td>
<td>The category or node is not visible and cannot be purchased by the buyer.</td>
</tr>
<tr>
<td><img src="image" alt="Red with Exclamation Mark" /></td>
<td>Category is not permissioned but at least one child category is permissioned</td>
<td>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.</td>
</tr>
<tr>
<td><img src="image" alt="Red with Exclamation Mark" /></td>
<td>Category is permissioned along with at least one child category</td>
<td>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.</td>
</tr>
</tbody>
</table>

**Note:**

Unless the status is changed, any new segments would have the same permissions, according to where they are in the tree.

**Note:**

Unless the status is changed, any new segments will also not be permissioned.

**Note:**

Unless the status is changed, any new segments will also be permissioned.
6. Click **Save** to save your selections.

The categories become visible to the buyer in 15–60 minutes.

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

![Taxonomy Permissions Diagram](image)

### Editing a Taxonomy Permission

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

Keep in mind that after you delete a permission, any active campaigns using that data continue to run until the categories expire.

1. Log in to **Oracle Data Cloud Platform**.
2. Navigate to **Manage > Taxonomy Permissions** (under **Taxonomy Management**).
3. To delete a permission, select the check box next to the permission, then click **Delete**.
   
   **Note:** Any active campaigns using that data continue to run until the categories expire.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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** details page shows the shared (whitelisted) and hidden (blacklisted) categories that you defined, or that Oracle BlueKai 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 page lists each buyer and a list of the taxonomy permissions.

![Taxonomy Permissions](image)

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ID</strong></td>
<td>The unique ID assigned to the taxonomy permission.</td>
</tr>
<tr>
<td><strong>Provider</strong></td>
<td>The ID and name of your partner seat in Oracle BlueKai.</td>
</tr>
<tr>
<td><strong>Buyer</strong></td>
<td>The ID and name of the client or data buyer for the defined permission in your taxonomy.</td>
</tr>
<tr>
<td><strong>Created</strong></td>
<td>A timestamp indicating when the taxonomy permission was created.</td>
</tr>
<tr>
<td><strong>Updated</strong></td>
<td>A timestamp indicating when the taxonomy permission was last modified.</td>
</tr>
</tbody>
</table>

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

**Exporting Your Taxonomy**

You can use the Taxonomy Management page to export one or more categories and child categories to a tab-separated value (TSV) file. You can view the file in a spreadsheet application as a category reference or to import the data into another system to generate reports, map categories, and so on.

To export categories:
1. Select Manage > Taxonomy Viewer. The Taxonomy Management page opens.

2. From the category tree on the left, select one or more categories in various combinations:
   - **Multiple categories**: Click one category, press and hold CTRL (or COMMAND on a Mac), and then select additional categories.
   - **A range of categories**: Click one category, press and hold SHIFT, select another category.
   - **De-select a single category**: Click the category you want to remove from the export selection.

3. Right-click the categories and then click Export.

4. Select the fields to include in the export file and adjust the category depth if needed.
   By default, the ID, name, path fields, and **Category and all levels of children** are selected.

5. Click Export.
A TSV file is downloaded to your computer.

<table>
<thead>
<tr>
<th>Column</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category ID</td>
<td>The unique ID assigned to the category by the BlueKai platform</td>
</tr>
<tr>
<td>Category Name</td>
<td>The name given to the category</td>
</tr>
<tr>
<td>Path</td>
<td>The name given to the category</td>
</tr>
<tr>
<td>Parent Category ID</td>
<td>The unique ID assigned to the category directly above the selected category in your taxonomy</td>
</tr>
<tr>
<td>Price</td>
<td>The cost per mille (CPM) of the category. For first-party categories, the CPM is 0. For third-party categories, the CPM is based on rate cards set by the data provider.</td>
</tr>
<tr>
<td>Reach</td>
<td>The 30-day average of the number of users in the category</td>
</tr>
<tr>
<td>Description</td>
<td>The summary associated with the category</td>
</tr>
<tr>
<td>Category and all levels of children</td>
<td>The selected category and all of the categories below it are exported.</td>
</tr>
<tr>
<td>Category and first level of children</td>
<td>The selected category and only the categories in the child directly below it are exported.</td>
</tr>
<tr>
<td>Category only</td>
<td>Only the selected category is exported.</td>
</tr>
</tbody>
</table>

Rate Cards

A rate card specifies the prices (cost per 1,000 stamps (CPM)) that you charge buyers for various categories in your taxonomy.

You can use the Oracle BlueKai platform to manage both standard and buyer-specific rate cards for your own privately or publicly available data.

For branded data, rate card changes can take effect each calendar quarter. If you update your branded data rate card at least 30 days prior to the end of the current quarter, the update takes effect at the beginning of the next quarter. Rate card changes submitted before March 1, June 1, September 1, and December 1 take effect April 1, July 1, October 1, and January 1, respectively. Any updates submitted during the last 30 days of a quarter do not take effect until the quarter after next; for example, a rate card change submitted on March 15 becomes effective July 1.

You use buyer-specific rate cards for each buyer that has negotiated special pricing terms with you. Standard rate cards are applicable for all other buyers. When a buyer purchases data from you, the platform calculates the cost by looking up the category prices in the buyer-specific rate cards if applicable; if the buyer does not have a direct deal with you, the platform calculates the cost based on the standard rate card.

In each rate card, the system starts at the targeted category. If that category does not have a price, the system ascends the hierarchy as needed to find the (inherited) price. For example, if a direct buyer purchases data from the Branded Data > Datalogix > DLX Retail > Consumer Electronics buyers category, the system first looks for the price for that node in the buyer-specific rate card. If there is no price, the system moves up the hierarchy and look for the price set in the parent node, Branded Data > Datalogix > DLX Retail, and then in the top-level Branded Data > Datalogix node. If there is still no applicable price, the system then looks for the price in the standard rate
card, starting at the Consumer Electronics category. If there is no price set for Branded Data > Datalogix > DLX Retail > Consumer Electronics buyers or its parent node, the system uses the default price set in the top-level Branded Data > Datalogix node in the standard rate card.

You must provide the pricing for your top-level category when creating your standard rate card. This price functions as your default price.

Keep in mind that when you create or update a rate card it has a Pending Activation status for approximately 24 hours, until the new rate is published on eSource.

Before Working with Rate Cards

To get started with rate card management, work with your Oracle BlueKai account manager to configure the feature for access. Ask your Oracle BlueKai account manager for access to the Rate Card Management feature, and provide a list of users that should have access. By default, all users can view rate cards but no users can manage them.

Creating a Standard Rate Card

Use a standard rate card when you don’t have a specific negotiated rate with your data buyer. You can have only one active standard rate card at a time. You can create rate cards with start and end dates so that a pending rate card becomes active when the active rate card expires.

Create the standard rate card before creating buyer-specific rate cards. Using this workflow lets you view and compare the standard category prices as you enter the special direct prices in the buyer-specific rate card.

Before you can create rate cards, you must do the steps described in Before Working with Rate Cards.

1. Log in to Oracle Data Cloud Platform.
2. Navigate to Manage > Rate Cards (under Taxonomy Management).
3. Click Create New and then click Standard Rate Card.
4. In the Name field, enter a descriptive name for the rate card that makes it easy to identify. For example, you can enter the buyer’s name.
   The Rates box displays the all of the categories in the taxonomy.
5. In the Start Date box, select when the rate card will be implemented. Enter the date (in mm/dd/yyyy format), or click the box to open the calendar and then click the start date. Note: If the Start Date overlaps with an existing standard rate card, you can’t publish the rate card.
6. In the Rates list, set the prices for the individual categories in the taxonomy. Note: You must set the rate for the top-level node to publish the rate card.
7. Click Save to save your selections.
   You can save the rate card only when all public categories have a non-zero rate.

New standard rate cards are listed in the Rate Card page with a status of Pending Activation for about 24 hours, or until the start date of the rate if you set it to a future date. As soon as the status of the standard rate card is Active, a notification is sent to any buyer who is using the data.
Your changes take effect in the buyer’s taxonomy view in 15-60 minutes.

Buyers receive notifications for rate cards when the card is initially created (it is still pending) and when the rate card becomes active (the start date is reached).

Creation of the rate card triggers a journaling event for buyers and also for you as the seller.

Activation of the rate card triggers an email to your account team at Oracle.

Creating a Buyer-Specific Rate Card

Use buyer-specific rate cards when you have a specific negotiated rate with your data buyer. Keep in mind that before creating buyer-specific rate cards, you should create the standard rate card. Using this workflow lets you view and compare the standard category prices as you enter the special direct prices in the buyer-specific rate card.

Before you can create rate cards, you must do the steps described in Before Working with Rate Cards.

You might want to create buyer-specific rate cards in bulk instead of individually. See Creating Buyer-Specific Rate Cards in Bulk.

1. Log in to Oracle Data Cloud Platform.
2. Navigate to Manage > Rate Cards (under Taxonomy Management).
3. Click Create New and then click Buyer-Specific Rate Card.
4. In the Name field, enter a descriptive name for the rate card that makes it easy to identify. For example, you can enter the name of the buyer.
5. From the Buyer list, select the buyer for which the rate card is applicable. Enter two or more characters in the box to filter the list of buyers.

The Rates box displays the all of the categories in the taxonomy.

6. In the Start Date and End Date boxes, select the date range when the rate card will be in effect. Enter the date (in mm/dd/yyyy format), or click the box to open the calendar and then click the date. Note: If the Start Date or End Date overlaps with an existing buyer-specific rate card for the same buyer, you can't publish the rate card.
7. In the Rates list, set the prices for the individual categories in the taxonomy. Note: You must set the rate for the top-level node to publish the rate card.
8. Click Save to save your selections.

You can save the rate card only if all public categories have a non-zero rate.
9. Repeat steps 4–8 for each additional buyer that has a special pricing deal with you.

A new rate card is listed in the Rate Card page with a status of Pending Activation for about 24 hours, or until the start date of the rate if you set it to a future date. As soon as the status of the standard rate card is Active, a notification is sent to any buyer who is using the data.

Your changes take effect in the buyer’s taxonomy view in 15-60 minutes.

Buyers receive notifications for rate cards when the card is initially created (it is still pending) and when the rate card becomes active (the start date is reached).
Creation of the rate card triggers a journaling event for buyers and also for you as the seller.

Activation of the rate card triggers an email to your account team at Oracle.

Creating Buyer-Specific Rate Cards in Bulk

As an alternative to creating buyer-specific rate cards individually, you can use a tab separated value (.tsv) bulk rate card file to create and update buyer-specific pricing. After you create a bulk rate card file, you upload it to the platform to automatically create individual buyer-specific rate cards.

1. Use a text editor to create a new .tsv file.
2. Add the following four columns to the .tsv file:
   - **Provider ID**: Your unique site identifier.
   - **Buyer ID**: The unique site identifier of the direct buyer.
   - **Price**: The price the buyer is to be charged for a specific category in your taxonomy.
   - **Taxonomy ID**: The unique identifier for the category in the Oracle BlueKai Exchange.
3. Enter your buyer-specific pricing.
4. Save the file using a descriptive name.
5. Upload the bulk rate card:
   b. Navigate to Manage > Rate Cards (under Taxonomy Management).
   c. Click Bulk Create. The Rate Cards > Bulk Create page opens.
   d. In the **Start Date** and **End Date** boxes, select the date range when the rate card will be in effect. Enter the date (in mm/dd/yyyy format), or click the box to open the calendar and then click the date. **Note**: If the **Start Date** or **End Date** overlaps with an existing buyer-specific rate card for the same buyer, you will not be able to publish the rate card.
   e. Under **Bulk Create TSV**, click **Browse** and then select the .tsv file.
   f. Click **Create Rate Cards**.

The Rate Card page opens and displays the new individual buyer-specific rate cards created from the bulk rate card file. The buyer-specific rate cards created from the bulk file are named using the following convention: RateCard Generated <YYYY-MM-DD>T<HH:MM:SS>-<time zone> - <index>.

The index corresponds to the time of rate card creation, based on the sequence of entries in the .tsv file.

You can’t change this default name.

Your changes take effect in the buyer’s taxonomy view in 15–60 minutes.

Buyers receive notifications when a rate card changes—both when the change is made (it is still pending) and when the change becomes active (the start date is reached).
Viewing a Rate Card

You can view a rate card from the Manage > Rate Cards page under Taxonomy Management.

1. Log in to Oracle Data Cloud Platform.
2. Select Manage > Rate Cards (located under Taxonomy Management).

**Note:** If the Rate Card option does not appear in the menu, contact Account Management.

The Rate Card page opens and displays all your standard and buyer-specific rate cards. These properties are displayed for each rate card:

<table>
<thead>
<tr>
<th>Property</th>
<th>Property</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status</td>
<td>The current state of the rate card:</td>
</tr>
<tr>
<td></td>
<td>• <strong>Active.</strong> The rate card is currently in effect.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Draft.</strong> The card has not been published.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Pending Activation.</strong> The rate card has been published, but the start date has not occurred.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Expired.</strong> The end date for the rate card has passed.</td>
</tr>
<tr>
<td>ID</td>
<td>The unique identifier assigned to the rate card.</td>
</tr>
<tr>
<td>Name</td>
<td>The name of your rate card. The name typically includes your name and the name of your direct buyer (if applicable).</td>
</tr>
<tr>
<td>Buyer</td>
<td>For buyer-specific rate cards, this property displays the name of your direct buyer. For standard rate cards, this property displays All.</td>
</tr>
<tr>
<td>Start Date</td>
<td>The date the rate card went into effect or will go into effect.</td>
</tr>
<tr>
<td>End Date</td>
<td>The date the rate card will stop or the date when it stopped. For standard rate cards, this property displays Never because they do not expire until another standard rate card begins. This property also displays Never for buyer-specific rate cards that do not have an end date.</td>
</tr>
</tbody>
</table>

3. Optionally, you can filter your rate cards based on the rate card’s name, status, type (buyer-specific or standard), or the buyer’s name.

Exporting a Rate Card

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

1. Log in to Oracle Data Cloud Platform.
2. Navigate to Manage > Rate Cards (under Taxonomy Management).
3. Select the check box for the rate card to be exported.
4. Click Export and follow the prompts to save or open the file.
Editing Buyer-Specific Rate Cards in Bulk

You can upload a .tsv file to change the end dates for one or more buyer-specific rate cards to an earlier date.

You can edit buyer-specific rate cards at any time. Your changes become active within 24 hours; the delay depends on the time needed to publish the changes on eSource.

1. Use a text editor to create a new .tsv file.
2. Add these two columns to the .tsv file:
   - ID. The unique identifier assigned to the rate card to be updated.
   - End Date. The new end date for the rate card.
3. Enter a rate card ID and the new earlier end date for each buyer-specific rate card to be updated, in YYYY-MM-DD format.
4. Save your file using a descriptive name.
5. Upload the bulk rate card:
   a. Log in to Oracle Data Cloud Platform.
   b. Navigate to Manage > Rate Cards (under Taxonomy Management).
   c. Click Bulk Update. The Rate Cards > Bulk Date Update page opens.
   d. Under Bulk Update TSV, click Browse and then select the .tsv file.
   e. Click Upload Changes.
6. If any of the changes fail, an error message describes which changes failed and the reason for the failure. You can fix the end dates for your rate cards:
   a. Click the provided link to download a bulk update file for the rate cards that have correctable errors.
   b. Open the downloaded file and fix the errors.
   c. Under Bulk Date Edit, click Browse and then select the corrected file.
   d. Click Upload Changes.
   The Rate Card page opens.
7. Locate your updated buyer-specific rate cards to confirm that the end dates were revised correctly.

Deleting a Rate Card

You can't delete rate cards; they are retained as a historical record.

Creating Look-Alike Models

You can use look-alike models in the BlueKai 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.

BlueKai provides an automated, self-serve modeling solution 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)

Once your modeling vendor 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 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:** BlueKai 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 daily so you always have the latest scores for your best users.

To create and activate a look-alike model:

1. Install a look-alike 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.

**Installing a Look-Alikes App**

The app catalog includes the Oracle Modeling 360 app for creating look-alike models. This app does not require any ramp time. However, each model request that includes first-party data takes up to 14 days to process.

You can use the default "app profile," which includes all your private first-party data, all the second-party data other DMP clients have shared with you, and all the third-party data in the Oracle Data Marketplace. You can optionally create multiple custom app
profiles that specify certain categories based on your business goals. This is convenient for applying a profile to multiple signal audiences. To do this, enter a name for your app profile, select the categories to be included, and then click **Add Profile**.

**Important:**

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

To add a look-alike 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](http://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 a 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.

BlueKai creates an audience named "**Audience for AppPartner Lookalike - [Partner ID YourPartnerID + Vendor ID VendorID]**" in your partner seat and shares it with the selected look-alike partner. 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 with self-classification tools

• All second-party categories that have been whitelisted to you by another DMP client

BlueKai 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.

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

Once you have added a modeling app, you can create a maximum of 50 model requests in your BlueKai partner seat.

To create a model request:

1. Select **Manage > Models**.

   The Models page is displayed.

2. Click **Create Model**.

   The **Model Request** dialog opens.
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. Enter two or more characters of the audience name and then select the audience. An audience containing your converters or purchasers are typically the customers that you want to find more of.

The **Reach** field displays the number of users seen in the selected audience over the last 30 days.

```
Note:

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

5. In the **Vendor Profiles** list, select the default app profile or the custom app profile you created. The app profile contains the group of categories you want to use to rank your look-alikes.

6. 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.
<table>
<thead>
<tr>
<th>Option</th>
<th>Categories Created</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default</td>
<td>0-1%, 1-5%, and 5-10%</td>
<td>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.</td>
</tr>
<tr>
<td>Extreme Performance</td>
<td>0-.01%, .01-.1%, .1-1%, 1-2%, 2-5%, 5-10%</td>
<td>High-performance model with increased granularity and precision. Useful for targeting the highest of the top-ranked lookalikes.</td>
</tr>
<tr>
<td>Scale</td>
<td>0-1%, 1-5%, 5-10%, 10-15%, 15-20%, 20-30%</td>
<td>Expanded reach useful for targeting a large number of lookalikes. This format is based on the default model, but it has additional categories for lower percentages of lookalikes to increase scale.</td>
</tr>
<tr>
<td>Custom</td>
<td>User-specified</td>
<td>Custom look-alike model. Enter a comma-separated list of ranges, which can contain whole numbers and decimals (for example, 0.1-0.5%, 0.5-1%, 1-2%).</td>
</tr>
</tbody>
</table>

7. (Optional) In the **Categories in the Output** box, enter a comma-separated list of category IDs for the categories to be included into your look-alike model output.

8. (Optional). In the **Exclude from Model** box, enter a comma-separated list of category IDs for any categories to be excluded from your look-alike model (for example, enter “17, 18”).

This is useful for excluding categories representing highly-predictive events that occur on the path to the actual event you want to model (for example, you might want to exclude the landing page users go to before converting).

9. (Optional) Clear the **Include Seed in Model Output** check box if you do not want to include the original signal audience data in the model's output.

10. (Optional). In the **Label** box, enter unique, descriptive tags for your model request audience 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 model requests in the the **Manage>Models** page.

11. (Optional). In the **Notes** box, enter any comments related to your model request.

12. Click **Save**. Your model request is added to the **Manage > Models** page.

**Monitoring Your Model Request**

You can use the **Manage > Models** page to monitor and manage your model requests.
This page lists the status of your model request, which can be one of the following (listed in order of the model creation process).

<table>
<thead>
<tr>
<th>Status</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sent</strong></td>
<td>Your model request has been delivered to the lookalike modeler.</td>
</tr>
<tr>
<td><strong>Ramping</strong></td>
<td>This model uses first-party data that is currently being processed by the modeler. The first time you include first-party data in your vendor profile, it will take 10 to 30 days for your data to ramp up. When your data has finished ramping, the status will switch to the <strong>Creating</strong> 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.</td>
</tr>
<tr>
<td><strong>Creating</strong></td>
<td>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:</td>
</tr>
<tr>
<td></td>
<td>1. Once the look-alike partner finishes creating your model, they create an offline file that maps your look-alike users’ BlueKai online profiles to the modeled categories you specified in the model request.</td>
</tr>
<tr>
<td></td>
<td>2. The look-alike partner drops the offline file onto BlueKai's upload servers, and BlueKai will 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 BlueKai map the users in your offline file to the new modeled categories).</td>
</tr>
<tr>
<td></td>
<td>3. Your new modeled categories are then whitelisted into your taxonomy.</td>
</tr>
<tr>
<td><strong>Active</strong></td>
<td>Categories representing your look-alikes have been added to a <em>Look-AlikePartnerName-Private</em> node in your taxonomy. Your model will continue to be updated daily.</td>
</tr>
<tr>
<td>Status</td>
<td>Description</td>
</tr>
<tr>
<td>--------</td>
<td>-------------</td>
</tr>
<tr>
<td>🔄 Pending Info</td>
<td>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).</td>
</tr>
<tr>
<td>⚡ Disabled</td>
<td>The model has been disabled by a user in your BlueKai partner seat.</td>
</tr>
</tbody>
</table>

The Models page also lists the number of models you have created out of the 50 you are allotted. It includes columns listing the ID, name, profile, categories, and 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.
Activating Disabled Models

To activate a disabled model and begin retraining and updating the model, select its check box and then click Enable. Your reactivated model will retrain 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.
Activating Your Lookalike Models

Once 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.

Attribution Status Icons for Model Requests

Attribution status icons indicate whether the model request has been sent, the ramping status, and more.

<table>
<thead>
<tr>
<th>Icon</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>📦</td>
<td><strong>Sent.</strong> Your model request has been delivered to the lookalike modeler.</td>
</tr>
<tr>
<td>🔄</td>
<td><strong>Ramping.</strong> This model uses first-party data that is currently being processed by the modeler. The first time you include first-party data in your app profile, it takes 10 to 30 days for your data to ramp up. When your data has finished ramping, the status switches to the Creating state. Subsequent model requests do not require this ramp time and are processed within the standard one-week time frame. Ramping is not applicable for model requests that include only third-party data.</td>
</tr>
<tr>
<td>🔄</td>
<td><strong>Creating.</strong> The app has received your model request, and the model is now in the process of being created.</td>
</tr>
<tr>
<td>✅</td>
<td><strong>Active.</strong> Categories representing your lookalikes have been added to a node in your taxonomy. Your model continues to be updated daily.</td>
</tr>
<tr>
<td>🔄</td>
<td><strong>Pending Info.</strong> The model is pending additional information before it can be activated. Typically, this means that your model request does not include enough data. Contact your account manager for more information.</td>
</tr>
</tbody>
</table>

Running Reports

You can run audience, buyer, and provider reports to monitor, analyze, and debug the ingest and delivery of your data on the BlueKai platform.

<table>
<thead>
<tr>
<th>Report</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience Usage</td>
<td>View the number of stamps delivered against all the audiences you have created and the audiences you have shared with media partners.</td>
</tr>
<tr>
<td>Buyer Exchange</td>
<td>Analyze the amount and cost of your data usage over specific intervals.</td>
</tr>
<tr>
<td>Provider Category</td>
<td>View your top 20 revenue-generating categories.</td>
</tr>
<tr>
<td>Report</td>
<td>Description</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Provider Exchange</td>
<td>See how well your data is being sold on the BlueKai Marketplace and the amount of revenue you can expect to receive.</td>
</tr>
<tr>
<td>Provider Inventory Trend</td>
<td>View the number of unique users from your site that have been added to categories in your private taxonomy or in the BlueKai Marketplace.</td>
</tr>
<tr>
<td>Provider Site Hit</td>
<td>Check the number of times a BlueKai tag has been fired on your site to verify that the tag is firing properly, and check that the number matches your inventory of unique users.</td>
</tr>
</tbody>
</table>

**Running the Audience Usage Report**

You can run the Audience Usage Report to view the number of stamps delivered against all the audiences you have created and the audiences you have shared with media partners.

This report lists the IDs and names of your audiences, the names of the partners who used the audiences, and how many stamps 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:
   a. In the drop-down menu, choose **All, Today, Yesterday, Last 7 Days, or Last 30 Days**.
   b. 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**.
5. Click **Create Report**.

The Audience Usage Report opens.

6. To export the report to a spreadsheet file, click **Export**.

**Running the Buyer Exchange Report**

You can create a Buyer Exchange Report to analyze your data usage and cost over a specific time interval. For example, you can view the stamps 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.

See the following sections:

1. Open the Exchange Reports page.
2. Create the report query.
3. View the report output.

Opening the Exchange Reports Page

The Exchange Reports page lists all the exchange reports you have previously saved as templates.

To open the Exchange Reports page:

Select Report > Buyer Exchange.
The Exchange Reports page opens, listing your Buyer Exchange Report templates.

Creating the Exchange 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 Exchange Report query:

1. Click Create New.

   The Exchange Report dialog box is displayed.

2. Select the range of dates and the interval for your the report by following these steps:

   a. In the Date Range list, select a range of days or dates for which to report the exchange data. Select one of the 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.

b. 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 one of 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 range, 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.

Once 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 ID, Name, 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 dimensions listed in the following table to your exchange report. The most popular dimension is Campaign. The Category and Data Source dimensions are audience related. The rest of the dimensions are campaign related.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign</td>
<td>Select the data campaigns you used to purchase and target an audience. You can include the ID and name for each selected campaign.</td>
</tr>
<tr>
<td>Category</td>
<td>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.</td>
</tr>
<tr>
<td>Data Source</td>
<td>Select the data source used for the campaigns:</td>
</tr>
<tr>
<td></td>
<td>• Any (default)</td>
</tr>
<tr>
<td></td>
<td>• Prospecting (third-party) data</td>
</tr>
<tr>
<td>Campaign Country</td>
<td>Displays the countries targeted by the campaigns.</td>
</tr>
<tr>
<td>Campaign Type</td>
<td>Displays the campaign type:</td>
</tr>
<tr>
<td></td>
<td>• Any (default)</td>
</tr>
<tr>
<td></td>
<td>• Internal</td>
</tr>
<tr>
<td></td>
<td>• Certified</td>
</tr>
<tr>
<td>Current Status</td>
<td>Displays the campaign type:</td>
</tr>
<tr>
<td></td>
<td>• Any (default)</td>
</tr>
<tr>
<td></td>
<td>• Active</td>
</tr>
<tr>
<td></td>
<td>• Idle</td>
</tr>
</tbody>
</table>
### Dimension Description

**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:
- **Any** (default)
- **Normal**
- **Time based**
- **Bulk**

**Pacing Goal**
Displays the pacing goal for the campaign in dollars ($) format or stamps per time period. The actual format depends on the pacing type used for the campaign.

**Pacing Type**
Displays the pacing type used for the campaign:
- **Any** (default)
- **No restrictions**
- **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.

---

4. Select check boxes for the metrics you want to include as columns in your report. Once you select a metric, a tab for the metric is added to the **Metric Column Order** box at the bottom right of the page.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost per 1000 stamps</td>
<td>The average spend per 1,000 stamps (including finance-entered adjustments).</td>
</tr>
<tr>
<td>Cost per stamp</td>
<td>The average spend per stamp.</td>
</tr>
<tr>
<td>Spend</td>
<td>The total cost of the campaign.</td>
</tr>
<tr>
<td>Stamps</td>
<td>Number of times a user was sold with a category based on the campaign's target audience.</td>
</tr>
</tbody>
</table>

**WARNING:**
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).

5. To change the order of columns, drag a column tab to the position you want within its respective **Column Order** box.

The dimensions and metrics are listed from left to right in the order in which you selected them. Once you select dimensions and metrics, you can change how their columns are ordered in the report.
6. Select the report output, by doing one of the following:

   a. Click **Export** to generate and download the report as a tab-separated value (TSV) file.
   
   b. Click **Run** to generate the report.
   
   c. Click **Save as Template** to save the report and download it to a TSV file.

---

**Tip:**

Save the report as a template before running it. Saving a report as a template stores the report's configuration, which includes its date range, interval, dimensions, metrics, and column ordering, so that you can run the report without having to re-create the report configuration. 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 an Exchange Report**

You can export an exchange report from the Report Query page or the Output page.

To export an exchange report:

1. Click **Export**.
   
   A new tab opens, and the report is generated. A TSV file is then downloaded to your computer.

2. Save the report.
   
   You can open and view the report using a spreadsheet or text application.

3. Click **Close** to close the new tab that opened when you ran your report.

---

**Saving an Exchange Report As a Template**

You can save an Exchange Report as a template so you that can manually rerun the report whenever needed. After you save a report as a template, a snapshot of the report is created each time the report is run, and you can clone the template to create new templates with varied configurations or different scheduling.

You can view or download a snapshot to analyze the data as it existed when the snapshot was created.

To save an Exchange Report as a template:

1. Click **Save as Template**.
   
   The New Exchange Report Template dialog box opens.
2. In the Basic Information section, configure the **Name**, **Labels**, and **Notes** properties, which the following table describes.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
<td>Enter a descriptive name for the template.</td>
</tr>
<tr>
<td><strong>Labels</strong></td>
<td>(Optional) Enter an alias name or nickname for the report that can be used to filter the Exchange Report templates.</td>
</tr>
<tr>
<td><strong>Notes</strong></td>
<td>(Optional) Enter a description, purpose, use case, instructions, or any other text to be associated with the Exchange Report.</td>
</tr>
</tbody>
</table>

3. Click **Save**.

Your report is added to the main exchange report page.
Viewing the Exchange 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.

The summary at the top that lists the dimensions selected in the Exchange Report. To view the report summary:

- 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.

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, as follows.

To sort and filter the exchange data:

1. Click the filter icon in a column.
   - The columns have sliders to adjust the values.
2. To specify a specific value, click 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

You can view, copy, edit, and delete your templates.
Once you save an Exchange Report template, it is added to the list of templates on the Exchange Report Index page.

Viewing Templates

You can view the Exchange Reports you saved as templates.

To view templates:

1. (Optional) Sort the Exchange Report templates using one or more of the following column headers: **ID**, **Name**, **Labels**, **Created By**, **Created**, and **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 display templates that are 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. The 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.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Columns</td>
<td>This section lists the following properties:</td>
</tr>
<tr>
<td></td>
<td>• <strong>Dimensions:</strong> The number and names of the dimensions included in the report.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Filtered by:</strong> The filtering used to include the specified providers, sites, and categories in the report.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Metrics:</strong> The number and names of the metrics included in the report.</td>
</tr>
<tr>
<td>Report Snapshots</td>
<td>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.</td>
</tr>
<tr>
<td>Date Range</td>
<td>The range of days or dates for which exchange data is reported.</td>
</tr>
<tr>
<td>Interval</td>
<td>The period of time over which the exchange data is summed and provided as a single result.</td>
</tr>
<tr>
<td>Labels</td>
<td>The labels used for sorting and filtering this template.</td>
</tr>
<tr>
<td>Notes</td>
<td>Any user-specified notes entered for this template.</td>
</tr>
</tbody>
</table>

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 a Template

You can copy an Exchange Report template to create a new Exchange Report that has the same query as the template, which you can modify as needed, and then save the copied report as a template 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 a Template

You can edit the basic information and schedule for an Exchange Report template.

To edit a template:

1. Select the check box for the template want to edit.
2. Click **Edit**.
3. In the Edit Exchange Report Template dialog box, modify the template's name, label, and notes.
4. Click **Save**.

Deleting a Template

You can permanently remove an Exchange Report template.

To delete a 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.

Running the Provider Category Report

For data providers, you can use the Provider Category Report to view your top 20 categories that generated the most revenue in the BlueKai 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.
To run the Provider Category Report:

1. Select **ReportProvider 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 fields in the following table.

<table>
<thead>
<tr>
<th>Column</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td>The ordinal ranking of the category by percentage of total revenue earned.</td>
</tr>
<tr>
<td>Category</td>
<td>The full category path in the BlueKai taxonomy.</td>
</tr>
<tr>
<td>Percentage of Total</td>
<td>The percentage of the total revenue share earned by the specific category.</td>
</tr>
</tbody>
</table>

Running the Provider Exchange Report

For data providers, the provider exchange report provides insight into how well your data is being sold on the BlueKai 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 appears 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.
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 BlueKai.

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 information in the following table.

<table>
<thead>
<tr>
<th>Column</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>From/To</td>
<td>Allows to specify the data range of the report. Reporting dates are available as soon as BlueKai makes them available, approximately 1-2 months after the end of a month.</td>
</tr>
<tr>
<td>Select Report Preferences</td>
<td>Aggregates the data by month. Daily reporting is currently not available in the Provider Exchange Report.</td>
</tr>
<tr>
<td>Site</td>
<td>Lists all of the sites for which you are selling data. You can also select <strong>All</strong> to view reporting for all sites. You can then sort by <strong>Site</strong> in the report table.</td>
</tr>
<tr>
<td>Month</td>
<td>The month and year of the Exchange activity.</td>
</tr>
<tr>
<td>Site</td>
<td>The site from which data is being sold in the BlueKai Marketplace.</td>
</tr>
</tbody>
</table>
Running the Provider Inventory Trend Report

You can run the Provider Inventory Trend Report to view the number of unique users from your site that have been added to categories in your private taxonomy or in the BlueKai Marketplace.

The report lists all of the categories in which your site data has been classified and how many unique users were collected for each of the categories during the specified interval.

To run the provider inventory trend report:


   The Provider Inventory Trend Report page opens.

   ![Provider Inventory Trend Report](image)

   - In the Select Site drop-down list, select the container for which you want to view the number of site hits.
   - In the Select Data Range section, choose one of the following options:

   ![Select Data Range](image)
• In the drop-down list, choose **All, Yesterday, Last 7 Days, or Last 30 Days.**
• In the date boxes, enter a custom date range.

**Onboarding Data:**

When data is ingested into the BlueKai platform (through a BlueKai tag, image pixel, or API), it is immediately available for activation. However, it can take up to 36 hours for the Provider Inventory Trend Report to reflect newly onboarded data.

4. In the Interval section, choose one of the intervals for which you want site data aggregated: **Daily, Monthly, or Quarterly.**

5. Click **View Report.**

The Provider Inventory Trend Report opens. The report lists the information in the following table.

<table>
<thead>
<tr>
<th>Column</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site</td>
<td>The site from which unique users are collected and contribute to category inventory totals.</td>
</tr>
<tr>
<td>Category ID</td>
<td>The category ID.</td>
</tr>
<tr>
<td>Category Path</td>
<td>The full taxonomy path to the category.</td>
</tr>
<tr>
<td>Uniques Collected</td>
<td>The number of unique users from your site that have been added to the category.</td>
</tr>
</tbody>
</table>

6. Click **Export to Excel** to export the report to a spreadsheet file.

**Running the Provider Site Hit Report**

The Provider Site Hit Report lists the number of times an Oracle BlueKai tag has been called from your site. You can use this report to ensure that the tag is firing properly and is consistent with the number of your unique users. This enables you to confirm that buyers in the BlueKai Marketplace have an opportunity to purchase your data.
To run the Provider Site Hit Report:

1. Select **Report > Provider Site Hits**.
2. In the **Select Site** drop-down list, select the container/site for which you want to view the number of site hits.
3. In the **Select Data Range** section, choose one of the following options:
   - In the drop-down list, choose **All**, **Today**, **Yesterday**, **Last 7 Days**, or **Last 30 Days**.
   - In the boxes, enter a custom date range.
4. In the **Interval** section, choose one of the intervals for which you want site data aggregated: **Daily**, **Monthly**, or **Quarterly**.
5. Click **View Report**. The Provider Site Hit Report opens.

   The report lists the information in the following table.

<table>
<thead>
<tr>
<th>Column</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>The date for which site hits are reported.</td>
</tr>
<tr>
<td>Size</td>
<td>The name of the container tag deployed on your site.</td>
</tr>
<tr>
<td>Site Hits</td>
<td>Lists the number of times the tag fired on the site from which you are selling data on the BlueKai Marketplace.</td>
</tr>
</tbody>
</table>

6. Click the **Export to Excel** button to export the report to an XLSX file.

### Using the Site Hit Report

You can use the Site Hit Report to check the number of times a BlueKai tag has been fired from your website. You can specify the period for which you want the report and view the report in daily, monthly, or quarterly intervals.

Use this report to verify that the BlueKai tag deployed on your site is firing properly and that the number of tag calls listed by BlueKai matches the total recorded in your system.
To use the Site Hit Report:

1. Open the Site Hit Report.
2. Create the report query.
3. View the report output.
4. (Optional) Manage Site Hit Report templates.

Opening the Site Hit Report

Site Hit Reports you have previously saved as templates are listed in the Site Hit Report.

To open the Site Hit Report:

Select **Report > site hit report**.

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 box opens.

2. Select the range of dates and the interval for your the report by following these steps:
a. In the **Date Range** list, select a range of days or dates for which to report the site hit data:
   - **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.

b. 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 **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. Select the dimensions to be added as columns in the Site Hit Report, and optionally select the report filters following these steps:

   a. In the **Container** dimension, do the following:
      i. Under **Display Columns**, select one or more of the following check boxes for the dimensions related to the BlueKai Containers deployed on your sites:
         - **ID**: The unique site ID auto-generated for the BlueKai Container. The site ID is used in the BlueKai platform to identify and manage the data collected from your Desktop and mobile sites.
         - **Name**: The name of the BlueKai container. This is the name you specified when you created your BlueKai Container.
         - **Type**: Identifies whether the BlueKai Container is used to manage a Desktop or Mobile site.
      ii. (Optional) Under **Filters**, enter one or more site IDs or Container names to search for, and select the specific Containers to be included in the report.

   b. In the **Country** dimension, do the following:
      i. Under **Display Columns**, select one or more of the following check boxes for the dimensions related to the geographic locations of the users visiting your sites (user locations are derived from the IP address included in the header field in the calls from your site to tags.bluekai.com):
         - **Code**: The BlueKai category ID associated with the country in which your site visitors are located.
         - **Name**: The name of the country in which your site visitors are located.
      ii. (Optional) Under **Filters**, enter one or more two-letter country codes or country names to search for, and select the specific countries to be included in the report.

4. Once you have selected the desired dimensions, you can change how their columns are ordered in the Site Hit Report to make the report easier to use and understand. To move a dimension or metric, drag its tab to the desired position within its respective **Dimension Column Order** box.
5. Select the report output. You can do one of the following:
   • Click **Export** to generate the Site Hit Report and download it to a tab-separated value (.tsv) file.
   • Click **Run** to generate the Site Hit Report.
   • Click **Save as Template** to save the Site Hit Report and download it to a tab-separated value (.tsv) file.

Save the report as a template before running it or exporting it. Saving a report as a template stores the report's configuration, which includes its date range, interval, dimensions, column ordering, and scheduling, so that you can run the report without having to recreate the report configuration 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.

To export a Site Hit Report:

1. Click **Export**.

   A new tab opens, and the report is generated. A TSV file is downloaded to your computer.

2. Save the report.

   You can open and view the report using a spreadsheet or text application.

3. Click **Close** to close the new tab that opened when you ran your report.

### Saving the Report As a Template

You can save a Site Hit Report as a template so that you can manually rerun 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. In addition, once you create a template, you can clone it to create new templates with varied configurations or different scheduling.

To save a Site Hit Report as a template:
1. Click **Save as Template**.
   The New Site Hit Report Template dialog box opens.

2. In the **Basic Information** box, configure the properties that the following table describes.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
<td>Enter a descriptive name for the template.</td>
</tr>
<tr>
<td><strong>Labels</strong></td>
<td>(Optional) Enter an alias name or nickname for the report that can be used to filter the Site Hit Report templates.</td>
</tr>
<tr>
<td><strong>Notes</strong></td>
<td>(Optional) Enter a description, purpose, use case, instructions, or any other text to be associated with the Site Hit Report.</td>
</tr>
</tbody>
</table>

3. In the **Schedule Settings** box, configure the properties that the following table describes.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
</table>
| **Repeats** | Select how often the report is automatically generated:  
  • **None** (the default): Select this option to save the site hit report and manually run it later.  
  • **Daily**: The report is automatically run every day.  
  • **Weekly**: The report is automatically run on one or more days each week. If you select this option, click the days on which the report is to be run.  
  • **Monthly**: The report is automatically run on one date each month. If you select this option, enter the date on which the report is to be run. For example, to run the report on the 5th, enter 5.  
  Recurring Site Hit Reports are auto-generated at approximately 10 p.m. PST. |
| **End Date** | If you selected the **Daily**, **Weekly**, or **Monthly** repeat frequency, optionally specify the date when to stop automatically running the report in the **End Date** box (in MM/DD/YYYY format). By default, the end date is **Never**, which means the report is automatically run according to its schedule indefinitely. |
| **Recurrence** | Displays read-only text indicating the frequency and recurring pattern used to automatically generate the report. |
4. Click **Save**.

   Your report is added to the main Site Hit Report page.

   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.

### Viewing the Report Summary

The Site Hit Report includes at a summary at the top that lists the dimensions selected in the report.

To view the report summary:

1. 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 include the filters applied to the provider, site, and category dimensions.

2. 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. Descriptions of these graphs follow:

   - **Stacked**: Represents the site hits in a flowing, organic shape that is useful for viewing the overall ebb and flow of BlueKai 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 redisplay it on the graph.

**Viewing the Report Table**

The bottom of the Site Hit Report 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.
To sort and filter the site hit data:

1. Click the filter icon in a column.
   
   Each column has sliders to adjust the value.

2. To specify a specific value, click the value at either end of the filter and then type the value you want.

3. Click **Apply** to filter the data.

Managing Site Hit Report Templates

Once 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 Site Hit Report Templates

You can sort and filter your saved Site Hit Report templates to view detailed summaries of them.

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 **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 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 properties that the following table describes.
Property | Description
---|---
**Report Columns** | This section lists the following properties:
- **Dimensions**: The number and names of the dimensions included in the report.
- **Filtered By**: The filtering used to include the specified providers, sites, and categories in the report.
- **Metrics**: The number and names of the metrics included in the report.

**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, and metrics as needed, and then create a new template and/or run the report.

7. Click **Edit** to configure the schedule used for auto-generating the report.

8. Click **Back** to return to the main Site Hit Reports template page

**Copying a Template**

You can copy a 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, and 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 a Site Hit Report Template

You can edit the basic information and schedule for a Site Hit Report template.

To edit a template:

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 box, modify the template's Basic Information (name, label, and notes) and Schedule Settings that you want to change.
4. Click Save.

Deleting a Site Hit Report Template

You can permanently remove a Site Hit Report template by deleting it.

To delete 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.
The Oracle BlueKai Integration Portal is an interactive environment for integrating into the Oracle BlueKai platform. For technology companies interested in integrating with the Oracle BlueKai platform, this portal helps you become a Data App partner.

Topics:
- Data Provider Workflow
- Integrating into the Oracle BlueKai Platform
- App Integration Quick Start Guides
- Becoming a Channel Partner
- AudienceON Reporting Integration

Data Provider Workflow

The Oracle BlueKai ingest integrations enable data providers to activate and monetize their data assets in the Oracle BlueKai platform. After your data has been imported into the platform, you can use the Second-Party Private Data Marketplace and BlueKai Marketplace to reach hundreds of thousands of data buyers who are searching for data to be used in RTB media buying, site optimization, CRM, search, social, and mobile marketing.

Integrating into the Oracle BlueKai Platform

Integrating into the Oracle BlueKai platform is as easy as data in, data out. You ingest your online, offline, and mobile data into the Oracle BlueKai Platform and then send it out to your desired destination.
Data In

The process of getting your data into the platform is called data ingest, which entails extracting user attributes from your online, offline, and mobile sources, transferring them to BlueKai, and then classifying and organizing them into a taxonomy (a hierarchical visualization of your user data).

The method for extracting your user attributes and sending them to BlueKai depends on the source of the data.

For example, to get your online and mobile user attributes into your taxonomy, you place a BlueKai container tag on your website that collects page-level and user attributes and sends them to BlueKai. 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 BlueKai or a third-party match partner. To get your user data into BlueKai's cloud profile store, you make a call to the User Data API.

Classification is done by using 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 who 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 BlueKai platform, this phint can be mapped to a "Past Purchases > Smartphone" category in your taxonomy by a classification rule that states "if purchase=smartphone, then the add the user to the Smartphone category".

BlueKai provides the following data ingest methods for ingesting your first-party online, offline, and mobile data.

<table>
<thead>
<tr>
<th>Ingest Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online ingest</td>
<td>You deploy a container tag on your site 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 BlueKai platform.</td>
</tr>
<tr>
<td>Offline onboard</td>
<td>You create a file containing a match key (for example, a hashed email address, IP address, or encrypted BlueKai unique user ID) and your user's offline attributes and send it to BlueKai or a third-party match partner. BlueKai will match your offline users with their online profiles and then import their offline attributes into the BlueKai platform. You can use this integration to onboard data from a data warehouse, a customer relationship management (CRM) system, or any other structured offline source.</td>
</tr>
<tr>
<td>User Data API</td>
<td>You can use a real-time server-side API to programmatically transfer your user data into the BlueKai platform, where it is secured on a BlueKai 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 or HTTPS call to a BlueKai server for passing and storing your unique user IDs (UUIDs).</td>
</tr>
<tr>
<td>Mobile ingest</td>
<td>You deploy a mobile CoreTag on your mobile website and mobile hybrid apps to collect and organize your mobile user attributes. Or you can send BlueKai an offline file containing your mobile user attributes and mobile advertising IDs to rapidly onboard and monetize mobile categories.</td>
</tr>
</tbody>
</table>
Data Out

Once you have ingested your user data, you can send it to your system for targeting. This is called **data delivery**. It entails building an audience, creating a data campaign targeting the audience, and then sending the data to your system using one of the BlueKai delivery methods.

An audience is one or more segments combined with AND logic in which each segment contains one or more categories combined with OR logic. An example of an audience that includes two segments is users that are in-market for a Toyota OR a Honda (segment 1) AND are 20 to 29 years old (segment 2).

The BlueKai platform features a simple, intuitive audience-builder tool that lets you select first-party categories from your private taxonomy, second-party categories that clients have shared with you, and third-party categories in the BlueKai Marketplace.

Once you create your audience, you can use the campaign creation tool in the BlueKai platform to create your data campaign. A campaign tells the BlueKai 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 BlueKai APIs to programmatically build your target audiences and create your data campaigns.

The method you use to send your data out of the BlueKai platform depends on your system. BlueKai provides delivery through 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.

<table>
<thead>
<tr>
<th>Delivery Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>User Data API</td>
<td>Programmatically transfer category-level user data out of your BlueKai-hosted 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.</td>
</tr>
<tr>
<td>Image pixel</td>
<td>Transfer campaign data to your cookie or profile store in real-time via an image pixel.</td>
</tr>
<tr>
<td>Server data transfer (SDT)</td>
<td>Transfer campaign data to your server-side profile store through real-time POST requests, or hourly/daily batch files that you download by using SFTP or Amazon S3 buckets. 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. <strong>Note:</strong> Mobile channel partners can receive mobile app IDs (MAIDs) in your platform through SDT so you can offer marketers and advertisers the ability to target mobile app users based on their online and offline attributes and behavior.</td>
</tr>
</tbody>
</table>
## Delivery Method

<table>
<thead>
<tr>
<th>Delivery Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>JSON return</td>
<td>Transfer campaign data in a JSON object directly to your web page that is hosting a BlueKai JavaScript tag. This method is ideal if you do not have any user storage capacity.</td>
</tr>
</tbody>
</table>

## BlueKai APIs

BlueKai 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 BlueKai 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, which includes an interactive API tool for executing live calls to the API. This shows you how to make calls to the API to get the data you need to integrate into the BlueKai platform.

BlueKai provides the following APIs that support the data ingest and data delivery integrations.

### Data Ingest API

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Containers API</td>
</tr>
<tr>
<td>Self-classification category API</td>
</tr>
<tr>
<td>Self-classification rule API</td>
</tr>
</tbody>
</table>

### Data Delivery API

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxonomy API</td>
</tr>
<tr>
<td>Audience API</td>
</tr>
<tr>
<td>Campaign API</td>
</tr>
</tbody>
</table>

## Data Ingest

Data ingest is the process of collecting and classifying user data in the Oracle BlueKai Platform. The data ingest process entails extracting user attributes from your online, offline, and mobile source, and then mapping the collected attributes into categories in your taxonomy using classification rules.

For example, when a user is shopping for a smartphone on or in an electronics web site, mobile site, or retail store, they can be tagged with an "in-market=smartphone" attribute (this key-value pair is referred to as a phint). When this data is imported into the BlueKai platform, the "in-market=smartphone" phint can be mapped to a "Smartphone" category in a taxonomy via a classification rule that states "if in-market = smartphone, then category = Smartphone"). Once you have ingested your online, offline, and mobile data into your taxonomy, you can deliver it out across multiple media execution platforms for targeting, optimization, and modeling.
Data Provider Online Ingest

The BlueKai online and mobile ingest integrations enable data providers to activate and monetize their data assets in the BlueKai platform. Once your data has been imported into the platform, the BlueKai second-party private data marketplace and the BlueKai Marketplace will enable you to reach hundreds of thousands of data buyers across the entire marketing ecosystem who are searching for data to be used in real-time bidding (RTB) media buying, site optimization, CRM, search, and social and mobile marketing.

To import your online and mobile data into the BlueKai platform:

1. Create the BlueKai container.
2. Scope your data.

Container Tool

A BlueKai 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 in the BlueKai platform. For example, when your site calls the BlueKai CoreTag to import user attributes into the BlueKai platform, the site ID enables the BlueKai system 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 BlueKai 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. In addition, each of your mobile apps should have a separate site ID (use the mobile site ID for your mobile apps).

To create your BlueKai container, you can use the container tool in the BlueKai Platform UI. See Creating a Container.

When you finish configuring your Container, click Save and Generate Code to open the tag code generator and accept the default Synchronous tag type. You will use this tool to construct the BlueKai CoreTag code in step 3.

Note:

If you do not have access to the Container tool, contact your account manager, who can provide you with a site ID.

Scoping Your Data

You need to identify the data you want to extract from your site and pass into your BlueKai 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 DOM properties you'll want to extract include `document.location`, `document.referrer`, and `document.title`. See HTML DOM properties. The BlueKai container includes JavaScript code that automatically collects these properties.
- **Native variables**: Native variables are properties that exist in your rendered HTML pages (for example, product SKU numbers).
- **Other data**: This includes data that does not natively exist in the DOM (for example, form fields and shopping cart items).

**Monitoring Data Ingest**

Once you create your categories and classification rules, user data should begin flowing 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 use the Provider Inventory Trend Report. This report can help you verify that the amount of inventory per category is increasing daily.

**Note:**

It may take 2 to 3 days for your ramped inventory numbers to appear in the BlueKai UI reports and tools.

**Data Provider Offline Ingest**

BlueKai used match keys and classification rules to map your users' offline attributes into categories in your private taxonomy. To ingest your offline data, follow the instructions in these sections, in order:

1. **Sending Your Match Keys to Oracle BlueKai**
2. **Sending Your Match Keys to Oracle BlueKai**
3. **Creating Your Offline File**
4. **Classifying Your Offline Data**
5. **Uploading Your Offline File**
6. **Monitoring Offline Data Ingest**

After you send your offline file, Oracle BlueKai will use your match keys and classification rules to map your users' offline attributes into categories in your taxonomy. Your offline data will be onboarded and ready for activation. The following diagram illustrates how your offline data is ingested into the BlueKai platform.
Mobile offline match: BlueKai is currently developing solutions for matching offline data to mobile users.

Maximizing Your Offline Onboard

To onboard the highest possible amount of your offline data, Oracle recommends that you do an offline onboard with a third-party match partner and a direct onboard with Oracle BlueKai through our online-to-offline matching solution, Oracle OnRamp, or through your own offline onboard.

- **Third-party match integration:** BlueKai has direct integrations with the following third-party match partners: Oracle OnRamp, LiveRamp, i-Behavior, and Neustar. The third-party match partner will be able to match a portion of your offline file. Contact your account manager for more information on the requirements of the third-party match partner you want to use.

- **New third-party offline match partners:** If you are using an offline match app that does not have an ID swap configured with Oracle BlueKai, have your offline match app perform a direct integration by by sending match keys to BlueKai.

- **Self-matching:** If you have not set up an ID swap with BlueKai, send your offline file to Oracle BlueKai to complete the offline match integration for BlueKai clients.

Sending Your Match Keys to Oracle BlueKai

A match key is any unique user id (UUID) that you can use to identify your users in both the online and offline spaces. The most common match key is an encrypted hashed email address because it can be collected offline during the point of sale (POS) and online when the user signs on to your site. Some of the UUIDs that can be used as match keys follow:

- **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 BlueKai code.

- **Encrypted hashed UUIDs:** Encrypted hashed email addresses, phone numbers, physical addresses, and client account numbers.

- **Encrypted BlueKai UUIDs (BKUUIDs):** Encrypted versions of the 16-character alphanumeric IDs used in the Oracle BlueKai platform to anonymously and uniquely identify users. You may have access to encrypted BKUUIDs if you are an existing BlueKai client that ID swaps with BlueKai to receive data from BlueKai using server data transfer (SDT). The BKUUIDs you receive using SDT and include in your offline file are encrypted based on your site ID.

- **IP Addresses:** The user's IP address, which is collected from the IP header and encrypted.
To send your online match keys to BlueKai, you need to place a BlueKai CoreTag or an ID swap tag (a 1x1 image pixel) on your site. When BlueKai receives your match keys, BlueKai will synchronize them to the network of user and statistical IDs that are linked together in the Oracle ID Graph (OIDG), which is used to manage IDs and user attributes for all BlueKai customers.

The BlueKai CoreTag is the standard implementation for integrating with Oracle BlueKai. The CoreTag contains HTML code and built-in JavaScript functions for sending match keys and user attributes to BlueKai, and it can be deployed directly on your site or in a tag management system.

The ID swap tag is a 1X1 image pixel. See ID Swapping.

Once you deploy the BlueKai CoreTag or ID swap tag on your site, contact your account manager to request your BlueKai SFTP account for uploading offline files. BlueKai will provide you with an SFTP directory, user name, and password for uploading your offline files to the BlueKai upload server (upload.bluekai.com).

Creating Your Offline File

To send your offline data to Oracle Data Cloud, create an offline file and the trigger file.

- **Offline file**: Contains your match keys and offline user attributes.
- **Trigger file**: Contains the name, size, and MD5 checksum of your offline file. The trigger file 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 the BlueKai platform. Each line in the offline file represents a unique profile. The match keys for the profile are included in separate columns. Another column contains a pipe-delimited list of key-value pairs for the profile’s offline attributes.

Do not repeat match keys in the offline file. Otherwise, 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 cannot contain any pipe characters (|) because they are used as delimiters between values in the offline file.

The following sample offline file shows five lines with two tab-separated columns: match keys and pipe-delimited user attributes.
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. The IP address is automatically passed in the IP header that loads with each web page so it is easily captured without having to implement or update tags or rely on cookies. 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 supported match key, which Oracle BlueKai can store and process as follows:

• **Storage:** Stored IP addresses are encrypted, which is an accepted practice internationally. You can also pass an offline file of IP addresses and receive an SDT batch file of hashed IP addresses and any attributes collected on the IP address. This SDT batch file will contain up to the last 40 IP addresses stored against a particular BKUUID.

• **Delivery:** You can deliver encrypted data from the BlueKai platform against the IP address if required by an end execution platform. When a data campaign is delivered to the end platform, it is decrypted and includes the IP address as a phint. 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.

• **Privacy:** You can send any IP address to BlueKai 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. We will reasonably ensure that any partner receiving the data will propagate Oracle retention policies and opt-out policies. Internationally, IP addresses may be considered PII, so 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 account manager 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 BlueKai, notify your account manager 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 (encrypted if needed) and corresponding attributes. The following sample offline file contents show two tab-separated columns for 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 account manager 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. BlueKai will update your offline onboard configuration so the system knows to look for oHashes in your offline file.

2. Use BlueKai’s 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.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Example</th>
<th>Description</th>
</tr>
</thead>
</table>
| File contents | awytM3DD bk112=25|bk111=M|bk115=2 | The offline file must be a plain text file that contains one line per profile with each line including the last terminated by an LF end-of-line character. Each line must include the following tab-delimited fields:  
  - **Match key**: A UUID, IP address, or oHash (40 byte max)  
  - **Offline attributes** (pipe-delimited key-value pairs) |
| File name     | Partner_siteID_YYYY-MM-DD | The offline file must include your partner name, the site ID of the container, and the date. If you are sending multiple files, use a timestamp instead of the date. The offline file name must not contain spaces. Third-party offline match partners must include the client’s name in the file name; for example: partner_client_siteID_YYYY-MM-DD. |
| Character encoding | UTF-8               |                          |
| File type     | .bz2 (or .gz) .bzip2 (or gzip) | The file must be compressed using .bz2 or .bzip2 compression and can have the following file extensions: .bz2, .bzip2, .gz, or .gzip. Uncompressed files will be rejected and deleted from the file share. |
| Optimal File Size | ≤ 5 GB            | The offline file may be separated into smaller files of 5 GB or less to ensure efficient upload and processing time. |

**Sending Updated Offline Files**

You can continuously send updated offline files to Oracle BlueKai to onboard new users and new offline attributes for existing users.
To onboard new users, add the match keys for the users and their pipe-separated attributes to the offline file.

To onboard new offline attributes for existing users, add the new attributes to the existing pipe-limited list of attributes for the user in your offline file. You must preserve all existing offline attributes for users in your offline. This is because the current offline user attributes saved in the BlueKai system are overwritten with the attributes listed in your offline file each time your offline file is onboarded. Essentially, you can send users incrementally, but not offline attributes.

Creating the Trigger File

A trigger file specifies the size, name, checksum, and optionally the number of records in your offline file. The trigger file is used to verify that all the data in your offline file was successfully transferred, without any corruption. If validation is successful, the BlueKai system will begin onboarding your offline; 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.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Example</th>
<th>Description/Note</th>
</tr>
</thead>
</table>
| **Format**  | FILE=partner_siteID_YYYY-MM-DD.gz  
  SIZE=367  
  MD5SUM=a10ede98ee69ea56f4 | The file contains the following row-delimited fields:  
  • FILE. The name of the offline file being uploaded.  
  • SIZE. The size of the offline file (in bytes). For details, see "Calculating the Offline File Size" in the following text.  
  • MD5SUM. The string checksum value of the offline file. The checksum value changes each time the content of the file is modified. Therefore, if your file gets corrupted or truncated during the transfer to BlueKai, its MD5 checksum will not match. For details, see "Calculating the Offline File MD5 Checksum" in the following text.  
  • RECORDS. This field is deprecated. |
| **Name**    | PartnerName_SiteId_YYYY-MM-DD.gz.trigger | The trigger file must have the same name as the offline file, but with the .trigger file extension appended. |
| **Type**    | plain text | Do not compress the trigger file. |
| **Optimal File Size** | <=5 GB | The offline file can be separated into smaller files of 5 GB or less to ensure efficient upload and processing time. |

Calculating the Offline File Size

To calculate the size of your offline file to be included in the SIZE field of your trigger file, follow these steps:

1. At the Command Prompt, 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-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:

At the Command Prompt, type the following UNIX command:

$ md5sum fileName (or $md5 fileName if you are using a Mac OS X)

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

Creating a Trigger File for Uploading Multiple Offline Files

If you are uploading your offline file in multiple parts, the structure of the trigger file must meet these requirements:

• 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.

This example shows 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=b194694224c25421184,a10edb82fe8e6b649ea255 6f4

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.

Classifying Your Offline Data

Create a data map that outlines the keys and values you are passing to Oracle BlueKai, and create categories and classification rules that map the user attributes in your offline file to your taxonomy.

To import your offline user attributes into the BlueKai platform:

• Create a data map that outlines the keys and values you are passing to BlueKai.
• Create categories and classification rules that map the user attributes in your offline file to your taxonomy in your BlueKai taxonomy.
Creating a Data Map

You can create a data map to organize your offline user attributes and help 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 provide these classifications:

- 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 (myAutos.example.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, the 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, and 57983 instead of Honda, Acura, and Toyota), BlueKai 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.

<table>
<thead>
<tr>
<th>Key</th>
<th>Key Translation</th>
<th>Value</th>
<th>Category Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA100</td>
<td>Make</td>
<td>Honda</td>
<td>Honda</td>
</tr>
<tr>
<td>MA100</td>
<td>Make</td>
<td>21409</td>
<td>Acura</td>
</tr>
</tbody>
</table>
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 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 BlueKai platform, it can be mapped to a "Past Purchases > Smartphone" category in your taxonomy through a classification rule that states "if purchase is smartphone, then add the user to the Smartphone category.

The BlueKai Platform UI includes self-classification tools for creating your categories and rules, or you can use the self-classification category and self-classification rule APIs to programmatically create them. See Self-Classification Categories and BlueKai APIs.

To have our classification and taxonomy team build your taxonomy, contact your account manager.

Uploading Your Offline File

After you create your offline files and BlueKai 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 offline files to upload.bluekai.com.

To upload your offline file:

1. Upload a small test file with a minimum of 1,000 records so that BlueKai can verify your file’s format and provide you with any required changes. Once 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. Once the offline file upload is completed, upload the trigger file. The file is then sent to the BlueKai offline match rules-based classification system, and your account manager is notified.

4. BlueKai validates your offline file and begins onboarding your data. The match keys in the offline file (the same keys you sent to BlueKai in your ID swaps) are used to link your users’ online profiles (BKUUUIDs) with their offline attributes. Your users’
offline attributes are then mapped to categories in your private taxonomy using classification rules written by BlueKai. 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. See Using the Account Activity Journal.

<table>
<thead>
<tr>
<th>Step</th>
<th>Event</th>
<th>Journal Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Verification</td>
<td>Offline File Verified</td>
<td>Displays the file name, status, file size, number of records, and checksum.</td>
</tr>
<tr>
<td>1 Verification</td>
<td>Offline File Message</td>
<td>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.</td>
</tr>
<tr>
<td>2 Pre-processing</td>
<td>Processing Starts</td>
<td>Displays the file name.</td>
</tr>
<tr>
<td>2 Pre-processing</td>
<td>Processing Ends</td>
<td>Displays the file name, status, and duration.</td>
</tr>
<tr>
<td>3 Ingest</td>
<td>Ingest Starts</td>
<td>Displays the file name.</td>
</tr>
<tr>
<td>3 Ingest</td>
<td>Ingest Ends</td>
<td>Displays the file name, status, and duration.</td>
</tr>
<tr>
<td>4 Transfer to data centers (DC)</td>
<td>DC Storage Starts</td>
<td>Displays the file name and data center.</td>
</tr>
<tr>
<td>4 Transfer to data centers (DC)</td>
<td>DC Storage Ends</td>
<td>Displays the file name, data center, status, and duration.</td>
</tr>
<tr>
<td>5 Continuous Fast Ramp (CFR)</td>
<td>CFR Starts</td>
<td>Displays the file name and data center.</td>
</tr>
<tr>
<td>5 Continuous Fast Ramp (CFR)</td>
<td>CFR Finishes (within 24 hours)</td>
<td>Displays the file name, data center, status, and duration.</td>
</tr>
</tbody>
</table>

6. Your processed offline files are archived and then removed from the BlueKai upload server 30 minutes after the processing is complete. Archives are kept for 90 days.

Monitoring Offline Data Ingest

After BlueKai 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 Provider Inventory Trend Report to verify that the amount of inventory per category is increasing daily.
- Check your 30-day inventory. Use the Audience Creation Tool in the BlueKai platform to view the estimated number of unique users seen in your categories over the last 30 days.
- You can use the Taxonomy API to programmatically check the inventory of your unique users.
You can use the Oracle BlueKai on-demand onboard to independently onboard and activate user data stored in your data warehouse, CRM database, or any other offline source anytime through the BlueKai server-side User Data API. You can 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 offline data will be added to your seat for activation.

On-demand onboard enables you to do the following tasks:

- **Connect your offline source to the BlueKai platform**: Use the BlueKai proven ID swap and User Data API integrations to build a pipe between your offline source and your BlueKai platform, which is online all the time.

- **Activate users anytime**: Segment your users based on product SKUs, articles, models, and analytics and then onboard their attributes into your BlueKai platform through 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 BlueKai CoreTag on your site. The CoreTag sends your anonymous unique user IDs (UUIDs) to BlueKai when users log in to your site. After you write classification rules to map your users' offline attributes to categories you've added to your taxonomy, call BlueKai's user data API with your users' IDs and offline attributes. BlueKai will add your users' offline attributes to their online profiles, which are synced to your UUIDs. In your BlueKai platform, you can then target categories representing your offline user attributes and deliver them across multiple media execution platforms.

### 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 BlueKai platform. Once 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 CoreTag (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 BlueKai CoreTag, 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 BlueKai 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=ids&bkuid=a3c18b227976ad07da5d679c7259f726631d39cf49252926407dc05
c3e8be643bksig=UBtWOAzM6cdvAbEeaQoU612BkNUL87%2Brsxudic2DDC0Y5c
%3D&phint=purchase=smartphone
```

The user data API supports one call per user and 1000 calls per second: The user data API does not include a batch function. You 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 BlueKai platform, you need to make 1M calls to the user data API. The user data API supports approximately 1,000 calls per second. See User Data API.

Once you call the user data API to onboard your offline data, you can add the categories representing your offline user attributes described in Filtering Audiences and deliver the audiences across multiple media execution platforms.

Mobile Integrations

You can use Oracle Data Cloud to organize and classify mobile audience profile attributes, and to activate mobile data across mobile web, mobile apps, and m.com sites.

The following table summarizes the different methods you can use to ingest data.

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
<th>Documentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile ingest – data providers</td>
<td>Deploy a mobile CoreTag on your mobile website and hybrid apps to collect, and classify your online mobile user attributes.</td>
<td>Data Ingest Mobile Data Provider Implementation</td>
</tr>
<tr>
<td>Direct ingest</td>
<td>Send BlueKai an offline file containing your mobile user attributes and mobile advertising IDs to rapidly onboard and monetize mobile categories.</td>
<td>Direct Ingest for Mobile Integrations</td>
</tr>
</tbody>
</table>

The following table summarize the different methods you can use to deliver data.

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
<th>Documentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Server data transfer (SDT)</td>
<td>Receive mobile user categories tied to unique user IDs (BKUUIDs) or your partner-based UUIDs (PUUIDs) in real-time or in hourly and daily batch files.</td>
<td>Server Data Transfer</td>
</tr>
<tr>
<td>Mobile ad ID-based SDT delivery</td>
<td>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.</td>
<td>SDT: Accepting Mobile Advertising IDs in Your Media Platform</td>
</tr>
</tbody>
</table>

Data Ingest Mobile Data Provider Implementation

The Oracle BlueKai Data Provider API provides data mapping to classify user data in the BlueKai Marketplace.

Data Mapping Using the Data Provider API

The Data Provider API minimizes the effort of transferring your data into the Oracle BlueKai platform.
For basic scenarios, you can implement the JavaScript tag on your web site (including SSL pages), and Oracle BlueKai will then collect the relevant user and page level data, classify the data to match it to its existing taxonomy, and transfer data the appropriate buyers. However, if you have created your own taxonomy for classifying your user data, Oracle BlueKai needs to construct a data map for you that does the following:

- Defines the set of keys used in key-value pairs sent in the Oracle BlueKai pixel.
- Defines the possible set of values for each key, and make the values human readable, if necessary.
- Defines the hierarchical relationships, if any, among a set of keys.

For example, consider an auto shopping site (myAutos.com) that has the following taxonomy hierarchy: myAutos.com > Make > Model. Each node in the myAutos hierarchy will be a key in a set of key-value pairs. The phint for the Make node would have the following syntax: phint=Make%3D[VALUE1]. Example phints for this node could be as follows:

- phint=Make%3DHonda
- phint=Make%3DAcura
- phint=Make%3DToyota

The phint for the Model node would have the following syntax: phint=Model%3D[VALUE1]. Based on the previous example Make nodes, example phints for the Model node could be as follows:

- phint=Model%3DAccord
- phint=Model%3DCivic
- phint=Model%3DTL
- phint=Model%3DTSX
- phint=Model%3DCorolla
- phint=Model%3DCamry

If you encode your values (for example, you pass 23098, 21409, 57983 instead of Honda, Acura, and Toyota), you need to provide BlueKai with human readable translations for your proprietary values. For example, myAutos.com could provide the following translations:

- 23098=Honda
- 21409=Acura
- 57983=Toyota

**Note:** Consult your Solutions Engineering Consultant on the file/data format and structure to be used for sending your data mapping information.

### Direct Ingest for Mobile Integrations

Direct ingest enables mobile data providers to transfer mobile user attributes to BlueKai based on mobile advertising IDs (MAIDs or device IDs when derived from mobile apps) and makes the collected mobile user categories rapidly available for purchase in the BlueKai Marketplace.

With direct ingest, you send BlueKai an offline file with your mobile advertising IDs and associated mobile user attributes. BlueKai 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

To format your offline file correctly, you need a mobile site ID. The mobile site ID is used to manage your data in the BlueKai platform. Specifically, BlueKai’s classification rules use the site ID to map your mobile user attributes to categories in the BlueKai taxonomy.

To get your mobile site ID, contact your BlueKai Partner Manager, who will provide you with one.

Creating the Offline File

An offline file is a compressed, tab-separated file that contains the mobile user attributes that you want to onboard into the BlueKai platform. Each line in the offline file represents a unique user.

Each line contains the following three columns: the user’s device ID, the ISO country code of the user, and a pipe-separated list of key-value pairs, which represent the user’s mobile attributes and, optionally, a semicolon-separated list of App IDs for the apps they used.

- **Device ID**: Each offline file can contain only 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 in 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**: The ISO 3166-1 alpha-2 country code of the user.

- **Key-value pairs** (KVPs): Pipe-delimited KVPs for mobile attributes, and an optional list of semicolon-separated app IDs of the user’s apps.

The ISO county code column is optional. If the offline file includes ISO Country Codes in some rows, profiles without known ISO Country Codes should leave the country column blank; however, the column formatting is still required.

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
```
Note:

Each offline file can contain only a single device ID type. For example, if you are sending user attributes on idfa and adid devices, you must create two separate offline files.

**Offline File Format**

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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Example</th>
<th>Description/Notes</th>
</tr>
</thead>
</table>
| Format      | awytM3DD US BK112=25|BK111=M|BK115=2|appid_android=com.myapp;com.yourapp  
3d5zYU7i US BK112=22|BK111=F|BK115=1|appid_ios=284882215 | The offline file must be a plain text file that contains one line per user (with each line, including the last one, terminated by LF (Unix style end-of-line). Each line contains the following tab-delimited fields:

- **Device ID**. Maximum 40 bytes. Do not repeat device IDs within the offline file. Otherwise, the mobile user attributes of the earlier ingest key instance will be overwritten by the more recent instance. BlueKai supports the use of the following device ID types.
  - **IDFA (raw)**. The ingest key is idfa, and the device type is iOS.
  - **Google Advertising ID (raw)**. The ingest key is adid, and the device type is Android.
- **Country Code**. The two-letter country code representing the user's location.
- **Pipe-Delimited Key-Value Pairs for mobile attributes and App IDs (optional):**
  - **Mobile Attributes**. The keys for mobile attributes should use a 2-character company name and arbitrary 3-digit category format (for example, BK111). This means that 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 (optional)**. The key-value pair syntax for App IDs follows:
    - **iOS App IDs**. appid_ios={iOS App ID}. To include multiple app IDs, use a semicolon-separated list (for example, appid_ios=184882215;489801252).
    - **Android App IDs**. appid_android={Android App ID}. To include multiple app IDs, use a semicolon-separated list (for example, appid_android=com.myapp;com.your app).
### Requirement

**Name**

Partner_mobileSiteID_ingestKey_YYYY-MM-DD

The offline file must include your Partner name, the mobile site ID, the ingest key (the key associated with the device ID types included in the offline file, listed in the table in the **Format** row), and the date. The offline file name cannot contain spaces or any special characters (other than an underscore or hyphen).

The following example demonstrates an offline file containing IDFA as the ingest key:

BlueKai_15415_idfa_2014-12-26.gz

**Note:** Each offline file can contain only a single type of ingest key. For example, if you are sending idfa and adid IDs, you must create two separate offline files (MyCompanyName_15415_idfa_2014-12-26.gz and MyCompanyName_15415_adid_2014-12-26.gz).

### Character Encoding

**UTF-8**

### Types

- .bz2 (or .gz)
- .bzip2 (or .gzip)

Uncompressed files will be rejected and deleted from the file share.

### Maximum Size

<=5 GB, but you can split a large file into multiple smaller files

The offline file can 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 BlueKai system begins onboarding your offline file. If validation fails, you will receive an automated notification with the error details.

The following example demonstrates the format of the trigger file:

```plaintext
FILE=BlueKai_15415_idfa_2014-12-26.gz
SIZE=367
MD5SUM=a10edbbb8f28f8e98ee6b649ea2556f4
```

### Trigger File Requirements

The following table lists the required format, name, type, and size of the trigger file.
### Requirement | Example | Description and Notes
--- | --- | ---
**Format** | FILE=partner_siteID_YYYY-MM-DD.gz SIZE=367 MD5SUM=a10edbbb8f28f8e98ee6b649ea2556f4 | The file contains the following row-delimited fields:
- **File.** The name of the offline file being uploaded.
- **Size.** The size of the offline file (in bytes). To get this value, see "Calculating the Offline File Size," in the following text.
- **MD5SUM.** The string checksum value of the offline file. The checksum value 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 BlueKai, the fingerprint will change. To get this value, see "Calculating the Offline File MD5 Checksum," in the following text.

**Name** | Partner_siteID_ingestKey_YYYY-MM-DD.gz.trigger | The trigger file must have the same name as the offline file, but with the `.trigger` file extension appended. The trigger file name cannot 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 as the ingest key:

BlueKai_15415_idfa_2014-12-26.gz.trigger

**Type** | plain text | You can upload multiple trigger files daily.

**Maximum Size** | <=5 GB |  

### Calculating the Offline File Size

To calculate the size of your offline file to be included in the `SIZE` field of your trigger file, follow these steps:

1. At the command prompt, type the following UNIX command:

   ```bash
   $ ls -l fileName
   ```

2. The size of your offline file is returned, in bytes. For example, if `-rw-rw-r-- 1 user user 367 Feb 6 16:00 a.gz` is returned, the file size is 367 bytes.

### 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, follow these steps:

1. At the command prompt, type the following UNIX command:

   ```bash
   $ md5sum fileName (or $ md5 fileName if you are using Mac OS X).
   ```

2. The MD5 checksum string is returned for your offline file.
Classifying Your Mobile Data

To enable Oracle BlueKai to classify your mobile data, you need to create a data map that outlines the phints (key-value pairs representing user attributes) you will pass to BlueKai in your offline file and send it to your account manager. BlueKai will use your data map to create classification rules that map your phints to categories in your taxonomy.

When you are done creating your data map, send it to your BlueKai Client Services Representative or BlueKai account manager. See Managing 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, associated 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.example.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 examples for the make node, 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, and 57983 instead of Honda, Acura, and Toyota), BlueKai 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.
<table>
<thead>
<tr>
<th>Key</th>
<th>Key Translation</th>
<th>Value</th>
<th>Value Translation (Category Name)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA100</td>
<td>Make</td>
<td>Honda</td>
<td>Honda</td>
</tr>
<tr>
<td>MA100</td>
<td>Make</td>
<td>21409</td>
<td>Acura</td>
</tr>
<tr>
<td>MA100</td>
<td>Make</td>
<td>57983</td>
<td>Toyota</td>
</tr>
<tr>
<td>MA110</td>
<td>Make&gt;Model</td>
<td>Accord</td>
<td>Honda&gt;Accord</td>
</tr>
<tr>
<td>MA110</td>
<td>Make&gt;Model</td>
<td>89065</td>
<td>Honda&gt;Civic</td>
</tr>
<tr>
<td>MA110</td>
<td>Make&gt;Model</td>
<td>TL</td>
<td>Acura&gt;TL</td>
</tr>
<tr>
<td>MA110</td>
<td>Make&gt;Model</td>
<td>TSX</td>
<td>Acura&gt;TSX</td>
</tr>
<tr>
<td>MA110</td>
<td>Make&gt;Model</td>
<td>Corolla</td>
<td>Toyota&gt;Corolla</td>
</tr>
<tr>
<td>MA110</td>
<td>Make&gt;Model</td>
<td>Camry</td>
<td>Toyota&gt;Camry</td>
</tr>
</tbody>
</table>

### Uploading Your Offline File

After you have created your offline file and trigger file, you can upload them to the BlueKai SFTP servers. Oracle will provide you with a directory, user name, and password for securely uploading your offline files to the upload server (upload.bluekai.com). BlueKai will validate your offline file and then begin onboarding your data. Your users’ mobile attributes are mapped to categories in your private taxonomy via classification rules written by Oracle BlueKai, and BlueKai 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.

**Note:**

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, follow these steps:

1. Email a spreadsheet sample of your offline file (minimum of 100 records) to your account manager. This enables BlueKai 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 BlueKai can verify your file’s format and provide you with any required changes. Once BlueKai approves your sample file, you can begin uploading your complete offline file.


4. Once the offline file has been completely uploaded, upload the trigger file. A script will automatically be called to download the file into the BlueKai offline match, rules-based classification system. An event will be added to your account activity journal in the BlueKai platform, confirming that the upload was successful.
5. You can use the account activity journal to track the progress of your offline onboard. The account activity journal lists the following events.

<table>
<thead>
<tr>
<th>Step</th>
<th>Event</th>
<th>Journal Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Verification</td>
<td>Offline file verified</td>
<td>Displays the file name, status, file size, number of records, and checksum.</td>
</tr>
<tr>
<td>1. Verification</td>
<td>Offline file message</td>
<td>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.</td>
</tr>
<tr>
<td>2. Preprocessing</td>
<td>Processing starts</td>
<td>Displays the file name.</td>
</tr>
<tr>
<td>2. Preprocessing</td>
<td>Processing ends</td>
<td>Displays the file name, status, and duration.</td>
</tr>
<tr>
<td>3. Ingest</td>
<td>Ingest starts</td>
<td>Displays the file name.</td>
</tr>
<tr>
<td>3. Ingest</td>
<td>Ingest ends</td>
<td>Displays the file name, status, and duration.</td>
</tr>
<tr>
<td>4. Transfer to data centers (DC)</td>
<td>DC Storage Starts</td>
<td>Displays the file name and data center.</td>
</tr>
<tr>
<td>4. Transfer to data centers (DC)</td>
<td>DC Storage Ends</td>
<td>Displays the file name, data center, status, and duration.</td>
</tr>
<tr>
<td>5. Continuous Fast Ramp (CFR)</td>
<td>CFR starts</td>
<td>Displays the file name and data center.</td>
</tr>
<tr>
<td>5. Continuous Fast Ramp (CFR)</td>
<td>CFR finishes (within 24 hours)</td>
<td>Displays the file name, data center, status, and duration.</td>
</tr>
</tbody>
</table>

6. Your offline data is parsed and saved in the Oracle BlueKai Profile Store.

7. Your processed offline files are archived and then removed from Oracle’s upload server 30 minutes after the processing is complete. Archives are kept for 90 days.

Delivering Mobile Data to Data Buyers

Once BlueKai ingests your mobile user attributes, which can be delivered to mobile data buyers. These Mobile data buyers can use your data to offer marketers and advertisers the ability to target mobile app users based on their online behavior. See SDT: Accepting Mobile Advertising IDs in Your Media Platform.

FAQs on Direct Ingest for Mobile Integrations

The following FAQs address how to ensure that you are getting accurate inventory numbers (data buyers) and your data is being classified correctly (data providers).

**If I am a data buyer who is creating audiences, how do I ensure that I am getting inventory that is accurate?**

Oracle BlueKai has developed a new methodology to onboard mobile device IDs through direct ingest, which will impact the way inventory is displayed within the UI. The default setting includes an aggregate of all devices. To view only Desktop and Mobile inventory:

- **Desktop:** Specify Desktop Only as the device type in the audience builder.
• **Mobile**: Contact your account manager to receive an estimate on overlap and create campaigns that deliver categories based on mobile. This will be done as a manual process because the UI does not yet display the deduplicated numbers. See *Accepting Mobile Advertising IDs in your Media Platform*.

**If am a data provider onboarding data with direct ingest, how can I ensure that my mobile data is accurately classified?**

Contact your account manager to obtain a mobile site ID specifically for onboarding mobile data with direct ingest. This ensures that mobile inventory is not commingled with desktop inventory.

**Note:**

For online data, a desktop site ID is used.

**ID Management**

With Oracle Data Cloud ID management, you can connect IDs across marketing channels and devices to one customer and use email marketing and marketing automation tools from Oracle’s cross-channel marketing solutions. ID management for Oracle BlueKai includes these tasks:

- Using the Oracle ID graph
- Optimizing cross-channel orchestration
- Improving cross-channel targeting
- ID Swapping
- Sending oHashes to BlueKai

**Using the Oracle ID Graph**

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.

The Oracle ID graph helps marketers connect identities across disparate marketing channels and devices to one customer. This ID enables the marketer to orchestrate a relevant, personalized experience for each individual across marketing channels.

**Optimizing Cross-Channel Orchestration**

Through the Oracle ID graph, customer data residing inside CRM, marketing automation, or email systems can be onboarded securely and anonymously into Oracle BlueKai.

Marketers have valuable data inside of their CRM, email marketing and marketing automation tools from Oracle’s cross-channel marketing solutions. From the BlueKai platform, through integrations with media providers, marketers can deliver paid media, search, social and display advertising to customers that are more aligned with the emails sent to those customers.
Improving Cross-Channel Targeting

With the Oracle ID graph, customers are more likely to receive relevant experiences as they move between devices and connect with the right product or service. Many customers today prefer to research a potential purchase on one device, but purchase on another. For example, if a customer uses a desktop browser to search for flights to New York, 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.

ID Swapping

An ID swap is the transfer of unique user IDs (UUIDs) between your sites and Oracle BlueKai. When a user visits a web page on your network, a BlueKai container tag that you deployed on your site is fired. The container tag code sends your UUIDs to BlueKai, and BlueKai then synchronizes your UUIDs to the network of user and statistical IDs that are linked together in the Oracle ID graph (OIDG), which is used to manage IDs and user attributes for all BlueKai customers. This synchronization enables you to use BlueKai’s offline ingest and server data transfer (SDT) integrations.

UUID Types

You can pass the following types of UUIDs in a BlueKai 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) using BlueKai code. You should pass oHashes if you can identify your site visitors using their email-based logins or contact information they enter into a form (in other words, you are operating in a “known ID space”). The oHashes that you provide are matched to the large pool of oHashes managed by BlueKai and added to the OIDG.

- **Partner-based unique users IDs** (PUUIDs): An ID used in your system to anonymously and uniquely identify users. Your PUUIDs may be based on encrypted/hashed e-mail 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.

**Note:**

**BlueKai privacy policy:** Personally identifiable information (PII) must not be sent to BlueKai or stored in the BlueKai platform. All IDs derived from PII must be hashed in the browser or on your servers before being sent to BlueKai.

ID Swap Environments

You can execute ID swaps from the following environments.

- **Desktop sites:** To execute ID swaps on your desktop site, you must be able to make calls to a BlueKai CoreTag or an ID swap tag (a BlueKai image pixel). The tag you use depends on your environment.
The CoreTag is the standard implementation for integrating with BlueKai. It contains HTML code and built-in JavaScript functions for sending UUIDs and user attributes to BlueKai, and it can be deployed directly on your site or in a tag management system. For information about CoreTag, contact your account manager.

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 from your mobile site, deploy a BlueKai mobile CoreTag on your site. For more information on how to do this, contact your account manager.

The following table summarizes how to ID swap with BlueKai 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** | • Tag: BlueKai CoreTag • ID: oHash | • Tag: BlueKai CoreTag • ID: PUUID | • Tag: Image Pixel • ID: oHash | • Tag: Image Pixel • ID: PUUID |

**Mobile web and hybrid app**
- • Tag: BlueKai mobile CoreTag • ID: mobile device ID and/or oHash
- • Tag: BlueKai mobile CoreTag • ID: mobile device ID and/or BKRID (first-party cookie)
- • Tag: BlueKai mobile CoreTag • ID: mobile device ID and/or oHash
- • Tag: BlueKai mobile CoreTag • ID: mobile device ID and/or BKRID

**ID Swapping with an Image Pixel**

If you are BlueKai partner, you can use send your PUUIDs and oHashes to BlueKai through an image pixel.

To begin ID swapping with BlueKai:

1. Create a container and the ID swap tag.
2. Deploy the ID swap tag.
3. Monitor the ID swap tag.

Use the BlueKai CoreTag to send your oHashes or PUUIDs to BlueKai (see CoreTag implementation).

**Creating the BlueKai Container and ID Swap Tag**

A BlueKai container manages the collection and classification of the UUIDs from your site. It includes a unique site ID that associates your site with your BlueKai platform. For example, when your site calls the ID swap tag, the site ID enables the BlueKai system to recognize the UUIDs as yours and map them to BKUUIDs.
To create your BlueKai container and ID swap tag code:

1. Use the Container tool in the BlueKai Platform UI, or use the Containers API to create the configuration for your BlueKai container. (If you use the Containers API, record the generated desktop and mobile site IDs.) Use the following settings for your container.

<table>
<thead>
<tr>
<th>Setting</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Enter “ID Swap Container” (or something comparable that makes it easy to identify your container’s functionality).</td>
</tr>
<tr>
<td>Country Blocking</td>
<td>Enter any countries for which you want to block users. Keep the Netherlands, which is blocked by default.</td>
</tr>
<tr>
<td>Default Auction Limit</td>
<td>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.</td>
</tr>
<tr>
<td>Campaign Access</td>
<td>Accept the default Only Me.</td>
</tr>
</tbody>
</table>

See the code generation information in Creating a Container.

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 BlueKai 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.

<table>
<thead>
<tr>
<th>Setting</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tag Type</td>
<td>Pixel</td>
</tr>
<tr>
<td>Site ID</td>
<td>Use the default site ID (the Desktop site ID that was generated when you created the container).</td>
</tr>
<tr>
<td>Protocol</td>
<td>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.</td>
</tr>
</tbody>
</table>

4. Contact BlueKai client services and provide them with your site ID and UUID key type.

Deploying the ID Swap Tag

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 of the call to BlueKai, insert a key and value placeholder for passing your UUIDs to BlueKai.

   • 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 to BlueKai.

   http://tags.bluekai.com/site/YOUR_SITE_ID?sid={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 oHash key-value pair in the call to BlueKai.

http://tags.bluekai.com/site/YOUR_SITE_ID?&e_id_m={oHash}

MD5 and SHA-256 oHash Keys
In this example, the e_id_m key specifies that you are passing an MD5-based email 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.

<table>
<thead>
<tr>
<th>Key</th>
<th>Data type</th>
<th>Hash</th>
</tr>
</thead>
<tbody>
<tr>
<td>e_id_m</td>
<td>Email</td>
<td>MD5</td>
</tr>
<tr>
<td>e_id_s</td>
<td>Email</td>
<td>SHA-256</td>
</tr>
<tr>
<td>p_id_m</td>
<td>Phone</td>
<td>MD5</td>
</tr>
<tr>
<td>p_id_s</td>
<td>Phone</td>
<td>SHA-256</td>
</tr>
</tbody>
</table>

Note:
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--><img height="1" width="1" src="http://tags.bluekai.com/site/{YOUR_SITE_ID}?limit=0&id={PUUID}"/>
<!-- End ID Swap Tag-->

oHash ID swap tag example

<!-- Begin ID Swap Tag--><img height="1" width="1" src="http://tags.bluekai.com/site/{YOUR_SITE_ID}?limit=0&e_id_m={oHash1}"/>
<!-- 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. Notify your BlueKai representative when you have deployed the ID swap tag. BlueKai will verify that your ID swap tag is sending requests to BlueKai.

5. If you are a BlueKai client, you can maximize overlap by deploying the ID swap tag in your BlueKai platform in addition to deploying it in your network. For more information, see “Trafficking ID Swap Tags from Your BlueKai Platform” in the following text.

6. You may also be allowed to deploy your ID swap tag in BlueKai’s network of data providers (referred to as the BlueKai network). For more information, see “Creating and Trafficking ID Swap Tags” in the following text.

7. Deploy the ID swap tag in your network. BlueKai recommends that you deploy your ID swap tag in your network instead of exclusively in the BlueKai network.
Although you may receive more users if you deploy your ID swap tag in the BlueKai network, you may not be able to sync all of them to your own ID space if they haven’t been seen on your network.

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**: BlueKai maintains mapping table.

<!-- Begin ID Swap Tag--><img height="1" width="1" src="http://tags.bluekai.com/site/YOUR_SITE_ID?limit=0&id=123456"/> <!-- End ID Swap Tag-->

When your ID swap tag is called, it initiates an HTTP GET request that passes your PUUIDs to BlueKai. 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 3rd-party pixels, which is typically set to 0 for ID swapping) and your URL-encoded PUUIDs (pint=key%3Dvalue).

**ID swap tag example**: BlueKai maintains mapping table.

<!-- Begin ID Swap Tag--><img height="1" width="1" src="http://tags.bluekai.com/site/19461?limit=0&id=123456"/> <!-- End ID Swap Tag-->

**Using Secure Tags**

To create an ID swap tag for a secure site, (1) change the protocol used by the tag to HTTPS, and (2) change the tag call to BlueKai to stags (for example, https://stags.bluekai.com).

**Alternative ID swap process - partner maintains the ID mapping table**: If you do not want to share your UUIDs with BlueKai, you can alternatively maintain the ID mapping table yourself. It is recommended BlueKai maintains the ID mapping table in order to debug and enhance the quality of the data.

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**


**Alternative ID swap process: BlueKai and partner maintain ID mapping table**: Both you and BlueKai and can maintain the ID mapping table (example not shown). To do this, merge the previous ID swap tag examples that show how BlueKai and you can hold the mapping table. Insert your macros and BlueKai’s in their respective places.

**ID swap tag syntax**: BlueKai and partner both maintain ID mapping table.

<!-- Begin ID Swap Tag--><img height="1" width="1" src="http://tags.bluekai.com/site/YOUR_SITE_ID?limit=0&id={PUUID}&redir=http://your_site.com"/> <!-- End ID Swap Tag-->
Monitoring Your ID Swap Tag

Once you deploy the ID swap tag and users begin logging in to your site, your UUIDs should begin flowing into the BlueKai system.

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 BlueKai.
   a. 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.
   b. Contact BlueKai client services to have them verify that your ID swap tag was fired.

2. Verify that your inventory of UUIDs is accumulating.
   a. Use the self classification tools in the BlueKai platform UI or the Self-Classification Category and Self-Classification 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.
   b. Use the Inventory Trend Report to view the number of ID swaps being executed daily.
   c. Use the Provider Site Hit Report to compare the inventory figures to the number of site hits the ID swap tag is generating.
   d. Use the BlueKai Audience Creation Tool on the BlueKai platform or the Taxonomy API to view the estimated number of unique users seen in your ID swap category. The Inventory figures in your taxonomy may not be accurate initially; however, they will demonstrate that your match key inventory is ramping up.

Trafficking ID Swap Tags from Your BlueKai Platform

Once your ID swap tag is trafficked in the Oracle BlueKai network, you will begin to receive new users as they are ID synced on your network and Oracle’s.

The ID swap tag is trafficked in the BlueKai network, and then as the tag is fired on new users seen in the BlueKai network, they are ID synced in the BlueKai network and your network segments, where there was previously no overlap.

To traffic the ID swaps tags in the BlueKai network by yourself (when you are using BlueKai tag management), you schedule the tags into a container:

1. Create your ID swap tag. In the HTML box, enter your BlueKai-initiated ID swap tag
   a. Enter the following values for the general settings.

<table>
<thead>
<tr>
<th>Setting</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status</td>
<td>Active</td>
</tr>
<tr>
<td>Priority</td>
<td>100</td>
</tr>
</tbody>
</table>
Creating and Trafficking ID Swap Tags

Creating a BlueKai-Initiated ID Swap Tag

In some cases, you may be able to create an HTTP image tag and traffic it on the BlueKai network. Contact your BlueKai representative for the trafficking requirements.

BlueKai will monitor 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 BlueKai network:

1. Provide BlueKai with your ID swap URL endpoint, which is where you will receive campaign data.

2. Before BlueKai traffics your http image tag in the BlueKai network, BlueKai will assign you a BK_SWAP_DEST=<site id> key-value pair, which identifies your site as the source of the ID swap.

3. Create the ID swap tag using the following syntax.

   `<img src="your_site.com?BK_SWAP_DEST=xxxx&redir=http://tags.bluekai.com/site/*xxxx?id=YOUR_PARTNER_UUID" width="1" height="1">`

   ID swap process: BlueKai maintains the ID mapping table
Note:

If you do want to share your UUIDs with BlueKai, you can alternatively maintain the ID mapping table yourself; however, it is recommended that BlueKai 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.

```html
<img src="your_site.com?bk_uuid=$_BK_UUID&BK_SWAP_DEST=xxxx" width="1" height="1">
```

ID swap process: you maintain the ID mapping table

Trafficking ID Swap Tags on the BlueKai Network

BlueKai may approve the trafficking of your ID swap tag in the BlueKai 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.

BlueKai initiates ID swaps on users every 30 days by default.

ID Swap URL Macros

The following macros can be used in the URL of the ID swap pixel as key-value pairs to pass additional metadata about the data campaign or the user.

<table>
<thead>
<tr>
<th>Macro</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$BK_UUID</td>
<td>The user's anonymous encrypted BlueKai unique user ID (BKUUID). The BKUUID is a 16-character alphanumeric identifier that can include upper-case letters, lower-case letters, and special characters (for example, dXF+DNR/99YjF70X).</td>
</tr>
<tr>
<td>$COLO</td>
<td>Returns the ID of the colocation server that the user hits. This is used only with the User Data API.</td>
</tr>
<tr>
<td>$PRICE</td>
<td>Win price for the campaign</td>
</tr>
<tr>
<td>$RAND</td>
<td>Provides a random 32-bit unsigned integer value, which is useful for cache busting purposes.</td>
</tr>
</tbody>
</table>
| $REPEAT_VISITOR( siteID) | • Returns a "0" if the user has never been seen on the your siteIDs called in the macro.  
• Returns a "1" if the user has been seen on your siteIDs called in the macro.  
• Returns nothing for invalid sites or sites for which the user does not have access.  
• Returns new visitor indication for all siteIDs for you if no siteID is listed is listed in the macro.  
• To list multiple siteIDs, separate the siteIDs by a comma. For example ($REPEAT_VISITOR(1234,9876, 3241).  
• Multiple siteIDs are treated as an OR condition; that is, 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 siteIDs. |
| $TIMESTAMP      | Current Unix time (in seconds since Jan. 1 1970 UTC) |
Macro Description

$URL_ENCODED_ARGUMENT(keyName) Returns the value of the named phint matching "keyName" in the argument passed. This macro requires you to own both the campaign and site. For example:

1. If you pass the following URL: "http://tags.bluekai.com/site/4712?ret=html&phint=PHINT_PASSED&limit=10&r=43132838&url_arg=URL_PASSED"

2. And then drop the following tag: "http://sometag.example.com?var=$URL_ENCODED_ARGUMENT(url_arg)"

3. You get the following result: "http://sometag.example.com?var=URL_PASSED|phint_passed"

Sending oHashes to Oracle BlueKai

You can convert users' email addresses and phone numbers to anonymous MD5 and SHA-256 hashed IDs called oHashes and send them to BlueKai. They will be synchronized with the network of user and statistical IDs that are linked together in the Oracle ID graph, which is used to manage IDs and user attributes for all Oracle BlueKai 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 and Eloqua platforms to your BlueKai platform, and execute cross-device targeting. Your private user data remains private when providing and using oHashes.

To provide BlueKai with your oHashes, you add BlueKai code to your web page. The BlueKai 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 BlueKai. If you do targeted email marketing, you can also provide oHashes by having your app add the BlueKai code to your email messages.

**Note:**

**BlueKai Privacy Policy:** No personally identifiable information (PII) may be sent to BlueKai or stored in the BlueKai platform. All IDs derived from PII must be hashed in the browser or on your servers before being sent to BlueKai.

Generating and Sending oHashes

To add the BlueKai code to your web page and begin anonymizing your known users and sending their oHashes to BlueKai, you can use one of the following methods:

- **BlueKai CoreTag:** The BlueKai CoreTag is an iframe that includes JavaScript functions for converting email addresses and phone numbers into oHashes and sending the oHashes to BlueKai. The BlueKai CoreTag is recommended because it automatically does the hashing for you.

- **BlueKai mobile CoreTag:** You can use the mobile CoreTag to pass oHashes to BlueKai from mobile devices. The mobile CoreTag is identical to the BlueKai
CoreTag, 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 BlueKai. The ID swap tag requires you to implement one of BlueKai's client-side or server-side code examples to normalize and hash your email addresses or phone numbers. This is because the BlueKai image pixel does 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).

- **BlueKai client-side code** (JavaScript): BlueKai's client-side code uses the same functions as the BlueKai CoreTag to generate oHashes and send them to BlueKai. The client-side code is used by BlueKai clients who want to generate oHashes on their own instead of using the BlueKai server-side code.

- **BlueKai server-side code**: BlueKai's 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 BlueKai 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 BlueKai clients to generate oHashes for their offline files.

You can have your email marketing app add the code to your email and send your oHashes to Oracle BlueKai using one of the following methods:

- **Email open ID swap**: BlueKai's 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 BlueKai's server-side code within your email messages to hash the contact's email address prior to sending it to BlueKai.

- **Click-through ID swaps**: A BlueKai ID swap tag, Eloqua tracking script, or Eloqua redirect are used to send the contact's oHashes to BlueKai.

### Using the CoreTag to send oHashes

If you are an Eloqua or Responsys client who wants send oHashes to BlueKai via form submissions, contact your account manager to get the site ID and BlueKai CoreTag code to be deployed on your site. If you already deployed the BlueKai CoreTag on your site for extracting users' online attributes, you need a separate BlueKai CoreTag for your forms to collect users' email addresses and phone numbers, convert them into oHashes, and send the oHashes to BlueKai. You can then use the oHashes in the Eloqua and Responsys platforms.

If you are an Oracle BlueKai client and you already deployed the CoreTag or mobile CoreTag on your site, you just need to add the bk_addEMailHash or bk_addPhoneHash functions to your existing tag code to send oHashes to BlueKai.

To use the CoreTag to provide oHashes:

1. Create a container to generate a site ID and the CoreTag code.
2. Contact your account manager and give them the site ID of the container.
3. Use the CoreTag to generate oHashes for delivery to BlueKai as shown in the following examples.

### Sending oHashes Through the CoreTag
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--- Begin BlueKai 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 oHashes (hashed IDs) to BlueKai using the following syntax:
//bk_addEMailHash("user@domain.com");
bk_addEMailHash("joecool@gmail.com");
//bk_addPhoneHash("<Country Code><Number>");
bk_addPhoneHash("14085551212");

//block passing of metadata (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 BlueKai CoreTag-->

**JQuery sample for sending oHashes Through the CoreTag**

<!-- 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>
<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>

<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 BlueKai CoreTag -->

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For more information on creating and deploying the CoreTag, contact your account manager.

**Note:**

**Passing PII in the CoreTag:** You may only pass PII in the `bk_addEmailHash` and `bk_addPhoneHash` functions in the CoreTag. These functions hash PII (email addresses and phone numbers) and send the hashes to BlueKai. 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 an Eloqua or Responsys client who wants to send oHashes to BlueKai through an ID swap tag, contact your account manager to get the site ID to be used in your ID swap tag.

To use an ID swap tag to provide oHashes:

1. The following example demonstrates an ID swap tag configured for passing MD5-based oHashes to BlueKai.

   <!-- Begin ID Swap Tag for passing oHashes-->
   <img height="1" width="1"
src="http://tags.bluekai.com/site/YOUR_SITE_ID?limit=0&e_id_m={oHash}"/>
   <!-- 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.

   **Sending multiple oHashes:** If you have multiple email addresses or phone numbers for a user, pass all the IDs in the ID swap tag and BlueKai 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 your account manager 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 BlueKai’s standards.

5. Once BlueKai verifies that your ID swap tag is passing valid oHashes, you can deploy it in your production environment.

For more information on creating and deploying ID swap tags, see **ID Swapping**.

Using Client-Side Code to Send oHashes

The following sample client-side code shows how you can take email addresses and phone numbers from your systems, convert them to oHashes, and send them to BlueKai.
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.

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 BlueKai as phints (key-value pairs).

**Note:**

**Passing PII in the client-side code:** The bk_addEMailHash and bk_addPhoneHash functions encrypt PII (email addresses and phone numbers) and send the hashes to Oracle BlueKai. Do not pass PII into any other fields or functions. Passing PII violates your contract and the BlueKai privacy policy.
The site ID is the unique identifier used to manage your site and oHashes in the BlueKai platform. To get your site ID, create a container or use the Containers API.

The 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 to BlueKai.

Each oHash is associated with a key identifying its data type (email or phone) and hash (MD5 or SHA-256).

<table>
<thead>
<tr>
<th>Key</th>
<th>Data type</th>
<th>Hash</th>
</tr>
</thead>
<tbody>
<tr>
<td>e_id_m</td>
<td>Email</td>
<td>MD5</td>
</tr>
<tr>
<td>e_id_s</td>
<td>Email</td>
<td>SHA-256</td>
</tr>
<tr>
<td>p_id_m</td>
<td>Phone</td>
<td>MD5</td>
</tr>
<tr>
<td>p_id_s</td>
<td>Phone</td>
<td>SHA-256</td>
</tr>
</tbody>
</table>

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%3D{MD5 oHash}&phint=e_id_s%3D{SHA-256 oHash}.

3. Before deploying the client-side code in your production environment to pass oHashes to BlueKai, contact your account manager 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
#!/usr/bin/python
# Copyright 2016 Oracle | BlueKai
import hashlib, re

class Hashing:
    def normalizePhoneNumber(self, phoneNumber):
        return re.sub("[^0-9]+", "", re.sub("^0+", "", phoneNumber.strip()))
    def normalizeEmail(self, email):
        return re.sub("\+[^@]*@", "@", email.strip().lower())
    def createHash(self, stringToHash, algorithm):
        algorithms = {
            'md5': lambda s: hashlib.md5(stringToHash).hexdigest(),
            'sha256': lambda s: hashlib.sha256(stringToHash).hexdigest(),
        }
        return algorithms[algorithm](stringToHash)
    def createEmailHash(self, email, algorithm):
        return self.createHash(self.normalizeEmail(email), algorithm)
    def createPhoneHash(self, phone, algorithm):
        return self.createHash(self.normalizePhoneNumber(phone), algorithm)

if __name__ == '__main__':
    hashCreator = Hashing()
    assert hashCreator.normalizeEmail('  Test@somewhere.com   ') == 'test@somewhere.com'
    assert hashCreator.normalizeEmail('Test+alias@gMail.Com   ') == 'test@gmail.com'
```

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assert hashCreator.normalizePhoneNumber(" 00123-456-7890 ") == "1234567890"
assert hashCreator.createEmailHash(" Test@somewhere.com ", "md5") ==
"b6cba4c0c18ba52ed5f285f1d1a4b46c"
assert hashCreator.createEmailHash(" Test@somewhere.com ", "sha256") ==
"c6835820412cddddd5197dab400fec65c3d9a2617ae4ceb1442ec753abeec0ba"
assert hashCreator.createPhoneHash(" 00123-456-7890 ", "md5") ==
"e807f1fcf82d132f9bb018ca6738a19f"
assert hashCreator.createPhoneHash(" 00123-456-7890 ", "sha256") ==
"c775e7b757ede630cd0aa1113bd102661ab38829ca52a6422ab782862f268646"
print "All tests pass!"

Ruby Server-Side oHash Code Example
#!/usr/bin/ruby
# Copyright 2016 Oracle | BlueKai
require 'digest'
'''
Demonstration on email and phone hashing
'''
class Hashing
def normalizePhoneNumber(phoneNumber)
phoneNumber.strip.gsub(/^0+/, "").gsub(/[^0-9]+/, "")
end

def normalizeEmail(email)
email.strip.downcase.gsub(/\+[^@]*@/, "@")
end
def createHash(stringToHash, algorithm)
algorithms = {
'md5'=> lambda { |s| Digest::MD5.hexdigest(s.to_s)},
'sha256'=> lambda { |s| Digest::SHA256.hexdigest(s.to_s)}
}
procedure = algorithms[algorithm]
raise "#{algorithm} algorithm is not supported" if procedure.nil?
procedure.call stringToHash
end

def createEmailHash(email, algorithm)
createHash normalizeEmail(email), algorithm
end
def createPhoneHash(phone, algorithm)
createHash normalizePhoneNumber(phone), algorithm
end
end
if __FILE__ == $0
def assert(actual, expected)
raise "'#{actual}' is expected to be equal to '#{expected}'" if actual !=
expected
end
hashCreator = Hashing.new
assert hashCreator.normalizeEmail(" Test@somewhere.com

"),

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Java Server-Side oHash Code Example

```java
/**
 * Copyright 2016 Oracle | BlueKai
 */
import java.security.MessageDigest;
import java.security.NoSuchAlgorithmException;
import java.util.EnumMap;
import java.util.Map;

/**
 * Demonstration on email and phone hashing
 */
class Hashing {
    public enum Algorithm {
        SHA256("SHA-256"), MD5("MD5");
        private final String messageDigestAlgorithmName;
        private Algorithm(String messageDigestAlgorithmName) {
            this.messageDigestAlgorithmName = messageDigestAlgorithmName;
        }
        public String getMessageDigestAlgorithmName() {
            return messageDigestAlgorithmName;
        }
    }

    Map<Algorithm, MessageDigest> mdMap = new EnumMap<Algorithm, MessageDigest>(Algorithm.class);

    public MessageDigest digestInstance(Algorithm algorithm) throws NoSuchAlgorithmException {
        if (algorithm == null) {
            throw new NoSuchAlgorithmException();
        }
        MessageDigest md;
        if (!mdMap.containsKey(algorithm)) {
            md = MessageDigest.getInstance(algorithm.getMessageDigestAlgorithmName());
            mdMap.put(algorithm, md);
        } else {
            md = mdMap.get(algorithm);
        }
        return md;
    }
}
```
public String normalizeEmail(String email) {
    return email.trim().toLowerCase().replaceFirst("\+[\\^@]*@\+", "@");
}

public String normalizePhoneNumber(String phoneNumber) {
    return phoneNumber.trim().replaceFirst("^0+", "").replaceAll("[^0-9"]", "");
}

private String createHash(String stringToHash, Algorithm algorithm)
    throws NoSuchAlgorithmException {
    MessageDigest md = digestInstance(algorithm);
    md.update(stringToHash.getBytes());
    byte byteData[] = md.digest();
    StringBuilder sb = new StringBuilder();
    for (int i = 0; i < byteData.length; i++)
    {
        sb.append(Integer.toString((byteData[i] & 0xff) + 0x100, 16).substring(1));
    }
    return sb.toString();
}

public String createEmailHash(String email, Algorithm algorithm)
    throws NoSuchAlgorithmException {
    return createHash(normalizeEmail(email), algorithm);                }

public String createPhoneHash(String phoneNumber, Algorithm algorithm)
    throws NoSuchAlgorithmException {
    return createHash(normalizePhoneNumber(phoneNumber), algorithm);                }

/**
   * Notice: This is the end of hashing class functionality The rest of 
   * this class is an actual use cases and demo
   */

public static void assertEqual(Object actual, Object expected) throws 
    AssertionError {
    if ((actual == null && expected != null) || (actual != null && 
    !actual.equals(expected))){
        throw new AssertionError(String.format("©%s© is 
            expected to be equal to ©%s©", actual, expected));
    }
}

public static void main(String[] args) throws NoSuchAlgorithmException {
    Hashing hashCreator = new Hashing();
    assertEqual(hashCreator.normalizeEmail("  Test@somewhere.com 
            
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return md;

assertEqual(hashCreator.normalizeEmail("Test+alias@gMail.Com"), "test@somewhere.com");
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 (OMC) client that uses Eloqua or Responsys, you can send oHashes to BlueKai through your email marketing messages. BlueKai has an integration with Eloqua and Responsys that automates the creation and transfer of oHashes. Eloqua and Responsys convert the email addresses of the contacts in their database into oHashes. When a contact opens your Eloqua or 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 BlueKai.

Alternatively, you can use a different email marketing app to pass oHashes to BlueKai.

To pass oHashes through an email marketing app:

1. Create an ID swap tag for passing oHashes and give it to your email marketing app. The following sample ID swap tag can send MD5 oHashes to BlueKai.

```html
<!-- Begin ID Swap Tag-->

<image height="1" width="1" src="http://tags.bluekai.com/site/<YOUR_SITE_ID>?limit=0&e_id_m={value}"/>

<!-- End ID Swap Tag-->
```
2. Contact your BlueKai account manager to set up an integration.

3. Your email marketing app can set up the integration as follows:
   a. Programmatically look up each contact's email address and use BlueKai's client-side or server-side code to normalize them and create oHashes.
   b. Pass the oHash into the **value** field of your ID swap tag.
   c. Fire the ID swap tag to send the oHash to BlueKai.

Click-through ID swaps

Your email marketing messages can include a click-through to your landing page for passing your oHashes to BlueKai. 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 CoreTag or ID swap pixel deployed on the page, and sent to BlueKai.

- **Eloqua tracking script on landing page or Eloqua-hosted microsite**: Eloqua converts the email addresses of the contacts in their database into oHashes. When a contact clicks on a link to your landing page or an Eloqua-hosted microsite, an Eloqua tracking script deployed on your site gets the contact's oHashes and their anonymous Eloqua user ID (GUID) and passes them to BlueKai. BlueKai then returns a BKUUID via a redirect.

- **Third-party site (no Eloqua tracking script or BlueKai tag on site)**: Similar to the Eloqua tracking script scenario, except that when the contact clicks on a link to a third-party site, which does not have any Eloqua tracking scripts or BlueKai tags, a redirect is used to send the user to Eloqua. This triggers an ID swap that sends the contact's oHashes and GUID to BlueKai 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 CoreTag or ID swap tag you have deployed on your site. The BlueKai tag is then fired and the oHash is sent to BlueKai.

To use a click-through URL to pass oHashes to BlueKai:

1. Provide your email marketing app 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 CoreTag 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 CoreTag and ID swap tag you will deploy on the landing page for email click-throughs.

**CoreTag for Sending oHashes for Email Click-Throughs**

```html
<!-- Begin BlueKai 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 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 BlueKai CoreTag-->

**ID Swap Tag for Sending oHashes for Email Click-Throughs**

```html
<!-- 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 CoreTag 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 BlueKai system has no way to get the original email address from which the hash was created.

Q. What happens when I send my oHashes to BlueKai?

When you send your oHashes to BlueKai, they are mapped to the network of BlueKai anonymous user profiles, anonymous user IDs, and statistical IDs in the Oracle ID graph.

Q. Who has to access the oHash Oracle ID graph mapping?

This depends on whether you have opted-in to match multiplier as part of your Oracle contract. Match multiplier is BlueKai's offline-to-online matching solution that leverages oHashes to increase match rates.

• You opt-in to match multiplier: If you opt-in to match multiplier, your oHashes are placed in the match multiplier oHash pool. The match multiplier oHash pool contains all the oHashes provided by individual match multiplier participants. You will be able to match your offline users to your site visitors, email openers, email clickers, and those provided by other match multiplier participants. Other match multiplier participants will be able to match their offline users to the oHashes you provide.

• You do not opt-in to match multiplier: If you do not opt-in into match multiplier, your oHashes will be stored in your private oHash pool. Other clients and partners will not be able to access the oHashes you send to BlueKai. You will still be able to match your offline users to your site visitors, email openers, and email clickers, but you will not be eligible for matching on the users in the match multiplier oHash pool.

Q. Are my user attributes (categories) shared with any other clients or partners when I send my oHashes?

No. oHashes have no user attributes or behavior associated with them. If you opt-in to match multiplier, you are just making the linkage between your oHashes and the Oracle ID graph available to other match multiplier participants. No other client or partner can access your user attributes, so your private data remains private.

Opting Users Out of the BlueKai Registry

You can enable desktop and mobile users to opt out of or opt in to the collection of their anonymous preferences in the Oracle BlueKai Registry.

Opting Desktop Users Out of BlueKai Tracking

BlueKai tracking on desktop users is done through BlueKai's anonymous cookie ID. To enable Desktop users to opt out of or opt in to their BlueKai cookies, you can provide HTML elements (links, buttons, check boxes) and JavaScript code on your site to call the following BlueKai tags.
### Tag URL Description

<table>
<thead>
<tr>
<th>Tag</th>
<th>URL</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-out</td>
<td>tags.bluekai.com/set_ignore</td>
<td>Clears all categories from the user's current anonymous BlueKai cookie ID. Disables the collection of information on that cookie ID across the BlueKai network.</td>
</tr>
<tr>
<td>Opt-in</td>
<td>tags.bluekai.com/clear_ignore</td>
<td>Re-enables information to be collected on the user across the BlueKai network.</td>
</tr>
</tbody>
</table>

---

**Note:**

**Clearing cookies:** If a user clears cookies and then visits a site in the BlueKai network, the user will get a new BlueKai cookie ID, which is automatically opted-in to the BlueKai registry.

Opting out of the BlueKai registry only opts users out from the BlueKai 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 BlueKai Tracking

BlueKai tracking on mobile users is done through two mechanisms:

- BlueKai's statistical ID (BKSID)
- Mobile app IDs (MAIDs), which includes raw and hashed IDs.

To opt mobile users out and back in of their statistical IDs from your m.com sites and mobile apps, call tags.bluekai.com/set_ignore (opt-out) and tags.bluekai.com/clear_ignore (opt-in) as described in “Opting Desktop Users Out of BlueKai Tracking” in the preceding text.

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 BlueKai.

### Opt-out Tag

The opt-out tag clears all categories from the MAID across all of BlueKai’s data centers and disables the collection of information on that MAID/MAIDH across the BlueKai network.

**URL Syntax**

tags.bluekai.com/r/set_ignore?{MAID Key Name}={MAID}

**Example**

tags.bluekai.com/r/set_ignore?idfa=NDI4OTY3MjU3AFPdCeLfNct/BXAemO5D0rAzGltnm71JKWoolo1vfYLju

### Opt-in Tag

The opt-in tag re-enables information to be collected on the MAID across the BlueKai network.
URL syntax

tags.bluekai.com/r/clear_ignore?{MAID Key Name}={MAID}

Example

tags.bluekai.com/r/clear_ignore?
androididsha1=b89eaac7e61417341b710b727768294d0e6a277b

MAIDS

BlueKai supports the following key names and corresponding MAIDs you will use in opt-out and opt-in calls to BlueKai.

<table>
<thead>
<tr>
<th>Key</th>
<th>MAID type</th>
</tr>
</thead>
<tbody>
<tr>
<td>adid</td>
<td>Google Advertising ID</td>
</tr>
<tr>
<td>adidmd5</td>
<td>Google Advertising ID (MD5)</td>
</tr>
<tr>
<td>adidsha1</td>
<td>Google Advertising ID (SHA-1)</td>
</tr>
<tr>
<td>androididmd5</td>
<td>Android ID (MD5)</td>
</tr>
<tr>
<td>androididsha1</td>
<td>Android ID (SHA-1)</td>
</tr>
<tr>
<td>idfa</td>
<td>IDFA</td>
</tr>
<tr>
<td>idfamd5</td>
<td>IDFA (MD5)</td>
</tr>
<tr>
<td>idfasha1</td>
<td>IDFA (SHA-1)</td>
</tr>
</tbody>
</table>

Note:

Passing multiple MAIDs in an opt-out call: You can pass multiple MAIDs in a single opt-out or opt-in call to BlueKai, as shown in the following example:

tags.bluekai.com/r/set_ignore?idfa=NDI4OTY3MjU3AFPdCeLfNct/BXAemO5D0rAzGltm7lJKWooIo1vfYlju/androididsha1=b89eaac7e61417341b710b727768294d0e6a277b

Opt-Out Example

The following example demonstrates how to add a button to your web page for opting users out of and back into BlueKai tracking. When the button is clicked, an invisible iframe is created and its source is toggled to the applicable opt-out or opt-in tag.

```html
<!-- 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">
```

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To view a demo, click here. Use a browser tool such as Chrome Developer to see the tag calls when you click the button.

Data Delivery

Data delivery is the process of transferring campaign data out of the Oracle BlueKai 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 (SDT).** Transfer campaign data into your server-side profile store using hourly/daily batch files that you download using SFTP or Amazon S3 buckets. SDT is the preferred data transfer mechanism. See Server Data Transfer.

- **JSON Return.** Receive campaign data in JSON format directly on the page hosting the Oracle BlueKai container. See About the JS (JSON) Return Type.

About the JS (JSON) Return Type

JS Return Type is a form of delivery that uses a Oracle BlueKai pixel to return data back to the page in JSON as a JavaScript object. This delivery option is often used for real-time parsing or targeting, as the partner is able to pull the data out of their own DOM at the time of rendering. Since the JS Return Type delivers data directly to the page, the user must hit the partner site for data delivery.

**JS Return Type Requirements**

- A Oracle BlueKai JS 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 DOM
The mechanics of a JS Return Type implementation:

1. The user visits the partner’s site that has a Oracle BlueKai JS Return type tag.
2. Oracle BlueKai servers are then able to evaluate the user.
3. In the Oracle BlueKai server response, Oracle BlueKai servers format user data that is responsive to the partner's campaign data into the JSON format.
4. The JSON response is returned to the page as a JavaScript object that is available to servers for evaluation.

JS Return Tag Syntax:

http://tags.bluekai.com/site/<site_id>?ret=js

Example JS Return Tag:

http://tags.bluekai.com/site/15415?ret=js

Result from example tag:

```javascript
var bk_results = {
  "campaigns": [
    {
      "campaign": 45404, "timestamp": 1390523817, "categories": [
        {
          "categoryID": 17,"timestamp": 1390520921}]
    }
  ]
}
```

Server Data Transfer

Server Data Transfer (SDT) is a server-side delivery method for transferring campaign data from the Oracle BlueKai platform into your system. SDT uses an ID swap that allows Oracle BlueKai to communicate with your ID space by traversing an ID mapping table. After an ID swap has been performed on a user, you can get real-time updates as they are added to categories in the Oracle BlueKai taxonomy. Your data can be saved in hourly or daily batch files that you can download from Oracle BlueKai using SFTP or an Amazon S3 bucket. Overall, SDT is the preferred data transfer mechanism and provides the following benefits:

- Increases efficiency by delivering only users known on your site.
- Eliminates use of site bandwidth to transfer campaign data.
• Provides data for new campaigns through the Oracle BlueKai platform or an offline source.
• Enables campaign data to be queued or processed asynchronously.

Before Integrating SDT

To integrate SDT, you must meet several requirements.
• You must have a server-side profile store.
• You must be able to receive data server-side.
  – Your server must be able to process a minimum of 500 requests per second. The recommended processing speed is 6,000 requests per second.
  – If you receive campaign data using a POST request, your server must be able to process a minimum of 45 MB per second.
• You must be able to receive user-level attributes using a real-time server POST request, GET request, or batch file.
• You must be able to parse a JSON POST or GET request sent to your server (this is not required if you receive campaign data in a batch file).
• You must have developer resources ready to work on the SDT integration with Oracle BlueKai.

Setting the SDT Endpoint

An SDT endpoint represents the destination where your campaign data is transferred. You can select two types of SDT endpoints: (1) SDT Real-Time or (2) SDT Batch.

• **SDT Real-Time.** Campaign data is transferred directly to your server after a qualifying user is ID synced on your network or on ours. Select this option to receive campaign data as it is collected on users from HTTP POST or GET requests.

• **SDT Batch.** Campaign data is saved to hourly or daily batch files that are formatted according to your preferences. You download the batch files from an Oracle BlueKai server or an Amazon S3 bucket, and then import them into your system. Select this option if you need to store large amounts of data, or if you do not have the resources to implement SDT on a server.

To set the endpoint with SDT Real-Time:

1. Configure your server for receiving campaign data. This includes implementing a method for parsing the JSON POST or GET requests sent to your server.
2. Contact your Client Services representative, and provide them with the following information:
   
   **Data transfer URL.** This URL is used by the Oracle BlueKai backend servers to send campaign data to your server.
   
   **HTTP request method.** Select one of the following three options (the default is Option 1 - POST Basic):
   
   **Option 1 - HTTP request method - POST Basic.** The HTTP POST requests sent to your server contain JSON-formatted data that may include one or more wins from different data campaigns (multiple wins may be combined into a single message). For example:
Option 2 - HTTP request method - POST (Category Timestamp List). The JSON-formatted data contains a CATEGORIES array that lists the CategoryID and Timestamp for each campaign win. For example:

```
{
    "BkUuid": "6tRenM19999/4qBn",
    "BKClear": 1,
    "CampaignId": YOUR_CAMPAIGN_ID,
    "CategoryId": "1573,5991",
    "PartnerUuid": "YOUR_UUID",
    "PixelId": 9151,
    "Rank": 4,
    "Timestamp": "Fri May 07 08:24:46 PDT 2013",
    "UtcSeconds": 1305217390
}
```

The following table describes the parameters in the JSON-formatted data contained in the HTTP POST requests.

<table>
<thead>
<tr>
<th>JSON Field</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>DeliveryTime</td>
<td>string</td>
<td>The timestamp for when the data was delivered.</td>
</tr>
<tr>
<td>DestinationId</td>
<td>integer</td>
<td>The site ID included in your ID swap tag.</td>
</tr>
<tr>
<td>PixelCount</td>
<td>integer</td>
<td>The number of pixels delivered in the request.</td>
</tr>
<tr>
<td>BkUuid</td>
<td>string</td>
<td>The encrypted Oracle BlueKai-unique ID for the user.</td>
</tr>
<tr>
<td>JSON Field</td>
<td>Type</td>
<td>Description</td>
</tr>
<tr>
<td>------------</td>
<td>--------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>BKClear</td>
<td>integer</td>
<td>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.</td>
</tr>
<tr>
<td>CampaignId</td>
<td>integer</td>
<td>The ID of the winning Oracle BlueKai campaign.</td>
</tr>
<tr>
<td>CategoryId</td>
<td>comma-delimited string</td>
<td>The qualifying category ID(s) of the Oracle BlueKai user.</td>
</tr>
<tr>
<td>PartnerUuid</td>
<td>string</td>
<td>Your unique ID for this user, if it was returned to Oracle BlueKai in the ID swap.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>This value is &quot;unknown&quot; if Oracle BlueKai triggers the ID swap and does not redirect or the redirect fails to reach Oracle BlueKai. You can request that Oracle BlueKai not transfer &quot;unknown&quot; PartnerUuids. In this case, Oracle BlueKai transfers only users who have been ID synced.</td>
</tr>
<tr>
<td>PixelId</td>
<td>integer</td>
<td>The unique ID assigned to the Pixel URL used for the campaign.</td>
</tr>
<tr>
<td>PixelUrl</td>
<td>string</td>
<td>The URL of the ID swap tag used to associate the campaign with the SDT destination.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Note:</strong> All standard Oracle BlueKai macros (for example, $CATEGORIES) are expanded. For a list of all available macros, see ID Swap URL Macros.</td>
</tr>
<tr>
<td>Rank</td>
<td>integer</td>
<td>Indicates your position in the second-price auction relative to other bidders based on your max bid.</td>
</tr>
<tr>
<td>TimeStamp</td>
<td>string</td>
<td>The timestamp for when the win event occurred.</td>
</tr>
<tr>
<td>UtcSeconds</td>
<td>integer</td>
<td>Option 1 (POST Basic). The same campaign win time included in the TimeStamp property, but in Unix Epoch UTC format. Option 2 (POST Category Timestamp List). The time when the category was added to the user's profile.</td>
</tr>
</tbody>
</table>

**Option 3 (Not Recommended) HTTP Request method - GET.** The campaign data is sent to you in the URL of the HTTP GET request. The parameters included in the data consist of your UUID, the campaign ID, and the category IDs of the Oracle BlueKai user. Only one UUID is included per GET request. For example:

`?id=YOUR_UUID&campid=7539&catids=1573,5991`

**Note:** Using POST a request is the standard SDT Real-Time implementation. It can include multiple categories per user, and it does not have any restrictions on data length. The GET request includes only one category per user, and it adds the data to the URL, which is limited to 2,048 characters.

**Authentication.** With SDT Real-Time, campaign data is sent without authentication by default. The data is sent to an endpoint you selected in a specific JSON format that includes a common UUID. If you want campaign data to be sent with authentication, see Using Authentication to Transfer SDT Real-Time Campaign Data.
To set the SDT endpoint using SDT Batch:

1. Configure your system so that it can automatically receive the batch files.
   - If you are using SFTP, you need an automated method for logging in to an SFTP account on the Oracle BlueKai server and downloading files using SFTP.
   - If you are using S3, you need an automated method for exporting the batch files from an Amazon S3 Bucket.
   - If you are using S3, create an S3 user for Oracle BlueKai, and grant the Oracle BlueKai user write access to the bucket where your batch files are stored.

2. Contact your Client Services representative, and provide them with the following information:
   - SDT Batch method. Select SFTP or S3.
   - S3 credentials. If you are using S3, provide the bucket name, user access key, and secret key to Oracle. We use these credentials to upload your batch files to your Bucket.
   - Batch file format options, using the following table as a guide.

<table>
<thead>
<tr>
<th>Format Option</th>
<th>Description and Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Batch cadence</td>
<td>Select whether the files are batched over hourly or daily intervals.</td>
</tr>
<tr>
<td>Batch field separator</td>
<td>The batch output file includes one line per user record, and the fields in each record are separated by a single delimiter. Specify one of the following delimiters to be inserted between the fields:</td>
</tr>
<tr>
<td></td>
<td>- Tab</td>
</tr>
<tr>
<td></td>
<td>- Space</td>
</tr>
<tr>
<td></td>
<td>- Vertbar</td>
</tr>
<tr>
<td></td>
<td>- Comma</td>
</tr>
<tr>
<td></td>
<td>- Semicolon</td>
</tr>
<tr>
<td></td>
<td>- Colon</td>
</tr>
</tbody>
</table>

**Recommended Delimiters:** Use Tab, Space, or Vertbar as the delimiter. This ensures that your SDT Batch file can be parsed. Some fields internally include one or more delimiters that could affect the parsing of your files (for example, the Categories and Categories with Timestamps fields).
Format Option | Description and Use
--- | ---
**Batch fields** | Select one or more of the following fields to be included in the transferred files, and the exact order that you want them listed in:
- Categories (comma-delimited string). The qualifying category ID or IDs of the Oracle BlueKai 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.
- Categories with Timestamps (object). A list of the categories, times, and the site associated with the winning Oracle BlueKai 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.
- Partner UUID (string). Your unique ID for the user.
  This value is "unknown" if Oracle BlueKai triggers the ID swap and does not redirect. See [Server Data Transfer](#).
- Tag URI (string). The URL of the call to tags.bluekai.com (includes phints).
- Pixel URL (string). The URL of the regex pixel used to associate the data campaign with the SDT destination. See [Creating a Data Campaign for SDT Integration](#).
- Referrer (string). The URL of your web page that generated the tag request to Oracle BlueKai.
- Campaign ID (integer). The unique ID assigned to the winning Oracle BlueKai campaign.
- Obfuscated Oracle BlueKai UUID (string). The encrypted Oracle BlueKai unique ID for the user.
- Win Time (string). The time the campaign was won (concurrent with the user’s activity).
- IP address (string). IP address of the user browser.

3. If you are using SFTP, Oracle provides you with a user name and password for logging in to an SFTP account on a Oracle BlueKai server.

**Creating a Data Campaign for SDT Integration**

As part of your SDT integration, Oracle creates a special pixel that associates your ID swap pixel's domain with your SDT endpoint and enables the Oracle BlueKai system to identify you as an SDT partner. This special pixel is referred to as a “regex” pixel because Oracle BlueKai looks for and match on a defined pattern in the URL path of your ID swap pixel (subdomain or parameter) to initiate an SDT with you.

**Note:** If you are an AudienceOn mobile partner, Oracle sets up a campaign to continuously transfer all third-party data to you. Oracle creates a regex pixel to associate the campaign with your Data Transfer URL.

As you create your data campaign, follow these steps:

1. When you create the data campaign, enter the URL of your regex pixel in the Set Pixel tab in the Campaign Details dialog. The domain of the regex pixel should correspond with your Data Transfer URL. Make sure you URL encode any characters after a redirect.
2. Activate the campaign. SDT starts automatically. For details on how the campaign data is transferred to your server, see SDT Real-Time Data Transfer Process.

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. The following diagram summarizes the SDT Real-Time data transfer process.

4. If you are using SDT Batch, do the following to send ad targeting to the users:
   a. Log in to your SFTP account on the Oracle BlueKai server and download the batch files, or export the batch files from your Amazon S3 bucket.
   b. Import the batch files into your system and process the campaign data.
   c. Confirm with your Client Services representative that you are receiving and processing the campaign data.

   The following diagram summarizes the SDT Batch data transfer process.

### ID Swap URL Macros

The following macros can be used in the URL of the ID swap pixel as key-value pairs to pass additional metadata about the data campaign or the user.

<table>
<thead>
<tr>
<th>Macro</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$BK_UUID</td>
<td>Oracle BlueKai unique user ID. A 16-character alphanumeric identifier that can include upper-case letters, lower-case letters, and some special characters. For example: dXF+DNR/99YjF70X.</td>
</tr>
<tr>
<td>TIMESTAMP</td>
<td>Current GMT time in seconds since the epoch.</td>
</tr>
<tr>
<td>RAND</td>
<td>Random 32-bit unsigned integer value.</td>
</tr>
<tr>
<td>PRICE</td>
<td>Win price for the campaign.</td>
</tr>
</tbody>
</table>
Macro | Description
--- | ---
$URL_ENCODED_ARG(keyName) | Returns the value of the named phint matching "keyName" in the argument passed. This macro requires you to own both the campaign and site. For example, if you pass the URL:
and then drop the following tag:
"http://sometag.example.com?var=$URL_ENCODED_ARG(url_arg)"
you get the following result:
"http://sometag.example.com?var=URL_PASSED|phint_passed"

$COLO | Returns the ID of the colocation server that the user hits. This is used for the User Data API only.

$REPEAT_VISITOR(siteID) | • Returns 0 if the user has never been seen on the your siteIDs called in the macro.
• Returns 1 if the user has been seen on your siteIDs called in the macro.
• Returns nothing for invalid sites or sites where the user does not have access.
• Returns new visitor indication for all siteIDs for you if no siteID is listed is listed in the macro.
• To list multiple siteIDs, separate the siteIDs by a comma. For example ($REPEAT_VISITOR(1234,9876, 3241).?
• Multiple siteIDs are treated as an OR condition; that is, 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 siteIDs.

Using Authentication to Transfer SDT Real-Time Campaign Data

If you are using SDT Real-Time, Oracle BlueKai can transfer campaign data with authentication.
Oracle BlueKai sends POST requests using 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.

SDT Real-Time Data Transfer Process

Oracle BlueKai can transfer campaign data to your server if you are using SDT Real-Time.
1. Oracle BlueKai sends the Oracle BlueKai UUID and campaign parameters to your server.
2. If the data is successfully received by your endpoint, the endpoint must return an "HTTP 200" response code. If the endpoint returns "HTTP 200," the data is considered to have been received.
3. The server looks up the Oracle BlueKai UUID or your UUID, associates new data attributes to user, and returns an HTTP response code.

Note: If your endpoint could not be processed or accept the SDT data, your endpoint must return a response code other than "HTTP 200" to avoid being
charged for the data. Response codes other than “HTTP 200” cause the SDT system to queue the pixels and retry submitting the data after a brief pause. Repeated failures ultimately cause the data to be discarded. For example, during maintenance windows you can return an “HTTP 503 Temporarily Unavailable” response code. Data submitted during this window is queued and delivered as soon as the endpoint is able to accept data.

The default timeout for HTTP requests sent to your SDT endpoint is two seconds.

4. When Oracle BlueKai receives an error from your endpoint, Oracle BlueKai discards the data that you tried to deliver and then updates an error rate percentage for your endpoint. This error rate is used in a simple 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%, Oracle BlueKai throttles the data delivery rate down to 95%. The error rate is updated in real-time; therefore, if an endpoint fails, Oracle BlueKai instantly throttles the data delivery rate to the minimum, which is 5%.

SDT: Accepting Mobile Advertising IDs in Your Media Platform

Oracle BlueKai can deliver categories (groups of users with the same attribute) into your platform that are associated with a user's mobile advertising IDs (also referred to as device IDs when derived from mobile apps). Accepting mobile advertising IDs enables you to offer marketers and advertisers the ability to target mobile app users based on their online behavior.

Configuring Delivery of Mobile Advertising ID-Based Data

To start receiving mobile ad ID-based categories, contact Oracle BlueKai Client Services or your account manager. Oracle will create an audience that contains the categories you want to target, and a campaign that delivers those categories that are also linked to a mobile ID. Oracle will deliver your user data to you through SDT (real-time or batch).

Specifying Accepted Mobile Advertising IDs

You need to notify Oracle about which mobile advertising IDs you accept in your platform. BlueKai will then only include the IDs that you have specified in your SDT data. BlueKai can send you user data that is associated with the following mobile advertising IDs:

<table>
<thead>
<tr>
<th>Mobile ID Type</th>
<th>Key Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>IDFA</td>
<td>idfa</td>
</tr>
<tr>
<td>IDFA (SHA-1)</td>
<td>idfasha1</td>
</tr>
<tr>
<td>IDFA (MD5)</td>
<td>idfamd5</td>
</tr>
<tr>
<td>Android ID (SHA-1)</td>
<td>androididsha1</td>
</tr>
<tr>
<td>Android ID (MD5)</td>
<td>androididmd5</td>
</tr>
<tr>
<td>Google Advertising ID</td>
<td>adid</td>
</tr>
<tr>
<td>Mobile ID Type</td>
<td>Key Name</td>
</tr>
<tr>
<td>---------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Google Advertising ID (SHA-1)</td>
<td>adidsha1</td>
</tr>
<tr>
<td>Google Advertising ID (MD5)</td>
<td>adidmd5</td>
</tr>
</tbody>
</table>

Processing User Data

You must be able to process the categories and mobile advertising IDs in the user data sent to you through SDT. The following examples demonstrate the user data you can receive through SDT Real-Time (JSON format) or SDT Batch (delimited format):

**Note**: 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. The example below demonstrates this.

**Mobile Advertising IDs in SDT Data (Real-Time)**

```
{
  "DeliveryTime": "Fri Jan 17 17:42:35 CST 2014",
  "DestinationId": 17284,
  "PixelCount": 1,
  "Pixels": [{
    "CampaignId": 44880,
    "CategoryId": "38847,124054",
    "PartnerUuid": "none",
    "PixelId": 49585,
    "PixelUrl": "http://tags.bluekai.com/site/17284?idfa=AEBE52E7-03EE-455A-B3C4-E57283966239",
    "Rank": 33,
    "idfa": "AEBE52E7-03EE-455A-B3C4-E57283966239",
    "adid":,
    "Timestamp": "Fri Jan 17 17:42:34 CST 2014",
    "UtcSeconds": 1390002154
  }
}
```

**Mobile Advertising IDs in SDT Data (Batch)**

```
AB5E-0E-45-BC-E78963
2583:1690
38400-c0-1b-b3-1b640
25
```

**Reporting**

You must report the data usage according to the requirements listed in the AudienceON integration topics. The integration you should use (AudienceON Pro or Lite) depends on your contract with Oracle. You must include the Campaign ID column (column 12) 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 can allocate revenue back to the data providers accurately, efficiently, and in a timely manner.
SDT: Accepting IP Data in Your Media Platform

Oracle BlueKai can deliver categories (groups of users with the same attribute) into your platform that are associated with a user's IP data. IP offers a ubiquitous match key that can be collected across an array of devices, which is easily obtained and universally understood. Accepting IP data enables you to offer marketers and advertisers the ability to target users based on data collected across any IP-connected device.

Configuring Delivery of IP-Based Data

To start receiving categories against IP, contact Oracle BlueKai Client Services or your Account Manager. After Oracle configures the change, IP will be included for all audiences associated with that endpoint. Oracle will deliver your user data to you via SDT (real-time or batch).

Processing User Data

You must be able to process the categories and IP data 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):

**IP Data in SDT (Real-Time)**

```
{
  "DeliveryTime": "Fri Jan 17 17:42:35 CST 2014",
  "DestinationId": 17284,
  "PixelCount": 1,
  "Pixels": [{
    "CampaignId": 44880,
    "CategoryId": "38847,124054",
    "PartnerUuid": "none",
    "PixelId": 49585,
    "PixelUrl": "http://tags.bluekai.com/site/17284?idfa=AEBE52E7-03EE-455A-B3C4-E57283966239",
    "Rank": 33,
    "idfa": "AE-3E45-34E78963",
    "adid":,
    "Timestamp": "Fri Jan 17 17:42:34 CST 2014",
    "UtcSeconds": 1390002154
  }]
}
```

**Clearing Existing Categories**

In some cases, Oracle BlueKai may need to clear the existing categories associated with IP data. If this occurs, Oracle BlueKai sends you a BKClear flag in the SDT data. This means that you must clear all existing categories against the BKUUID. If the JSON-formatted data includes additional categories, you must add those categories against the specified BKUUID.

**Reporting**

You must report the data usage according to the requirements listed in the AudienceON integration topics. The integration you should use (AudienceON Pro or Lite) depends on your contract with Oracle. You must include the Campaign ID column (column 12) 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 can allocate revenue back to the data providers accurately, efficiently, and in a timely manner.

**SDT: Accepting UIDHs in Your Media Platform**

Oracle BlueKai can deliver categories (groups of users with the same attribute) into your platform that are associated with a unique identification header (UIDH). Accepting UIDHs enables you to offer marketers and advertisers the ability to target users on, for example, the Verizon mobile network based on their online behavior.

**Processing User Data**

You must be able to process the categories and UIDHs in the JSON-formatted user data sent to you using SDT.

The following example shows the JSON-formatted user data you receive using SDT:

**UIDH in SDT Data**

```json
{
  "DeliveryTime": "Fri Jan 17 17:42:35 CST 2014",
  "DestinationId": 17284,
  "PixelCount": 1,
  "Pixels": [{
    "CampaignId": 44880,
    "CategoryId": "38847,124054",
    "PartnerUuid": "none",
    "PixelId": 49585,
    "Rank": 33,
    "uidh": "NDI4OTY3MjU3AFPdCeLfNct/BXAemO5D0rAzGltm7lJKWooIo1vfYLju",
    "Timestamp": "Fri Jan 17 17:42:34 CST 2014",
    "UtcSeconds": 1390002154
  }]
}
```

**Clearing Existing Categories**

In some cases, Oracle BlueKai may need to clear the existing categories associated with a UIDH.

If this occurs, Oracle BlueKai sends you a BKClear flag in the SDT data. This means that you must clear all existing categories against the specified UIDH. If the JSON-formatted data includes additional categories, you must add those categories against the specified UIDH.

For example, if you receive the following user data, you would clear all existing categories from the specified UIDH, and then add categories 38847 and 124054 to it.

**BKClear Flag in SDT Data**

```json
{
  "DeliveryTime": "Fri Jan 17 17:42:35 CST 2014",
  "DestinationId": 17284,
  "PixelCount": 1,
  "Pixels": [{
    "BKClear": 1,
    "CampaignId": 44880,
    "CategoryId": "38847,124054",
    "PartnerUuid": "none",
    }]
}
Opt-Out Flag

If a user opts out of BlueKai tracking, Oracle BlueKai sends you an BkOptOut flag. If you receive this flag, you must clear all existing categories from the UIDH and disable targeting against it within 24 hours after receiving the BKOptOut flag from Bluekai. Oracle BlueKai stops sending you categories against that ID.

Alternatively, you can have Oracle BlueKai send opt out flags to you in a CSV file instead of including it in the SDT data. The opt out file contains a “03” entry and the UIDH for each user that has opted out of Oracle BlueKai tracking. You must clear all existing categories from the listed UIDH and disable targeting against it within 24 hours after receiving the file.

Opt-In Flag

If a user opts back in to BlueKai tracking, Oracle BlueKai sends you an BkOptIn flag. If you receive this flag, you must re-enable targeting against the specified mobile advertising ID or hash. When Oracle BlueKai starts sending you categories on the mobile advertising ID, you should add those categories.

Reporting

Oracle is paid on a per-use basis; therefore, you must provide the reporting required to allocate revenue back to each data category and to our data providers accurately, efficiently, and in a timely manner.

You must report the data usage according to the requirements listed in your AudienceON Reporting document. See AudienceON Reporting Integration.

For AudienceON Lite, you must include the Campaign ID column (column 12) in your data usage report to specify the Oracle BlueKai campaign targeting the categories listed in the Category IDs column (column 5).

App Integration Quick Start Guides

You can seamlessly deliver your third-party data to the Media and Data App apps that have integrated their data activation solutions into the Oracle BlueKai platform. We already created the channel connectors between your platform and the Oracle BlueKai apps, so delivering your data is easy as adding the app, building your target audience, and creating a data campaign.

To help you get started with the data activation solutions offered by our extensive network of Media and Data partners, we created Quick Start guides for several integrations:
If you don't see a Quick Start for an integration you want to use, contact Product Support and we'll get you an outline of the integration.

**Quick Start: Contextual Data Classification - Proximic**

You can use the Oracle BlueKai integration with Proximic 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 Oracle BlueKai's phint-based extraction.

With the Oracle BlueKai-Proximic 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.

**Oracle BlueKai-Proximic Integration Workflow**

The following diagram and description show how your contextual site data is extracted and classified through the Oracle BlueKai-Proximic integration workflow.
1. **Site Classification.** Contact your Oracle BlueKai Account Manager and request the Proximic integration for contextual classification.

You work with Oracle 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 automotives, careers, health and fitness, sports, technology, and many other topical categories.

- **Custom categories.** Classification is done manually with Oracle, Proximic, and you agreeing on the appropriate custom categories for your pages.

- **Existing categories in your Oracle BlueKai taxonomy.** Proximic matches your site content to the existing categories in your taxonomy.

2. **Campaign Creation.** Your Oracle BlueKai Account Manager creates an audience targeting all the categories in your taxonomy representing your site pages, and a campaign that delivers your audience to Proximic using Server Data Transfer (SDT).

3. **Data Delivery.** Oracle BlueKai delivers your user data to Proximic in hourly batch files sent using SDT. The batch file includes the Oracle BlueKai Unique User ID (UUID), a timestamp, the referrer URL, and the campaign ID. Proximic maps the URLs of the pages your users visited to the contextual categories used to classify the pages in step 1.

4. **Offline file creation.** Your Oracle BlueKai 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 uses 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 Oracle BlueKai taxonomy. For example, a phint named `OBKClient001 = technology` could be used to assign a user reading a computer-related article on your site to a technology category in your taxonomy.

When Proximic receives your user data using SDT, they parse it to create an offline file that maps your site visitors’ Oracle BlueKai online profiles to the phint associated with the page they visited.

5. **Offline Onboard.** Proximic drops the offline file onto Oracle BlueKai’s upload servers, and Oracle BlueKai then onboards your contextual data into the new categories in your taxonomy.

Rules written by the Oracle BlueKai classification team map the users in your offline file to the new contextual categories in your taxonomy. For example, a rule might state that when the phint key `OBKClient001` equals `technology`, add the user to the new **Proximic Contextual Data > Computer and Technology** category in your taxonomy.

This process of delivering your user data, creating the offline file, and onboarding your contextual data is continuous. As users visit your site, they are automatically 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.

Quick Start: Media - AppNexus

The Oracle BlueKai Audience Creator allows you to leverage the power of the Oracle BlueKai Exchange, the world's largest aggregate marketplace of high-performing Intent data.
You can access over 300 million unique users across multiple countries that are intuitively classified and centralized in a single platform, allowing you to define and create a complex exact target audience. Your audience is automatically de-duplicated so you never hit the same user twice, and you can set "data freshness" to determine how recently your users were tagged, to accurately forecast reach. You can then take action on your audience segments to reach these users by applying your custom segments to any media campaign.

Installing the Oracle BlueKai Audience Creator App

Install the Oracle BlueKai Audience Creator App from the AppNexus Marketplace.
To install the Oracle BlueKai Audience Creator App:
2. Select Apps > Marketplace.

4. Click **Install App**, and then click **Launch App**.

5. The Quick Start opens and provides an overview of the app's UI and the audience creation workflow. When you are done viewing the Quick Start, click **Close**.

6. Before you can start creating target audiences, you need to subscribe to the Oracle BlueKai Audience Creator App. To do this, click the **Subscribe to the Oracle 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 Oracle BlueKai Audience Creator app, select **Apps > Installed Apps > Oracle BlueKai Audience Creator**.

Creating a Target Audience

You can use the Create Audience tool in the Oracle BlueKai platform to specify the users you want to target.

To create a target audience:

1. Browse the verticals in the Oracle BlueKai taxonomy.

2. Expand a vertical to view more specific categories in the vertical. You can continue to drill down to your desired granularity.

   To view the categories supplied by Oracle BlueKai branded data providers, expand the **Branded Data** node.

3. To add a category to your target audience, select its check box. For example, you can select In-Market > Autos.

4. 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 in your audience and the segment, respectively. These figures may vary when applied to the AppNexus inventory.

5. 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.

6. 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.

7. 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 the highest CPM of the 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 BlueKai Partner Manager for more information on pricing and billing.

8. 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

Save your audience, select your advertiser, and then select the campaign.

1. Click Save Oracle BlueKai 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. A confirmation message informs you that your target audience has been applied to the selected AppNexus campaign.

5. 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.

**Note:**

Use one data provider per campaign. If you have access to multiple data providers in AppNexus, use only one data provider per AppNexus campaign. Using multiple data providers in a campaign may result in double billing. Contact your Oracle BlueKai Partner Manager and AppNexus Account Manager for more information on using multiple data providers.

Using the Oracle BlueKai Audience Creator App Tools

The Oracle BlueKai Audience Creator App includes several tools you can use when creating your target audience.

- Click the question mark icon (?) to open the Oracle BlueKai documentation, where you can find more detailed information on our Oracle BlueKai's data, classification, collateral, and branded data providers.
- Click the info icon to view the app's Quick Start.
• Click the dollar sign to view your rate card. The rate card lists the prices for the categories in the Oracle BlueKai taxonomy.

• Click the inventory icon to view the estimated number of unique users in the verticals within the Oracle BlueKai taxonomy.

About Audiences

Oracle BlueKai defines an audience as any combination third-party data attributes. All users have access to the 45,000+ third-party data attributes, which are made available using the Oracle BlueKai Exchange category taxonomy in the Audience Creator. Any one of these third-party data attributes can be utilized independently as an audience, or can be combined using Boolean logic (AND, OR, NOT) with any number of other third-party data attributes to create an audience. A few examples of an audience follow:

Example 1: Single Third-Party Data Attribute

Segment 1: In-Market > Retail > Electronics > Televisions & Video

Example 2: Multiple Data Attributes Combined using Boolean Logic

Segment 1: In-Market > Retail > Electronics > Television & Video [OR] In-Market > Retail > Electronics > DVD & Home Theater [AND]

Segment 2: Demographic > Age > 20-29 [NOT]

Exclusion: Demographic > Gender > Male

Strategy and Tips for Creating an Audience in the Audience Creator

When configuring an audience to match your target audience, consider these key factors: audience composition, data recency, audience granularity, and audience size (Combined Reach). Using the tips and best practices described here, you can be sure to cover each of the key factors.

Audience and Boolean Operators

To build your audience, use the All Of and None Of sections included under My Audience. These sections give you the ability to edit your segment and audience by selecting, clearing, or deleting any segments in the audience.

• Use Boolean logic operators (AND, OR, NOT) to create more complex segments. Within Oracle BlueKai you can combine any of the 45,000+ third-party data attributes that we make available using the BlueKai Exchange including data types such as In-Market, Interest, Demographic, Geographic, Lifestyle, Purchase Propensity and Branded data from well-known data aggregators such as DataLogix.

• To OR data categories, simply add them to the same segment; that is, Segment 1: In-Market > Retail > Electronics OR In-Market > Retail > Computers > Internet, Networking & Communication. This broadens the scope of your audience and correspondingly results in an increase in the overall Combined Reach of the audience you are constructing.
• To AND data categories, click on the gray New Segment box at the bottom of the Create Audiences page and select the data categories that you want to add as additional targeting criteria; that is, Segment 1: In-Market > Retail > Electronics OR In-Market > Retail > Computers > Internet, Networking & Communication AND Segment 2: Demographic > Gender > Female. This constricts the scope of your audience and correspondingly result in a decrease in the overall Combined Reach of the audience since you are increasing the number of criteria a unique user needs to match in order to qualify for your audience.

• You can use the NOT operator to exclude one or multiple data categories from your audience by click on the segment under the None Of header and then selecting the data categories you want to exclude; that is, Segment 1: In-Market > Retail > Electronics OR In-Market > Retail > Computers & Internet] AND Segment 2: Demographic > Gender > Female NOT Exclusion: Age > 65 & Older. This too constricts the scope of your audience and correspondingly result in a decrease in the overall Combined Reach of the audience because you are now selecting criteria to exclude certain unique users from your audience.

Combined Reach

Be sure to keep an eye on the Combined Reach value. Combined Reach represents a 30-day projection of the number of de-duped 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 does not allow you to deliver 1,000,000 impressions over a 30-day period on any media source.

If you selected a country other than the US, the Combined Reach inventory number is not displayed.

Audience Granularity

If you want to track performance and optimize based on data type (that is, In-Market vs. Interest vs. Lifestyle vs. Etc.) or potentially individual data category, you need to create individual audiences for each data type or data category respectively. For example, if you are buying data in the Computers & Internet sub-vertical and
prospecting/conquering at the brand level you may want to break different brands into their own audiences so that you can study how data at the brand level effects overall ad campaign performance such as CTR and conversion. You may discover that one brand drives much better performance than an alternate brand. See the example implementation below.

Brand Example 1: Individual Audiences

- Audience 1: HP
  In-Market > Retail > Computers & Internet > PCs & PC Components > Laptop > Computers > Brands > HP
- Audience 2: Dell
  In-Market > Retail > Computers & Internet > PCs & PC Components > Laptop > Computers > Brands > Dell
- Audience 3: Lenovo
  In-Market > Retail > Computers & Internet > PCs & PC Components > Laptop > Computers > Brands > Lenovo

Brand Example 2: Single Data Campaign

- Campaign 1: HP, Dell, Lenovo
  In-Market > Retail > Computers & Internet > PCs & PC Components > Laptop > Computers > Brands > HP [OR]
  In-Market > Retail > Computers & Internet > PCs & PC Components > Laptop > Computers > Brands > Dell [OR]
  In-Market > Retail > Computers & Internet > PCs & PC Components > Laptop > Computers > Brands > Lenovo

In this single campaign set up, it would be difficult to parse out to individual effect that each brand (data category) is having on performance since this audience feeds into one cookie pool. Thus, it would be difficult to optimize this campaign at the brand level.

Data Recency

Data Recency represents how “fresh” your data is or in more precise terms, how recently the unique user was tagged with all the data attributes that cause them to match your target audience. Below are some general guidelines to follow when targeting different data types. Note that the default setting for Data Recency in the UI is “All” which represents 90 days. Thus, it is nearly always necessary to change this setting.

Click the Recency link in the My Audience section, and choose the Data Recency using the slider.

- Third-Party Retail Data
The Data Recency setting for audiences utilizing Retail data varies based on the price point of the product/service being targeted.

Price Point: <$100  
Set Data Recency at <= 7 days.

Price Point: $100 - $200  
Set Data Recency to 7 to 14 days.

Price Point: >= $200  
Set Data Recency to 14 to 21 days.

• Third-Party Travel Data  
Users typically books travel within the first seven days of searching for travel. Thus, the recommended Data Recency setting for travel data is <=7 days.

• Third-Party Autos Data  
Given that purchasing a vehicle is a fairly large financial commitment, users typically take 30 days or more to purchase a vehicle. Thus, the recommended Data Recency setting for autos data is 7 to 30 days.

• Other Third-Party In-Market Data  
<=7 days.

• Third-Party Interest Data  
<=7 days.

• Demographic, Geographic, Lifestyle, Past Purchases, & B2B  
Given the more long-lasting nature of these data attributes, the recommended Data Recency setting is <= 30 days.

**Tips for Using the Category Selection Tools**

Search for categories and segments quickly using the Search/Path bar.

- Type a keyword to search for a category.
- Search for a category using the Category ID. Simply type =<cat id> in the search bar. For example, if you want to search for In-Market > Autos, type =17 in the search bar.
- Use a path search. For example, if you want to find categories that have electronics in its taxonomy path, type >electronics in the search bar, and all categories that include electronics in its path appear.
- Click (x) to clear the search item, or click the Home icon to clear your previous search/path and display the entire category tree:

Navigate quickly through the Available Categories tree by using the Select All, Select None, Expand All, and Collapse All features. If your company supports it, you can also select the Country. You can also double-click on a category tree to drill down one level.
Browse through your Category search/path history without changing your segment selection using the left/right arrows in the Search/Path bar.

Control the size of the tree by viewing only those categories you've selected. The Category tree displays only the categories you've navigated to.

Select a category node check box to add it your Segment in My Audience. Selecting a parent node selects all child categories.

Build your audience by saving categories to Segments in My Audience

Defining an Audience in the Oracle BlueKai Audience Creator

You define an audience (targeted users in a campaign) by selecting and combining various categories to create segments, and then using Boolean (AND, OR, NOT) operators to combine segments.

To define an audience:

1. In the main navigation menu in the AppNexus Console, click Apps and then Oracle BlueKai. The Oracle BlueKai Audience Creator opens.
2. Use the Available Categories Taxonomy to find categories and segments.
3. To select the country, click it. The **Country** pop-up opens.

![Country pop-up](image)

4. Select the country from which you want to view select categories and click **Apply**. You can also select **All** to target an audience across all countries available.
5. To add a segment to your audience, select the category check box in the category tree to add the categories to Segment 1.
6. To **OR** the segment, select more than one category; the segment is either one or the other of these categories. That is, Segment 1 is either Electronics or Internet, Networking. The segment appears in the **Current Segment** box and is added to Segment 1 in the **My Audience**, **All Of** section.

![Segment selection](image)

7. To **AND** the segment, click a **New Segment** box in the **All Of** section. Select the segments from the category tree and click **Save** in the **Current Segment** box. In the following example, the audience is composed of Segment 1 (either Electronics of Internet, Networking) **AND** Segment 2 (Female).

![Segment combination](image)

8. To exclude a segment from your audience, in the **None Of** section, click the **New Exclusion** box in the **None Of** section. Select the check box in the category tree to add the category to the excluded segment. The segment appears in the **Current Segment** box and appears in the **None Of** section in the Exclusion segment. The Combined Reach number is reduced to reflect that you excluded segments from your audience.

![Exclusion](image)
If you selected a country other than the United States, the Combined Reach does not appear. Click the **Show Country Reach** icon to display the inventory.

9. Edit your segments using one of these methods:

   - 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.
   
   - To create a new segment and AND it to the current segments in the **My Audience** section, click the **New Segment** (Click to create) box. Select the check box in the category tree to add the category to your segment. The category appears in the **Current Segment** box and is added to the segment you are adding in **My Audience**.
   
   - To edit a segment in the **My Audience** section, point your cursor over the segment and click. To add a category to the segment, or OR categories in the segment, select a check box in the tree. The category is added to your segment list in the **My Audience** section.
   
   - To remove a category from a segment: in the **Current Segment** box, click the check box of the category you want to remove. The category is removed from the segment in the **My Audience** section.
   
   - To remove a segment from the **My Audience** section, click the delete icon for the segment you want to remove from the audience.

10. Click **Save Appnexus Profile** to save your audience and then apply your audience to a campaign.

### Saving the Audience to your AppNexus Profile

After you build an audience, you can save it to your AppNexus profile

1. After you've built an audience, click **Save AppNexus Profile**. The **Apply Audience to Campaign** pop-up appears.

2. Select the Advertiser and a Campaign and click **Apply**.
3. If there are existing segments applied to that media campaign, a message appears:

4. Click **Continue** if you want to add the audience to the campaign.

5. Click the **View this campaign now** link to view the campaign. The **Campaign Manager** appears, and the segment appears in the **Campaign Details** section.
Quick Start: Search - Google AdWords

You can use Oracle BlueKai data with Google AdWords RLSA to boost your paid search keywords when targeting your site visitors and prospecting high-value users. Using data in the Oracle BlueKai platform, you can determine which users to serve search ads for, and then leverage this information to intelligently bid on keywords. This enables you to effectively create and scale search campaigns.

Important:

Audiences sent to Google AdWords must not contain any third-party data because Google AdWords does not support a prospecting use case with third-party data. For more details, see the remarketing lists for search ads policy.

With Oracle BlueKai data and Google RLSA, you can do the following:

• Heighten Visibility and Response. Use audience attributes to bid on high-value users (for example, in-market users, shopping cart abandoners, lookalikes), and then optimize the messaging in your search ads for effective cross-sells and upsells.

• Increase Reach by Extending Keywords to Include Relevant Users. Bid on single and long-tail keywords only when your site visitors or prospects have specific audience attributes.

• Decrease Media Ad Spend using Differential Pricing. Bid your users up and down based on their attributes to target them more effectively and save on your media spend.

To create a search campaign using Oracle BlueKai data and Google RLSA, do these tasks:

1. Creating the Google AdWords Vendor Configuration
2. Creating your Target Audience and Data Campaign

3. Creating your RLSA Campaign in Google AdWords

4. Validating that Your Search Campaign is Active

Creating the Google AdWords Vendor Configuration

Create the Google AdWords vendor configuration to enable it as an audience injection vendor in your partner seat.

1. Contact your Account Manager and request access to the Search campaign solution with Google AdWords. Specify which Search campaign solution type you want:
   - Retargeting only. This solution enables you to retarget your site visitors.
   - Targeting and prospecting. This solution enables you to target your site visitors and prospect high-value users. This solution requires a fee (10% cost-per-click [CPC] of media spend) for campaigns using third-party data.

2. Log in to Oracle Data Cloud Platform.

3. Select Manage > Vendors.

4. Click Create New.

5. Select Google AdWords.

6. Click Search.

7. Create the Google AdWords configuration:
   a. In the Name box, enter a descriptive name such as <Your Partner Name>_Search_GoogleAdWords.
   b. Click Connect Google AdWords Account, and then sign in to your Google AdWords account (if you are already not logged in).
      Your Google Customer ID is associated with your vendor configuration.

8. Click Save. Google AdWords is now enabled as an audience injection vendor in your partner seat. This means that your Oracle BlueKai and Google AdWords accounts are linked, and your Oracle BlueKai audiences can be delivered directly into the Google AdWords platform. When you activate your campaign, your campaign's pixel URL, which specifies where your user data is delivered, is automatically set to the image pixel in your Google AdWords remarketing tag.

Creating Your Target Audience and Data Campaign

Creating a target audience and data campaign are part of the workflow for the Google RLSA search campaign.

1. Click Create Audience. Alternatively, you can select Manage > Audiences and then select Create > New Audience.

2. In the Create Audience page, select any combination of your data categories and third-party categories in the BlueKai Marketplace to define your target audience. You can include and exclude specific audience segments to control which user attributes the RLSA tag is fired for. See Creating an Audience.

3. Click Save as Audience.
4. In the Audience Details box, enter a unique, descriptive name for your audience that makes it easy to identify and track (for example, InMarket_Autos_RLSA), enter a label, click the Save arrow, and then click Save and Create Campaign. The Campaign Creation tool opens.

5. Click Search in the Campaign Creation tool.

6. In the Campaign Name box, enter a unique, descriptive name for your campaign (for example, Campaign for InMarket_Autos_RLSA).

7. In the Add to Vendor List box, select the % of Spend check box associated with the vendor configuration you created in step 1. This is the standard pricing solution for search campaigns in the Oracle BlueKai platform, and it ensures that your account is not charged for any data pushed out of the platform.

8. Click the tab on the upper right-hand side to exit the box.

9. Scroll down to Flight Options, and then 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. The default start date is today's date.

   • 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 continuously runs.

   • In the Campaign Status box, select the Active status. If you are starting your campaign on today's date, it begins running approximately 30 minutes after you click Save.

10. Optionally, set the options under Pricing Model Specific Options, Blanket Options, and Additional Options.

11. 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 30 minutes.
Creating your RLSA Campaign in Google AdWords

After you create a vendor configuration and create your target audience and data campaign, you are ready to create your RLSA campaign in Google AdWords.

1. Go to http://adwords.google.com and log in to your AdWords Account.

2. Select Campaign > Search & Display Networks. This option enables you to leverage a remarketing list in your data campaigns.

3. Select the Campaign Settings following these steps:
   a. Click All Features (do this before entering any campaign settings; otherwise, all your settings will be lost when you change the campaign type).
   b. In the Campaign Name box, enter a unique, descriptive name for your RLSA campaign.
   c. In the Budget box, enter the average daily amount you want to spend on your RLSA campaign.
   d. Under Advanced Settings, set the schedule for your RLSA campaign.
   e. Click Save and Continue.

4. Create an ad group, which contains one or more ads and a set of related keywords, following these steps:
   a. In the Ad Group Name box, enter a unique, descriptive name (maximum 255 characters).
   b. Under Create an Ad, enter the following properties: Headline (maximum 25 characters); Description Line 1 and Description Line 2 (maximum 35 characters); Display URL (maximum 35 characters); Destination URL (maximum 2,047 characters).
   c. Under Keywords, enter one or more keywords for which you want ads to display for the site visitors or prospects you are targeting.
   d. Under Ad Group Bids, enter the maximum cost-per-click for the ads in the current ad group in the Default Bid box.
   e. Click Save Ad Group.

5. Select a remarketing list following these steps:
   a. Click the Audiences tab.
   b. Under Targeting, select Add Targeting > Remarketing.
   c. Add the audience you created in the Oracle BlueKai platform in step 2.
   d. Click Save.

Validating That Your Search Campaign Is Active

You use Google AdWords to validate that your search campaign is active.

1. Open the Shared Library > Audiences page in Google AdWords.
2. Make sure the inventory in the List Size (Google Search and DisplayNetwork) columns should start ramping up after your campaign reaches 1,000 users.
Quick Start: Search - Marin

You can ingest search data from the Marin Software platform into your Oracle BlueKai 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.

Overall, integrating Marin search data into your taxonomy enables you to do the following:

- Retarget users that have shown 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.

Adding Marin search data to your taxonomy in Oracle BlueKai entails the following steps:

1. Selecting which Marin search data to add to your taxonomy. See Selecting Marin Search Data.
2. Ingesting your Marin search data into your taxonomy. See Ingesting Marin Search Data.
4. Activating your Marin search data with Oracle BlueKai. See Activating Marin Search Data.
5. Analyzing the attributes and behavior of your Marin search users. See Analyzing Marin Search Users.
Selecting Marin Search Data

You can select Marin search data to be included in your taxonomy in Oracle BlueKai.

1. Identify which dimension(s) in the Marin platform you want to onboard to your taxonomy. Dimensions are defined custom by you, and can include Ad Groups, Campaigns, and custom dimension you have created.

2. Apply these dimensions in your Marin platform to identify the search users that are driving the desired target audience to your website.

3. Create a preliminary classification sheet listing the Marin search categories (dimensions from above) that you want to use in your Oracle BlueKai data campaigns.

Identifying the Target Audience & 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 website. 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. We recommend 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 in your search campaigns.

Creating a Preliminary Mapping Table

After 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 BlueKai 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).

After you complete your preliminary mapping table, send it to your Account Manager. Your Account Manager reviews your mapping table and provides feedback on your proposed key values. They also coordinate with the Oracle BlueKai Classification team to begin designing a classification scheme to map the desired Marin search categories to your taxonomy in Oracle BlueKai.

The following example shows a proposed mapping table:
<table>
<thead>
<tr>
<th>Category</th>
<th>Parameter</th>
<th>Key Value</th>
<th>Size (clicks per 30 days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Branded</td>
<td>d</td>
<td>NB</td>
<td>900,000</td>
</tr>
<tr>
<td>Luxury Travel</td>
<td>d</td>
<td>LT</td>
<td>150,000</td>
</tr>
<tr>
<td>High Performers Ad Group</td>
<td>D</td>
<td>HP</td>
<td>75,000</td>
</tr>
</tbody>
</table>

Ingesting Marin Search Data

Ingest Marin search data into Oracle BlueKai as part of the process of adding the data to your taxonomy.
To ingest Marin search data into Oracle BlueKai:

1. Add the Oracle BlueKai 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 the final mapping table.
5. Map your Marin search parameters to your taxonomy categories in Oracle BlueKai.

Adding the Oracle BlueKai Tag to your Landing Pages

Add the Oracle BlueKai Tag to those landing pages where Marin directs search traffic and is able to access the page’s URL. Insert the Oracle BlueKai Tag directly above the closing <body> tag in the web pages.

Configuring the Marin Data Encoding

After your classification sheet has been finalized, you can configure the Marin data encoding.

Updating 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, do one of the following:

- Manually update the URLs:
  1. Do a bulk export of the keywords and URLs from Marin.
  2. Make the changes offline.
  3. 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):
  1. 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.
2. 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.

**Sending the Final Parameter Mapping Table**

You or Marin need to send Oracle the final parameter mapping table listing the parameters and keys to be encoded.

**Mapping Parameters in Oracle BlueKai**

Oracle creates rules that map your Marin search parameters to your categories in your taxonomy in Oracle BlueKai. After you have finished updating your URLs in the Marin Software platform, your search parameters are listed in your taxonomy as shown in the following figure.
Testing the Integration

Before implementing the Marin-Oracle BlueKai integration in your production environment, you should verify that your Marin search parameters are being passed to your taxonomy in Oracle BlueKai.

To test the integration, follow these steps:

1. Create an HTML page and insert the same Oracle BlueKai CoreTag code you added to your landing pages where Marin 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 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.
   - 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?q=NB&q=HP`
Marin Search Data Use Cases

After you implement the Marin-Oracle BlueKai integration in your production environment, you can create a target audience that includes the new Marin search-based categories in your taxonomy. You can then create a data campaign for your target audience and deploy it to the vendors in the Oracle BlueKai platform. See Creating an Audience.

The use cases for targeting users with your Marin search data include 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 your Marin search data with Oracle BlueKai third-party data to create precise target audiences. The following examples show some of the target audiences you can create:

  - You can retarget search users that have not yet converted. To do this, you would select users from one of your Marin Search Campaigns for Segment 1, and then exclude Converters as shown in the following figure.

  ![Segmentation Example](image1)

  - You can retarget non-branded users that are in-market for your competitors' brands or products. To do this, you select non-branded users from one of the Marin nodes for Segment 1, and then select the applicable third-party category for Segment 2. The following figure shows how to create this target audience.

  ![Segmentation Example](image2)

Marin Search Data Analytics with Reports

After you run a data campaign using your Marin search data, you can use the Audience Analytics in the Oracle BlueKai platform 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 BlueKai Audience Profile and Discovery Reports to profile your users and identify their behaviors and attributes. You can use these reports to discover new attributes of your audience, and then use the attributes to create a reach...
extension audience based on your best performers, or to segment and message current audiences to match their personal behaviors.

The following figure shows a sample Oracle BlueKai Audience Profile Report that includes the demographics for an audience that includes a Marin Luxury Travel search category:

Quick Start: Search - Kenshoo

You can import search data from the Kenshoo Search solution into your Oracle BlueKai platform and then activate it to enhance your audience segmentation and optimize your digital media campaigns. The following diagram illustrates how you can use the Kenshoo-Oracle BlueKai integration to import and activate your search data.
using audience analytics and lookalike modeling, and optimize your media campaigns across Search, Display, Site Optimization, and other media execution platforms.

Overall, integrating Kenshoo search data into your taxonomy enables you to:

- Retarget users that have shown high brand affinity (for example, clicked on your branded search terms), but have not yet converted.
- 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 Kenshoo search data to your taxonomy in Oracle BlueKai, do the following tasks:

1. Select which Kenshoo search data to add to your taxonomy. See Selecting Kenshoo Search Data.
2. Ingest your Kenshoo search data into your taxonomy. See Identifying the Search Users to be Ingested.
3. Test your Kenshoo-Oracle BlueKai integration setup. See Testing the Kenshoo Integration.
4. Activate your Kenshoo search data with Oracle BlueKai. See Activating Kenshoo Search Data.
5. Analyze the attributes and behavior of your Kenshoo search users. See Analyzing Kenshoo Search Users.

Selecting Kenshoo Search Data

You can select Kenshoo search data to be included in your taxonomy in Oracle BlueKai.

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 website.
3. Create a preliminary classification sheet listing the Kenshoo dimensions that you want to use in your Oracle BlueKai 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 doing 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 website. 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 can 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. We recommend 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 in 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 pass one of these values in a ks_d1 key.

<table>
<thead>
<tr>
<th>Dimension Value</th>
<th>Intent Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>trademark</td>
</tr>
<tr>
<td>2</td>
<td>brand</td>
</tr>
<tr>
<td>3</td>
<td>non-brand</td>
</tr>
<tr>
<td>4</td>
<td>product</td>
</tr>
<tr>
<td>5</td>
<td>uncategorized (this is the default value)</td>
</tr>
</tbody>
</table>

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 shown in the following table:

<table>
<thead>
<tr>
<th>Dimension Value</th>
<th>Custom Intent Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>uncategorized (default)</td>
</tr>
<tr>
<td>2</td>
<td>your custom category A</td>
</tr>
<tr>
<td>3</td>
<td>your custom category B</td>
</tr>
<tr>
<td>4</td>
<td>your custom category C</td>
</tr>
<tr>
<td>n</td>
<td>your custom category...</td>
</tr>
</tbody>
</table>

Dimension Syntax: ks_d2=<dimension value>

Example (Landing Page URL): http://www.site.com?ks_d1=4&ks_d2=2


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 BlueKai data campaigns.
- The proposed mapping between the key-value pair for the Kenshoo dimension and the human readable name for the dimension in your Oracle BlueKai 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 shows a proposed mapping table:

<table>
<thead>
<tr>
<th>Oracle BlueKai Category</th>
<th>Parameter</th>
<th>Size (clicks per 30 days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>ks_d1=4</td>
<td>400,000</td>
</tr>
<tr>
<td>Non-Branded</td>
<td>ks_d1=3</td>
<td>900,000</td>
</tr>
<tr>
<td>Luxury Travel</td>
<td>ks_d1=4&amp;ks_d2=1</td>
<td>150,000</td>
</tr>
<tr>
<td>High Performers Ad Group</td>
<td>ks_d1=2&amp;ks_d2=1</td>
<td>75,000</td>
</tr>
</tbody>
</table>

After you complete your preliminary mapping table, send it to your Account Manager. Your Account Manager reviews your mapping table and provides feedback on your proposed key values.
Ingesting Kenshoo Search Data

To ingesting Kenshoo search data into Oracle BlueKai:

1. Add the Oracle BlueKai 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 BlueKai taxonomy.

Adding the Oracle BlueKai Tag to your Landing Pages

Add the Oracle BlueKai Tag to those landing pages where Kenshoo directs search traffic and is able to access the page's URL. Insert the Oracle BlueKai 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.

Updating 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, do one of the following:

- Manually update the URLs. To do this, follow these steps:
  1. Do a bulk export of the keywords and URLs from Kenshoo.
  2. Make the changes offline.
  3. 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). Follow these steps:
  1. 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.
  2. Use URL builder to add the new or existing dimension to the required parameters (for example, dmp=[dimension]).
  3. In the Keywords grid, select all of the keywords in the campaign and then click Build URL for each selected campaign.
  4. After your URLs have been updated, apply the changes to publishers.

Mapping Kenshoo Parameters in Oracle BlueKai

You can use Oracle BlueKai's Self-Classification tools or APIs to ingest your Kenshoo search categories into your Oracle BlueKai taxonomy. You 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 Oracle BlueKai taxonomy. For example, if a "ks_d1=3" key-value pair is included in the referrer URL, add the user to a Non-Branded Data category in your Oracle BlueKai taxonomy.

To map your Kenshoo search categories to Oracle BlueKai categories:
1. Use the Self-Classification Category tool (see Managing Taxonomy) in the Oracle BlueKai platform or the Self-Classification Category API to create Oracle BlueKai 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 Oracle BlueKai category.

Your Self-Classification categories are listed in the Self-Classification node within your Oracle BlueKai taxonomy.

2. Use the Self-Classification Rule tool (see Managing Taxonomy) or the Self-Classification Rule API to create phint-based rules that map your Kenshoo search categories to the Oracle BlueKai Self-Classification categories you created in step 1.

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>

**Example:** __bk_l contains ks_d1=2

**Example:** __bk_pr contains ks_d1=4&ks_d2=1

---

**Testing the Kenshoo Integration**

Before implementing the Kenshoo-Oracle BlueKai integration in your production environment, you should verify that your Kenshoo search parameters are being passed to your taxonomy in Oracle BlueKai.

To test the integration, follow these steps:
1. Create an HTML page and insert the same Oracle BlueKai CoreTag 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&amp;d=HP

Activating Kenshoo Search Data

After you have implemented the Kenshoo-Oracle BlueKai integration in your production environment, you can create a target audience that includes the new Kenshoo search-based categories in your taxonomy. You can then create a data campaign for your target audience and deploy it to the vendors in the Oracle BlueKai platform. See Creating an Audience.

The use cases for targeting users with your Kenshoo search data include 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 your Kenshoo search data with Oracle BlueKai third-party data to create precise target audiences. The following examples show some of the target audiences you can create:
  - You can retarget search users that have not yet converted. To do this, select users from one of your Kenshoo Search Campaigns for Segment 1, and then exclude Converters.
  - You can retarget non-branded users that are in-market for your competitors' brands or products. To do this, select non-branded users from one of the Kenshoo nodes 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 the Audience Analytics in the Oracle BlueKai platform to further understand your Kenshoo 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 BlueKai Audience Profile and Discovery Reports to profile your users and identify their behaviors and attributes. You can use these reports to discover new attributes of your audience, and then use the attributes to create a reach
extension audience based on your best performers, or to segment and message current audiences to match their personal behaviors.

The following figure shows a sample Oracle BlueKai Audience Profile Report that includes the demographics for an audience that includes a Kensho Ad group search category:

Configuring Site Optimization

You can use third-party data from the Oracle BlueKai platform to create high-performance site-side optimization (SSO) campaigns that show users relevant, personalized content on your website.

With site optimization, you can target users with customized content blocks that dynamically change based on the users' preferences and experiences with your brand. For example, if a user has shown intent to purchase a specific product, you can display relevant ads and messaging in a specific order on your home page (and other main pages) based on the user's interest in that product.

Overall, integrating Oracle BlueKai data into your SSO campaigns enables you to do the following:

- Increase conversions, customer engagement, and page views.
- Offer cross-sells or up-sells on key pages in your website.
- Display special messaging and offers for repeat customers.
- Modify your site's navigation based on a user's past experience with your brand.
- Create and manage A/B testing.
- Provide customized search results based on third-party data.

The Oracle BlueKai platform includes pre-defined vendor configurations for the following SSO vendors: Optimizely and Test&Target. Using a pre-defined SSO vendor configuration automatically links your data campaign with the vendor's audience destination URL (using their APIs). This enables the mapping of your target audience to the vendor's target segment object.
If the SSO vendor you want to use is not listed, contact your Client Services representative and request the data transfer method used by your SSO vendor. When you create your campaign, you can manually enter or paste the pixel required for sending campaign data to your SSO vendor.

To integrate Oracle BlueKai third-party data into your SSO campaigns, you do the following tasks:

1. Create an SSO vendor account if you haven't already.
2. Create the SSO vendor configuration. See Creating the SSO Vendor Configuration.
5. Create the SSO data campaign. See Creating the Data Campaigns.
6. Go to your SSO vendor’s web page to configure your site optimization based on your target audience. Contact your SSO vendor for further instructions.

Creating the SSO Vendor Configuration

In the site optimization workflow, after creating your SSO vendor account, you create the SSO vendor configuration.

1. Log in to Oracle Data Cloud Platform.
2. Select Manage > Vendors.
3. Click Create New. The Configure Vendor tool opens.
4. In the Select Vendor page, click your SSO vendor.
5. In the Select a Campaign Solution Type page, click Site Optimization.
   
   **Note:** If your SSO vendor is not listed, close the Configure Vendor tool, and then skip to Creating the Container Tag Code. When you create your campaign, you can manually enter or paste the pixel required for sending campaign data to your SSO vendor.

6. In the Pricing Model page, click the pricing model associated with the selected SSO vendor.
7. In the Vendor Configuration page, enter a unique, descriptive name. For example, enter the name of your SSO vendor.
8. Enter your credentials with the SSO vendor to connect the Oracle BlueKai platform to your SSO vendor account.
9. Click the link to the Manage > Containers page to open the Containers page in a new tab, and then click Save. Your new SSO vendor configuration is listed at the top the Vendors page.
10. In the Containers page, create the required tag code and send it to your SSO vendor by following the steps described in Creating the Container Tag Code.
Creating the Container Tag Code

You can use the Oracle BlueKai container tool to create the tag code required to transfer your user data to your SSO vendor.

You can then share your tag with your SSO vendor so they can insert the code required to optimize your site. To create and share the tag code, follow these steps:

1. Select Manage > Containers if you are not on the Containers page.
2. Click Create New, enter a unique, descriptive name for your container, and then click Save and Generate Code.
3. In the Generate Code dialog, click the JS tab for the JSON Return tag type. This tag is used for transferring your target audience segment to your SSO vendor. It 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 assigned to your container. It associates your tag code with your seat in the Oracle BlueKai platform.
   • The PIXEL_LIMIT parameter specifies the maximum number of pixels that can be fired during a single page view. The default limit is 1.

When the JS tag is called, Oracle BlueKai immediately returns an invisible object named bk_results that contains JSON-formatted data. The returned data 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. Your SSO vendor uses the campaigns or categories returned in the JSON-formatted data to optimize your site content.

The following example shows the format of the JSON data sent to your SSO vendor using the JS tag code:

```javascript
var bk_results = {
  "campaigns": [
    {
      "campaign": 40819,
      "timestamp": 1377670420,
      "categories": [
        {
          "categoryID": 25714,
          "timestamp": 1377670396
        },
        {
          "categoryID": 75301,
          "timestamp": 1377670396
        }
      ]
    }
  ];
```

4. Click Copy in the code box on the right, paste the JS tag code into a text file, and send the file to your SSO vendor.

5. Insert the JS tag code in the <head> tag of your web pages as shown in the following example:
Creating an Audience

You can use the Create Audience tool in the Oracle BlueKai platform to specify the users you want to target.

1. Click Create Audience. Alternatively, you can select Manage > Audiences and then select Create > New Audience.

2. In the Create New Audience page, select any combination of your third-party categories in the BlueKai Marketplace to define your target audience. See Creating an Audience.

3. Click Save as Audience.

4. In the Audience Details box, enter a unique, descriptive name for your audience that makes it easy to identify and track. For example, you can enter the selected categories and append site optimization to note that this is a site optimization campaign (for example, InMarket_Autos_Hybrid and Electric_SSO). The audience name should contain only 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). Optionally, in the Labels box, enter any labels for classifying your audience. Save the audience by doing one of the following:

   • Click Save to save your audience and exit the Create Audience tool.
   • Click Save and Create Audience to save your audience and create a new target audience in the Create Audience tool.
   • Click Save and Create Campaign to save your audience and then directly open the Create Campaign tool.

Creating the Data Campaigns

You can create a data campaign to target the users in your audience or to pass your audience to the site optimization platform.

1. Select Manage > Campaigns, and then click Create New. Alternatively, you can select Manage > Audiences, select the check box for an audience, and then click Create Campaign.

2. In the Select a Campaign Type page, click Site Optimization.

3. In the Campaign Name box under Campaign Details, enter a unique, descriptive name for your campaign. For example, you can enter "Campaign for <audience name>" and then append the SSO vendor receiving the campaign (for example, Campaign forInMarket_Autos_Hybrid and Electric_<SSO Vendor>).

4. In the Add to Vendor List box under Vendor Selection > Vendor List, select the check box for the SSO vendor configuration you created in Creating the SSO Vendor Configuration. Close the Add to Vendor List box by clicking the tab on the upper right-hand side of the box.
If you could not create the SSO vendor configuration, select the PX check box (Paste a Pixel URL) with its associated pricing model, and then enter the pixel URL required to send campaign data to your SSO vendor.

**Note**: The following default settings under Campaign Options are pre-configured for site optimization; therefore, you can typically accept the default settings, except where noted in the following steps.

5. Click Flight Options, and then do the following:
   a. 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.
   b. 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 continuously runs.
   c. In the Campaign Status box, select the Active status. If you are starting your campaign on today's date, it begins running approximately 30 minutes after you click Save.

6. Under SSO Options, accept the default setting for the Targeting property, which is User. This means that your data campaign always wins provided that the user profile contains the target category.

7. Optionally, set the options under <Pricing Model> Specific Options, Blanket Options, and Additional Options as described here.

8. Click Save. Your campaign is created and you are returned to the Manage > Campaigns page. Your campaign is ready to start delivering data within approximately 30 minutes.

**Quick Start: Site Optimization - Optimizely**

You can use third-party Oracle BlueKai 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 (referred to as experiments) on your Oracle BlueKai audiences, which are automatically injected into the Optimizely platform. The Optimizely interface features a WYSIWYG editor for configuring content on your web pages to target your Oracle BlueKai audiences, and the Optimizely platform includes goal tracking and reporting for your experiments.

1. Create an SSO vendor account if you haven’t already. See Creating an Optimizely Account.
2. Create the SSO vendor configuration. See Creating the Optimizely Vendor Configuration.
3. Create the container and tag code. See Creating the Container and Tag Code.
5. Create the SSO data campaign. See Creating a Data Campaign.
6. Go to your SSO vendor's web page to configure your site optimization based on your target audience. Contact your SSO vendor for further instructions. See Creating a Site Optimization Experiment in the Optimizely Platform.
Creating an Optimizely Account

Optimizely allows you to configure content on your web pages to target your Oracle BlueKai audiences, and the Optimizely platform includes goal tracking and reporting for your experiments.

2. Sign up for an account. Optimizely provides a 30-day free trial.
3. Contact your Optimizely Solutions Architect to get your Project ID and Project Token. You need these to add Optimizely as a vendor in the Oracle BlueKai platform.

Creating the Optimizely Vendor Configuration

After creating your Optimizely account, you create a vendor configuration to enable Optimizely as an audience injection vendor in your partner seat.

1. Log in to Oracle Data Cloud Platform.
2. Select Manage > Vendors.
3. Click Create New. The Configure Vendor tool opens.
4. In the Select Vendor page, select Optimizely.
5. In the Select a Campaign Solution Type page, click Site Optimization.
6. In the Vendor Configuration page's Name box, enter Optimizely or a comparable name that identifies this as an Optimizely vendor configuration.
7. Enter your Optimizely Project ID and Project Token. Contact your Optimizely Solutions Architect if you do not have these credentials.
8. Click Save. Optimizely is now enabled as an audience injection vendor in your partner seat. This means that your Oracle BlueKai and Optimizely accounts are linked, and your Oracle BlueKai audiences can be delivered directly into the Optimizely platform. See Becoming an Audience Injection Partner.

Creating the Container and Tag Code

After creating an SSO vendor account and vendor configuration, you create a container and tag code.

1. Select Manage > Containers if you are not on the Containers page.
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 JS Return tag, Oracle BlueKai returns JSON-formatted data to the page that includes the segment ID and the categories that the user qualified for. Optimizely uses this data to associate the user with the audience. See About the JS (JSON) Return Type.

The JS Return Tag has the following syntax:
• The **Site ID** parameter is the unique identifier assigned to your container. It associates your tag code with your seat in the Oracle BlueKai platform.

• The **Pixel Limit Per Page View** parameter specifies the maximum number of pixels that can be fired during a single page view. The default limit is 1.

### 4. Click **Copy** in the code box on the right, and then paste the JS tag in the `<head>` tag of each web page you plan to optimize as shown in the following example:

```html
<head>
  //Oracle BlueKai JS Tag
  <script type="text/javascript" src="http://tags.bluekai.com/site/15415?ret=js&limit=1"></script>

  //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 the text file to Optimizely. Optimizely deploys 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 **Project Code** tab, click **Copy to Clipboard**, and then paste the tag directly below the JSON return tag in each web page you plan to optimize, as shown in step 4.

---

### Creating an Audience

Creating an audience is part of the workflow for using third-party Oracle BlueKai data in the Optimizely platform.

1. Click **Create Audience**. Alternatively, you can select **Manage > Audiences** and then select **Create > New Audience**.

2. In the **Create New Audience** page, select any combination of your third-party categories in the BlueKai Marketplace to define your target audience. See Creating an Audience.

3. Click **Save as Audience**.

4. In the **Save Audience** box, enter a name that makes it easy to identify your audience in both the Oracle BlueKai and Optimizely platforms (for example,
Creating a Data Campaign

You can create a data campaign to target the users in your audience or to pass your audience to a site optimization platform.

1. Select Manage > Campaigns, and then click Create New. Alternatively, you can select Manage > Audiences, select the check box for an audience, and then click Create Campaign.

2. In the Select a Campaign Type page, click Site Optimization.

3. In the Campaign Name box, enter a name that makes your campaign easy to identify in both the Oracle BlueKai and Optimizely platforms (for example, Optimizely Campaign_InMarketAutos).

4. In the Add to Vendor List box, select the check box for Optimizely. This specifies that you are delivering your user data to Optimizely. Click the tab on the upper right-hand side to exit the box.

5. Click Flight Options, and then do the following:
   
   a. 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.

   b. 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 continuously runs.

   c. In the Campaign Status box, select the Active status. If you are starting your campaign on today's date, it begins running approximately 30 minutes after you click Save.

6. By default, your campaign is set to User Targeting, which means that your campaign always wins provided that the user profile contains the target category.

7. Optionally, set the options under <Pricing Model> Specific Options, Blanket Options, and Additional Options as described in Creating a Media Targeting Campaign.

8. 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 30 minutes.

Creating a Site Optimization Experiment in the Optimizely Platform

You create experiments to test your Oracle BlueKai audience/segment.
1. Log in to Optimizely.com.

2. Click Create Experiment, specify a name and the URL for your web page to be optimized, and then click Create Experiment.

3. Click Audience Targeting.

4. Click Add a Saved Audience.

5. Click Add for the audience you created in the Oracle BlueKai platform.

6. Configure a variation (optimization) of your site based on the Oracle BlueKai target audience/segment.

7. Enable the variation to always be displayed when a user in your Oracle BlueKai target audience/segment visits your site.
   a. Select Options > Traffic Allocation.
   b. Click Pause on the original version of your site. This changes the percentage of visitors who are in your Oracle BlueKai target audience/segment that will see your optimized site to 100%.
c. Click Apply.

8. Click Start Experiment.

9. Test your site optimization. Visit the web page you have 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, follow these steps:

a. Contact your Account Manager and request access to self-tagging. Your Account Manager works with you to create an HTML file that contains the phints you need to test your site optimizations.

b. Clear your web browser’s cookies.

c. Go to the Oracle BlueKai Registry at www.bluekai.com/registry.

d. Open the provided HTML file in your web browser.

e. Return to the Oracle BlueKai Registry and verify that you have been tagged with the categories specified in the tag included in the provided HTML file.

Becoming a Channel Partner

The Oracle BlueKai platform includes a comprehensive network of dedicated partners. This includes Media partners who create Oracle BlueKai-powered ad targeting solutions and Data App partners who leverage Oracle BlueKai data to provide optimization, modeling, analytics, and other data activation solutions.

Oracle BlueKai partners are deeply integrated into the Oracle BlueKai ecosystem, and they enjoy opportunities for collaboration and referral, co-branded press releases, case studies, and logo placement in the Oracle BlueKai platform UI and Oracle BlueKai Partner Program.

To make it easy for new Media and Data App partners, we’ve created instructions that show you how to integrate your solutions into Oracle BlueKai and become a valued partner in the Oracle BlueKai ecosystem.

Why Become an Attribution Partner?

By working with Oracle BlueKai as an Attribution vendor, you become a vital part of the Oracle BlueKai 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 in our Partner Program create Oracle BlueKai-powered media offerings, and
are listed as a technology app partner who leverages Oracle BlueKai data to inform
solutions beyond ad targeting. After you become an Attribution partner in our Partner
Program, you are listed as a partner with the Attribution Oracle BlueKai Badge.

Terminology

It's important to understand these attribution and data delivery terms. Some important terms are defined below.

Attribution terms

- **Audience/category Attribution** – utilizing Oracle BlueKai's category data +
  Oracle BlueKai's client's data to insert into an attribution model and show which
categories or audiences drove conversions.
- **Media Attribution** – using media/ad server data to model attribution (standard
  attribution approach).

Data Delivery terms

- **SDT**. Server-side Data Transfer. One of Oracle BlueKai's data transfer methods;
  SDT is a highly efficient way for you to transfer data from the Oracle BlueKai
  platform. The SDT method enables Oracle BlueKai to surpass any pixel capacity
  restrictions and transfer the data directly to your server – getting you more data,
faster. Attribution partners commonly used SDT Batch delivery.
- **ID-swapping**. Enables partners and Oracle BlueKai to share a common ID to
  identify a user. This occurs on an ongoing basis by (1) the partner passing their
  Unique User ID (UUID) to Oracle BlueKai (2) Oracle BlueKai passing a Oracle
  BlueKai Unique User ID to the partner or (3) both 1 and 2. An ID swap is triggered
  by a user visiting partner’s pages.
- **Trigger file**. A file that accompanies a data file upload that is used either to notify
  Oracle when the model vendor has completed an upload of a new data file, or to
  notify the model vendor when Oracle BlueKai has completed an upload of a new
  data file. This trigger file signals that new data is ready to be processed and
  includes specific instruction on processing the data.

Attribution Vendor Workflow

The attribution vendor workflow includes sharing and sending of data to the attribution
partner, classifying the categories according to the target, sending data to the partner of
the client’s choice, and more.
The end-to-end workflow is summarized in the following table.

<table>
<thead>
<tr>
<th>Step</th>
<th>Oracle BlueKai Partner</th>
<th>Oracle</th>
<th>Attribution Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Approves sharing of their data with the attribution partner of choice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Sends data to attribution partner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Provides attribution reports to the partner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Step</td>
<td>Oracle BlueKai Partner</td>
<td>Oracle</td>
<td>Attribution Partner</td>
</tr>
<tr>
<td>------</td>
<td>------------------------</td>
<td>--------</td>
<td>---------------------</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td>Ingests and classifies attribution categories to target</td>
</tr>
<tr>
<td>6</td>
<td>Creates audience to target</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>See the customer list at <a href="http://www.bluekai.com/customers.php">http://www.bluekai.com/customers.php</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td>Sends to channel/partner of client's choice</td>
</tr>
</tbody>
</table>

In Step 2 when Oracle sends data to the attribution partner, one of these granularities is used:

- Audience/Category data
- BlueKai Exchange third-party data
- All these granularities are sent in one file to the attribution partner. The partner performs audience/category attribution to show which categories and/or audiences drove the conversion.

Data Delivery Specifications

For Oracle BlueKai to be able to ingest modeled attribution data, the attribution partner must be able to upload files to specified SFTP locations. This information is provided by a Oracle BlueKai representative.

The Data Delivery workflow is shown in two parts:

- Part 1: Oracle BlueKai sends data to Attribution partner (on behalf of client)
- Part 2: Attribution partner sends file to Oracle BlueKai for data ingest

Part 1. Oracle BlueKai SDT Batch to Attribution Partner (Data Delivery)

As described in Step 2 of the workflow, Oracle creates and delivers a data delivery file to the attribution vendor using an SDT batch file.

The following information included in the SDT file is described below.

In a standard integration, hourly files are dropped to a Oracle BlueKai SFTP location. These file drop locations are set up for only the vendor to access. The file is stored on the SFTP location for 30 days (or another agreed-on time frame depending on the size of the file), which allows the vendor the flexibility to retrieve the file at their convenience. The file name has the Coordinated Universal Time for when the file is complete. The fields below are completely configurable by model vendor.

<table>
<thead>
<tr>
<th>Field</th>
<th>Example</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timestamp (Date Collected)</td>
<td>&quot;1305217390&quot;</td>
<td>Timestamp of the data collection event in Coordinated Universal Time (or Universal Time, Coordinated) in seconds.</td>
</tr>
<tr>
<td>Field</td>
<td>Example</td>
<td>Notes</td>
</tr>
<tr>
<td>------------------</td>
<td>-----------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>BkUUID</td>
<td>&quot;6tRenM19999/4qBn&quot;</td>
<td>Oracle BlueKai UserID</td>
</tr>
<tr>
<td>Partner ID</td>
<td>630</td>
<td>The Oracle BlueKai-assigned numerical identifier for the partner.</td>
</tr>
<tr>
<td>Partner User ID</td>
<td>Format varies by partner</td>
<td>The data provider's unique user ID (as matched to the Oracle BlueKai ID)</td>
</tr>
<tr>
<td>Category ID</td>
<td>1573,1581</td>
<td>The qualifying category IDs of the Oracle BlueKai user</td>
</tr>
<tr>
<td>Hashed Site ID</td>
<td>2310</td>
<td>The site from which the category was classified.</td>
</tr>
<tr>
<td>Audience ID</td>
<td>12345</td>
<td>The Oracle BlueKai-assigned identified for the audience</td>
</tr>
<tr>
<td>Campaign ID</td>
<td>7539</td>
<td>The ID of the Oracle BlueKai data campaign</td>
</tr>
<tr>
<td>Frequency</td>
<td>87539</td>
<td>The number of times the user has been seen on the site while the cookie has been active</td>
</tr>
<tr>
<td>Referring URL</td>
<td><a href="http://bluekai.com">http://bluekai.com</a></td>
<td></td>
</tr>
<tr>
<td>BK Tag URL</td>
<td><a href="http://tags.bluekai.com/?phint=key=value">http://tags.bluekai.com/?phint=key=value</a></td>
<td></td>
</tr>
</tbody>
</table>

Part 2. Attribution Partner Sends Model Back to Oracle BlueKai (Data Ingest)

After the attribution partner has created the model, the partner drops an offline file along with a Response Trigger File to inform Oracle BlueKai that the file is ready for processing. The file and file format are discussed in the following section.

The file represents the user data that is compiled by the modeler and returned to Oracle BlueKai.

Technical specifications for the file, including file format and size, are described in the following table.

<table>
<thead>
<tr>
<th>File Specification</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Format</td>
<td>.bz2 (.gzip also accepted)</td>
</tr>
<tr>
<td>Notes:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• The data file must be compressed</td>
</tr>
<tr>
<td></td>
<td>Uncompressed files are rejected and deleted from the file share</td>
</tr>
<tr>
<td>Maximum File Size</td>
<td>50 GB</td>
</tr>
<tr>
<td>Note:</td>
<td>If the file size is greater than 50 GB, the file can be divided into separate files, each smaller than 50 GB</td>
</tr>
</tbody>
</table>
The structure of the offline file is simple: each row represents a record for a unique user, while the first column of the file represents the user match key. A tab delimiter is placed after the match key, followed by attribute key=value pairs with each pair delimited by a pipe '|' character. Key names should start with the 'BKPartner' that was passed in the request, then the Oracle BlueKai-specified naming convention of a two-character string, followed by three digits. For example, BK111.

**Note:** Oracle assigns a naming convention to the partner.

- Use a tab delimiter to separate partner UUID from the key=value field.
- There is no restriction on number of key=value pairs for each user.
- Use the pipe character '|' as a delimiter to separate multiple key=value pairs.
- The Match Key can either be the BkUUID or the Partner User ID. BK UUID is preferred if available.
- Do not repeat user IDs in the offline file. Otherwise, the offline user attributes of the earlier user ID instance are overwritten by the offline user attributes of the latter user ID instance.
- Each new user (for example, row in the offline data file) must start with a new line.

Here is an example:

```
matchKey | BlueKaipartner_attributeKey=attributeValue |
BlueKaipartner_attributeKey2=attributeValue2
```

**Notes:**
- Every attributeValue is a category and the attribute key is the parent.
- With the data file, the Attribution Vendor must also send the Trigger file, which informs Oracle BlueKai that the data ingestion from the Data File can begin.

See [Formatting Trigger Files](#).

### Formatting Trigger Files

Trigger files can be formatted either with or without the validation feature.

- **Trigger File with Validation (Preferred Method).** Oracle BlueKai can automatically validate the offline data file transfer as well as the data integrity of the file. If the transfer fails or the file is corrupted, Oracle BlueKai sends an automated notification to the Vendor. This format is highly recommended to ensure successful offline data matching.

- **Trigger File without Validation.** Oracle BlueKai can't do any validation on the offline data file transfer or data integrity.

#### Trigger File with Validation Feature (Preferred)

The Oracle BlueKai-Enabled Match Integration process provides a validation feature in the trigger file to confirm that the data file transfer succeeds and that no corruption or truncation occurs during the transfer. Our system can notify data providers if the validation check for a particular file fails; an email notification is sent to you with details about the errors.

The trigger file used with the validation feature contains the following fields:

- **FILE** - the name of the data file
- **SIZE** - data file size in bytes (a positive numeric value)
- **MD5SUM** - a string checksum value used to validate the content of the uncompressed data file. The checksum value acts as a footprint of a file and changes every time the content of the file is modified. Therefore if a file gets corrupted or truncated during the transfer to Oracle BlueKai, the footprint changes. The checksum value is calculated by running the `$ md5sum a.gz b.gz` command, with the name of the data file, the size of the date file, and the checksum value.
- Optionally, partners can send **RECORDS** = number of nonblank rows in the uncompressed file, which can be used for further validation, but this attribute isn't automatically checked by the system.

For example:

```
FILE=partner_siteID_2010-04-07.gz
SIZE=1108
MD5SUM=a10edbbb8f28f8e98ee6b649ea2556f4
```

You can find the file size using the `ls -l` command; for more than one file, add the file sizes together. Use this total as the **SIZE** field.

You can get the checksum by running the command `md5sum filename`. Supply the checksum for each file, in order, in the **MD5SUM** field. Separate file names with commas. For example, for two files, the fields would look similar to this:

```
FILE=a.gz,b.gz
SIZE=1108 MD5SUM=b1946ac92492d2347c6235b4d2611184,a10edbbb8f28f8e98ee6b649ea2556f4
```

If data is uploaded in multiple parts, the trigger file should be uploaded after all the parts have been successfully transferred and contain names for each of the uploaded files (parts). The **SIZE** and **MD5SUM** fields should reflect the combined sizes all files in the trigger file.

Only one trigger file per day can be successfully processed and loaded into the Oracle BlueKai system. Data file size should not exceed in encrypted format. Larger files might be rejected.

The trigger file must have the same name as the data file, and have the .trigger file extension. For example, if your offline file name is `MyCompany_Date.bz2`, the trigger file is named `MyCompany_Date.bz2.trigger`.

### Trigger File Format without Validation

Trigger files should include data file names and a number of nonblank rows. For example:

```
FILE=partner_siteID_2010-04-07.gz
RECORDS=218670
```

If data is uploaded in multiple parts, the trigger file should be uploaded after all the parts have been successfully transferred and contain names for each of the uploaded files (parts). Multiple file names must be separated by a comma. For example:

```
FILE=partner_siteID_1_2010-04-07.gz, partner_siteID_2_2010-04-07.gz
RECORDS=37328283,RECORDS=37328283
```

Only one trigger file per day can be successfully processed and loaded into the Oracle BlueKai system.
Data file size should not exceed 50 GB in encrypted format. Larger files might be rejected.

The trigger file must have the same name as the data file, and have the .trigger file extension. For example, if your offline file name is `MyCompany_Date.bz2`, the trigger file is named `MyCompany_Date.bz2.trigger`.

**Why Become an Audience Injection Partner?**

Audience injection automates the creation and delivery of Oracle BlueKai audiences in your platform using your APIs. After a mutual client creates an audience in the Oracle BlueKai platform and then sends it to your platform for activation, Oracle BlueKai accesses the client's seat in your platform using your Authentication API, programmatically creates the audience/segment object using your Audience/Segment Object APIs, and then adds the audience to the client's seat in your platform. This makes creating and targeting audiences in our platforms a rapid, seamless process for our mutual clients, and it eliminates the manual mapping of segment objects by your team.

Audience injection also deepens your integration with the Oracle BlueKai ecosystem. Your logo is displayed prominently in the Oracle BlueKai platform user interface, and you have opportunities for co-branded press releases and case studies. You will join Google, Facebook, AppNexus, Mediamath, and Test & Target and other vendors that enjoy the benefits of being an audience injection vendor in the Oracle BlueKai platform.

**Audience Injection Workflow**

The audience injection workflow includes creating a vendor configuration, creating a campaign, injecting the audience, and delivering user data to your platform.

1. Vendor Configuration. Client creates a vendor configuration in the Oracle BlueKai platform that includes their credentials for your platform.
2. Campaign Creation. Client creates a campaign in the Oracle BlueKai platform to deliver their audience to your platform.
3. Audience Injection. Oracle BlueKai injects audiences into a generic Oracle BlueKai seat in your platform and then shares the audience with the client (indirect injection).
4. Data Delivery. Oracle BlueKai delivers user data to your platform using Server Data Transfer (SDT), Image Pixel, or JSON Return.

The following diagram illustrates the audience injection workflow:
App Configuration

In the Oracle BlueKai platform, the client selects your logo from a list of audience injection apps, selects the pricing model to be used for purchasing data (if applicable), and then enters the credentials for logging in to your platform. The credentials can include a user name and password (or Web Service User Key), a customer account ID, or an advertiser ID that the audience is created for (if applicable).

**App Element** | **Configuration**
--- | ---
Logo | You need to provide Oracle with small, medium, and large-sized versions of your logo (maximum sizes 36 X 20, 36 X 36, 190 X 50, respectively). Your logo is displayed in an App Creation dialog and an App Management page. In addition, your logo is displayed in a Campaign Creation dialog in the Oracle BlueKai platform user interface.
<table>
<thead>
<tr>
<th>App Element</th>
<th>Configuration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pricing models</td>
<td>The mutual client can select one to all of the following pricing models: cost-per-stamp (CPS), cost per 1,000 impressions (CPM), or FlatFee. These pricing models have different procedures for billing and reporting:</td>
</tr>
<tr>
<td></td>
<td>• <strong>CPS</strong>. Oracle prepares the billing report based on the CPS price agreed in the contract and the number of stamps delivered.</td>
</tr>
<tr>
<td></td>
<td>• <strong>CPM</strong>. Oracle sets the CPM price in the audience/segments when they are created on your platform using audience injection, and you are charged for data on a per-usage basis. You need to provide Oracle with a daily data usage report so that we can allocate revenue back to our data providers. To report data usage, follow the reporting requirements described in section 4 of the AudienceON PRO Reporting document. Note the following modifications required for audience injection vendors:</td>
</tr>
<tr>
<td></td>
<td>Save your report in a <code>/root/audience_impressions_logs</code> directory in your SFTP account. To submit reports for multiple vendors, create one subdirectory for each vendor, using the following naming format: <code>vendorName</code>. Do not include spaces in the vendor name.</td>
</tr>
<tr>
<td></td>
<td>Name the compressed <code>.bz2</code> file using the following format:</td>
</tr>
<tr>
<td></td>
<td><code>AudienceInjection-LogData-vendorName-yyyy_mm_dd.bz2</code></td>
</tr>
<tr>
<td></td>
<td>Enter Vendor Segment IDs in column 3 instead of Oracle BlueKai category IDs.</td>
</tr>
<tr>
<td></td>
<td>Oracle prepares the billing report based on the price agreed in the contract.</td>
</tr>
<tr>
<td></td>
<td>• <strong>FlatFee</strong>. Oracle prepares the billing report based on the price agreed in the contract.</td>
</tr>
</tbody>
</table>

**Campaign Creation**

In the Oracle BlueKai platform, the mutual client creates an audience containing data purchased from the BlueKai Marketplace. The client then creates a campaign and selects which Vendor platform to transfer their audience.

**Vendor Requirements**: None.
Audience Injection Requirements

After the client activates their campaign, Oracle BlueKai calls your Authentication API to log in to your platform. Oracle BlueKai then calls your Audience/Segment Object API to indirectly inject the segment object into the client's seat in your platform.

Vendor Requirements: You need to provide Oracle with the following components:

- Audience injection method
- Authentication API
- Audience/Segment Object API

Audience Injection Method

Oracle BlueKai uses indirect injection for delivering audiences and creating audience/segment object in your platform. With indirect injection, Oracle BlueKai creates audience/segment objects in an Oracle BlueKai-owned seat in your platform, and then provisions the objects into the client's seat in your platform based on their account ID (or other unique identifier).

Authentication API

Your API integration is authenticated with Oracle BlueKai's credentials for your platform using OAuth 2.0.

Audience/Segment Object API

When a campaign is activated, the Oracle BlueKai platform calls your platform's audience/segment creation web service with the client's credentials, and creates a copy of the client's audience/segment object in the appropriate seat in your platform. The audience/segment object is available to clients for targeting immediately.

Note: Each vendor platform uses a slightly different hierarchy for storing audience/segment objects. If audience objects are stored in a hierarchy in the vendor platform (for instance, at the advertiser level, or the campaign level), we may also need to know how to associate audience objects to the appropriate level in the vendor platform.
**Required APIs**

You must provide the following web services that are called each time a campaign is created or an audience name or price is changed.

<table>
<thead>
<tr>
<th>API</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Authentication Services</strong></td>
<td>OAuth 2.0 Authentication</td>
</tr>
<tr>
<td><strong>Advertiser Services</strong></td>
<td>Retrieve a list of advertisers for the given customer account.</td>
</tr>
</tbody>
</table>
| **Audience/Segment Services** | Input Fields:  
  - Name (required).
  - Description.
  - Advertiser_ID (Used to distinguish one instance/client from another on a vendor platform).
  - Price (optional).
  - PriceType (CPM, CPS, or FlatFee) (optional). If the audience is sold with CPM price, price fields are mandatory. For CPS and FlatFee, the price fields are optional.
  - Underlying structure of the injected audiences (optional): An audience consists of one or more Oracle BlueKai categories that are combined using AND/OR/NOT logic. You can use this field for optimizing the audiences by using the category structure.
    For example, Oracle BlueKai creates an audience and passes it into your API. The audience has the following structure:
    "segment": {"AND": [{"OR": [{"cat": 139}],["OR": [{"cat": 6089}]]}}.
    As the campaign is running and the mutual client realizes that category 6089 is underperforming, they can remove it from their audience.
  - Return Field: Audience/Segment ID.
  - Error Condition: Duplicate Audience/Segment Name.  |
| **Permissioning Services** | Oracle BlueKai uses the CREATE and EDIT functions of the API. Oracle BlueKai does not currently use the DELETE function.  
  Input Fields:  
  - Audience/Segment ID
  - CustomerID  |
| **Vendor Audience/Segment Object Field Definition** | Oracle BlueKai uses this service to collect information from partners in order to create audience objects on vendor platforms. Oracle BlueKai sets the information in the audience object and then pass it into your platform. Oracle BlueKai does not save the values of these fields.  |

**Data Delivery**

When delivering data using a standard Oracle BlueKai delivery method, (SDT, Image Pixel, or JSON Return), Oracle BlueKai passes the segment ID that Oracle BlueKai
created using your API which maps the user to your segment object, and the Oracle BlueKai categories that the user qualified for. You can then call the Oracle BlueKai Taxonomy API to map the categories to your segment objects or target/execute with your segment ID.

**Requirements:** Select one of the data delivery methods described in the following table.

<table>
<thead>
<tr>
<th>Data Delivery Method</th>
<th>Description</th>
</tr>
</thead>
</table>
| SDT                  | Transfers user data from the Oracle BlueKai platform into your server-side profile store. SDT is Oracle BlueKai's standard delivery format. After an ID swap has been performed on a user and the user qualifies for a campaign, data is delivered into your system using JSON-formatted POST requests. The following example shows the JSON-formatted data that is delivered into your platform (the segment ID is passed in the PixelURL parameter):

```json
{
  "DeliveryTime":"Fri May 07 08:24:48 PDT 2014",
  "DestinationId":1,
  "PixelCount":1,
  "Pixels": [ {
    "BkUuid":"6tRenM19999/4qBn",
    "BKClear":1,
    "CampaignId":45671,
    "CategoryId":"17",
    "PartnerUuid":"YOUR_PARTNER_UUID",
    "PixelId":9151,
    "Rank":4,
    "Timestamp":"Fri May 07 08:24:46 PDT 2014",
    "UtcSeconds":1305217390
  } ]
}
```
### Data Delivery Method

<table>
<thead>
<tr>
<th>Data Delivery Method</th>
<th>Description</th>
</tr>
</thead>
</table>
| JSON Return          | Transfers user data from the Oracle BlueKai platform to a web page hosting a Oracle BlueKai JavaScript tag. When a qualifying user visits the page, Oracle BlueKai returns a bk_results object that contains JSON-formatted data including the segment ID and the categories that the user qualified for. The following example shows the data that is delivered into your platform (the segment ID is included in a seg_id parameter):  
```javascript
var bk_results = {
  "campaigns": [
    {
      "campaign": 45671,
      "seg_id": "2345",
      "timestamp": 1390523817,
      "categories": [
        {
          "categoryID": 17,
          "timestamp": 1390520921
        }
      ]
    }
  ],
  "timestamp": 1390523817,
  "categories": [
    {
      "categoryID": 17,
      "timestamp": 1390520921
    }
  ]
};
```

See [About the JS (JSON) Return Type](#).

### Why Become a Look-Alike Modeling Partner?

By working with Oracle BlueKai as a look-alike Modeling vendor, you become a vital part of the Oracle BlueKai 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 in our Partner Program create Oracle BlueKai-powered media offerings, and you would be listed as a technology app partner who leverages Oracle BlueKai data to inform solutions beyond ad targeting. When you become a Modeling partner in our Partner Program, you will be listed as a partner with the Modeling Oracle BlueKai Badge.

### Terminology

It's important to understand these modeling and data delivery terms. Some important terms are defined below.

#### Look-alike and Modeling Terms

- **Profile Input.** The data used to construct the model. Options vary by partner. Many use the Oracle BlueKai Exchange™. Other modelers use their own proprietary data.
  
- **Signal.** The set of data that is modeled. The audience that partners create in the Oracle BlueKai platform is considered the signal.

#### Data Delivery terms

- **SDT.** Server-side Data Transfer. One of Oracle BlueKai's data transfer methods and is a highly efficient way for you to transfer data from the Oracle BlueKai platform. The SDT method enables Oracle BlueKai to surpass any pixel capacity...
restrictions and transfer the data directly to your server – getting you more data, faster.

- **ID-swapping.** Enables partners and Oracle BlueKai to share a common ID to identify a user. This occurs on an ongoing basis by (1) the partner passing their Unique User ID (UUID) to Oracle BlueKai (2) Oracle BlueKai passing a Oracle BlueKai Unique User ID to the partner or (3) both 1 and 2. An ID swap is triggered by a user visiting partner’s pages.

- **Trigger file.** A file that accompanies a data file upload that is used either to notify Oracle BlueKai when the model vendor has completed an upload of a new data file, or to notify the model vendor when Oracle BlueKai has completed an upload of a new data file. This trigger file signals that new data is ready to be processed and includes specific instruction on processing the data.

### Look-alike Modeling Workflow

The look-alike modeling workflow encompasses various components of the Oracle BlueKai platform, including the Oracle BlueKai platform, SDT Delivery, Offline Matching, Fast Ramp and Audience Whitelisting.

The end-to-end workflow is summarized in the following table and then discussed in detail.

<table>
<thead>
<tr>
<th>Step</th>
<th>Oracle BlueKai Partner</th>
<th>Oracle</th>
<th>Modeler Vendor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The partner creates a model request in the Oracle BlueKai platform</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Oracle Sends Necessary Signal and Profile Data to Modeler</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Look-alike vendor models data</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Oracle ingests modeled data back into the Oracle BlueKai platform</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Partner creates a second data campaign using modeled segments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Oracle BlueKai Delivers Data to the Channel</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The look-alike modeling workflow steps are described in more detail here:

1. The partner creates a model request in the Oracle BlueKai platform.
   a. The partner creates an audience to be used as signal data for the look-alike model. The first step in look-alike modeling is for the partner to create the signal, which tells the look-alike model vendor what is to be modeled. In the BlueKai Exchange platform, the partner selects a combination of third-party categories and uses Boolean operators to create an audience, which is used as the signal.
   b. The partner creates a model request (with the Audience created in Step 1). After an audience has been created, the user creates a campaign. The first step in creating the campaign is to select the Modeler Campaign Type and the
model vendor. The user can specify additional options such as the Profile Input (additional data, for example), data limitations and exclusions, and the model format (top 2% or 5%, for example). These additional options are based on the modeler’s requirements.

Note: Look-alike execution documentation varies by partner. Contact Client Services for specific instructions.

2. Oracle BlueKai Sends Necessary Signal and Profile Data to Modeler
   a. Oracle BlueKai system transfers necessary data to Look-alike Modeler. After the campaign with signal data (created in Step 1.b.) is activated, Oracle BlueKai automatically starts sending the necessary Signal and Profile Data through an SDT batch file. The Signal data is transferred in one file while the profile data is transferred in another file. Along with the data, a trigger file outlining the modeled request is passed.
   b. Data is dropped hourly to look-alike vendor Oracle BlueKai SFTP location

3. The look-alike modeling vendor uses the signal and profile input to run the data model.

4. Oracle BlueKai ingests modeled data back into the Oracle BlueKai platform
   a. The Oracle BlueKai web service creates a category and required rules for requested model category ID based on Response Trigger File. Data is now in the Look-alike Vendor’s seat as the owner of the data, but Oracle BlueKai automatically whitelists the data to the partner's seat. An internal Oracle BlueKai web services writes rules to classify data coming from the trigger file. This allows Oracle BlueKai to deliver the category /user data to the channel.
   b. The partner receives notification that modeled categories are available in taxonomy. The partner is notified by email that there newly modeled categories are now available for targeting and in their taxonomy.

5. The partner can activate look-alike model on media by creating a second data campaign using the newly-created node (based on 'Modeled_Category_ID'). The partner can now reach more of their best users.

6. Now that the partner data campaign is active, Oracle BlueKai delivers look-alike users.

Data Delivery Specifications

For the automated lookalike modeling process to work, the lookalike modeling vendors must be integrated with Oracle BlueKai and correctly configured in the Oracle BlueKai platform.

Points of integration include the following:

• ID-swapping. ID-swapping is required when the modeler needs to connect Oracle BlueKai user to their User data set.

• SDT Process. The lookalike modeling vendor must be prepared for the SDT process. The process is outlined in Server Data Transfer.

• SFTP Uploading. For Oracle BlueKai to be able to ingest model data, the lookalike modeling vendor must be able to upload files to specified SFTP locations. This information is provided by an Oracle BlueKai representative.

The Data Delivery workflow is shown in two parts:

• Part 1: Oracle BlueKai sends data to Lookalike partner (on behalf of client)
Part 2: Lookalike partner sends file to Oracle BlueKai for data ingest

Part 1. Oracle BlueKai SDT Batch to Lookalike Partner (Data Delivery)

As described in Step 2 of the workflow, Oracle BlueKai creates and delivers a data delivery file to the lookalike vendor using SDT batch file. The following information included in the SDT file is described below.

In a standard integration, hourly files are dropped to a Oracle BlueKai SFTP location. These file drop locations are set up for only the vendor to access. The file is stored on the SFTP location for 30 days (or agreed-on time frame depending on the size of the file), which allows the vendor the flexibility to retrieve the file at their convenience. The file name has the Coordinated Universal Time for when the file is complete. The fields below are completely configurable by the model vendor.

<table>
<thead>
<tr>
<th>Field</th>
<th>Example</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timestamp (Date Collected)</td>
<td>&quot;1305217390&quot;</td>
<td>Timestamp of the data collection event in Coordinated Universal Time (or Universal Time, Coordinated) in seconds.</td>
</tr>
<tr>
<td>BkUUID</td>
<td>&quot;6tRenM199999/4qBn&quot;</td>
<td>Oracle BlueKai UserID</td>
</tr>
<tr>
<td>Partner ID</td>
<td>630</td>
<td>The Oracle-assigned numerical identifier for the partner.</td>
</tr>
<tr>
<td>Partner User ID</td>
<td>Format varies by partner</td>
<td>The data provider's unique user ID (as matched to the Oracle BlueKai ID)</td>
</tr>
<tr>
<td>Category ID</td>
<td>1573,1581</td>
<td>The qualifying category IDs of the Oracle BlueKai user</td>
</tr>
<tr>
<td>Hashed Site ID</td>
<td>2310</td>
<td>The site from which the category was classified.</td>
</tr>
<tr>
<td>Audience ID</td>
<td>12345</td>
<td>The Oracle BlueKai-assigned identified for the audience</td>
</tr>
<tr>
<td>Campaign ID</td>
<td>7539</td>
<td>The ID of the Oracle BlueKai data campaign</td>
</tr>
<tr>
<td>Frequency</td>
<td>87539</td>
<td>The number of times the user has been seen on the site while the cookie has been active</td>
</tr>
</tbody>
</table>

When Oracle BlueKai sends the data delivery file, it also sends a trigger file to let the vendor know that the data delivery file is ready to process, and includes details on the Profile Input. The information included in the trigger file follows:

<table>
<thead>
<tr>
<th>Field</th>
<th>Example</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model_Name</td>
<td>Verizon iPhone Converter Lookalike</td>
<td>The user-defined model name</td>
</tr>
<tr>
<td>Field</td>
<td>Example</td>
<td>Notes</td>
</tr>
<tr>
<td>------------------------</td>
<td>--------------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>File name</td>
<td>partner_siteID_2010-04-07.gz</td>
<td>The name of the data file</td>
</tr>
<tr>
<td>size</td>
<td>1108</td>
<td>The file size (refer to &quot;To Calculate the SIZE and MDSSUM Attributes&quot; in the Formatting Trigger Files section).</td>
</tr>
<tr>
<td>BKPartner</td>
<td>50</td>
<td>The Oracle BlueKai-assigned numerical identifier for the partner.</td>
</tr>
<tr>
<td>Profile_Data_BlueKai_E</td>
<td>xchange 1</td>
<td>Boolean. 0-false, 1-true</td>
</tr>
<tr>
<td>Profile_Data_1st_party</td>
<td>1, 50</td>
<td>Boolean. 0-false, 1-true followed by the partner ID</td>
</tr>
<tr>
<td>Profile_Option_to_sco</td>
<td>p 17, 27</td>
<td>Informs the model to limit category modeling to this specific set of categories.</td>
</tr>
<tr>
<td>Signal_Category_ID</td>
<td>1224</td>
<td>The categories to include in the signal</td>
</tr>
<tr>
<td>Segments_to_Exclude</td>
<td>56,45,234</td>
<td>The category IDs to exclude from the model data</td>
</tr>
<tr>
<td>Requested Model Format</td>
<td>2%,5%</td>
<td>Limits the model data to return only the top 2%, 5%, and so on. Note that a higher limit can potentially impact reach.</td>
</tr>
<tr>
<td>Desired_Live_Date</td>
<td>01/15/2013</td>
<td>The date when the partner would like the modeled data to be in the platform</td>
</tr>
<tr>
<td>Notes</td>
<td></td>
<td>In the UI the partner has 500 characters to pass any desired notes about the request. The note is passed in this field</td>
</tr>
</tbody>
</table>

Part 2. Lookalike Partner Sends Model Back to Oracle

After the lookalike vendor has created the model, it drops an offline file along with a Response Trigger File to inform Oracle BlueKai that the file is ready for processing. The file represents the user data that is compiled by the modeler and returned to Oracle BlueKai.

Technical specifications for the file including file format, size, and so on, are described in the following table:

<table>
<thead>
<tr>
<th>File Specification</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Format</td>
<td>.bz2 (.gzip also accepted)</td>
</tr>
<tr>
<td>Notes:</td>
<td></td>
</tr>
<tr>
<td>•</td>
<td>The data file must be compressed</td>
</tr>
<tr>
<td></td>
<td>Uncompressed files are rejected and deleted from the file share</td>
</tr>
<tr>
<td>Maximum File Size</td>
<td>50 GB</td>
</tr>
<tr>
<td>Note:</td>
<td>If file size is greater than 50 GB, the file can be divided into separate files, each smaller than 50 GB.</td>
</tr>
</tbody>
</table>
The structure of the offline file is simple: each row represents a record for a unique user, while the first column of the file represents the user match key. A tab delimiter is placed after the match key, followed by attribute key=value pairs with each pair delimited by a pipe '|' character. Key names should start with the 'BKPartner' that was passed in the request and then the Oracle BlueKai-specified naming convention of a 2-character string, followed by 3 digits. For example, BK111.

**Note:** Oracle assigns a naming convention to the partner.

- Use a tab delimiter to separate partner UUID from the key=value field.
- There is no restriction on number of key=value pairs for each user.
- Use the pipe character '|' as a delimiter to separate multiple key=value pairs.
- The Match Key can either be the BkUUID or the Partner User ID. BK UUID is preferred if available.
- Do not repeat user IDs in the offline file. Otherwise, the offline user attributes of the earlier user ID instance will be overwritten by the offline user attributes of latter user ID instance.
- Each new user (for example, row in the offline data file) must start with a new line.

**Notes:**

- Every attributeValue is a category and the attribute key is the parent.
- With the data file, the Lookalike Vendor must also send the Trigger file, which informs Oracle BlueKai that the data ingestion from the Data File can begin. The Trigger file contains the following information.

<table>
<thead>
<tr>
<th>Field</th>
<th>Example</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>BKPartner</td>
<td>50</td>
<td>The Oracle BlueKai-assigned numerical identifier for the partner.</td>
</tr>
<tr>
<td>Profile_Data_BlueKai_Exchange</td>
<td>1</td>
<td>Boolean. 0-false, 1-true</td>
</tr>
<tr>
<td>Profile_Data_1st_party</td>
<td>1, 50</td>
<td>Boolean. 0-false, 1-true followed by the partner ID</td>
</tr>
<tr>
<td>Profile_Option_to_scope</td>
<td>17, 27</td>
<td>Informs the model to limit category modeling to this specific set of categories.</td>
</tr>
<tr>
<td>Signal_Category_ID</td>
<td>1224</td>
<td>The categories to include in the signal</td>
</tr>
<tr>
<td>Segments_to_Exclude</td>
<td>56, 45, 234</td>
<td>The categories to exclude from the model data</td>
</tr>
<tr>
<td>Requested Model Format</td>
<td>2%</td>
<td>Limits the model data to return only the top 2%, 5%, and so on. Note that a higher limit may potentially impact reach.</td>
</tr>
<tr>
<td>Model_Name</td>
<td>Verizon iPhone Converter Lookalike</td>
<td>The user-defined model name</td>
</tr>
<tr>
<td>Attributes in File</td>
<td>BKpartner_attributeKey1=attributeValue2</td>
<td>Every attributeValue is a category and the attribute key is the parent</td>
</tr>
<tr>
<td>(key value pairs)</td>
<td>user_Count=50000</td>
<td></td>
</tr>
</tbody>
</table>
### Field | Example | Notes
--- | --- | ---
(key value pairs) | BKpartner_attributeKey2=attributeValue2 | Every attributeValue is a category and the attribute key is the parent
| user_Count=50000 | |
| Category Bleed | ={Inclusive/Exclusive} | Default is exclusive
| Value | Can be used for lookalikes internal model id | 

See Formatting Trigger Files.

### Uploading Offline Files

1. An Oracle BlueKai Solutions Consultant will provide an SFTP location, username, and password that the partner can use to securely upload their offline files to the server (upload.bluekai.com); SFTP and SCP are supported; SFTP is preferred.

2. We recommend uploading a small test offline data file that Oracle can review and provide recommended iterations to, in order to ensure the file is being sent in the proper format.

3. After Oracle has signed off on the format of the test offline data file, the partner may then upload the full production-ready offline data file.

4. After successfully uploading the full offline data file, the Model Vendor should upload the .trigger file referencing the offline data file details. If the partner is utilizing the preferred trigger file format enabling validation, Oracle will send an automatic notification of successful or unsuccessful upload to the partner.

   **Note:** If a partner is matching data for multiple clients, Oracle will create multiple subfolders on the upload server. The Model Vendor will be asked to upload data and trigger files into each of these subfolders. Vendors should not overwrite an existing offline data file after the trigger file is uploaded. If an upload is canceled, then the Vendor must re-upload using a new file name that would be listed after the previously uploaded file on the sort order. The earlier file will be automatically deleted by Oracle BlueKai.

5. The successfully uploaded offline data file is then processed. Data is parsed and saved in the Oracle BlueKai Profile Store.

6. Processed files are archived and removed from the upload server 30 minutes after processing is complete. Archives are kept for 90 days.

### Pricing Structure

The Standard Pricing Structure for Lookalike Revenue Recognition is divided among Oracle BlueKai, the modeler, profile input, and signal.

- 25% - Platform (Oracle BlueKai)
- 25% - Modeler
- 25% - Profile Input
- 25% - Signal

If Signal data is only from the advertiser, Profile Input data receives 50% of the revenue recognition.

Standard Lookalike pricing is on a CPM basis.
If the modeler uses the BlueKai Exchange data for modeling, modeler is expected to provide a billing file including: Category ID, weight, model ID.

**Note:** BlueKai Exchange data does NOT include branded data providers by default. This can be requested by the client or modeler, and can be added at the permission of the data owner.

**Why Become a Site Optimization Partner?**

Oracle BlueKai can seamlessly integrate with Site Optimization vendors to dynamically render page content off of Oracle BlueKai data, in real time for the very first event. By working with Oracle BlueKai as a site optimization vendor, you become a vital part of the Oracle BlueKai 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 in our Partner Program are listed as a technology app partner who leverages Oracle BlueKai data to inform solutions beyond ad targeting. When you become an Site Optimization partner in our Partner Program, you are listed as a partner with the Site Optimization Oracle BlueKai Badge.

The Oracle BlueKai-Site 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 Oracle BlueKai implementations on the page.
- Integration allows flexible targeting of low-level categories and pre-built custom audiences.

The remainder of this section outlines the process required for you as the Site Optimization Vendor to integrate Oracle BlueKai data into a preferred Site Optimization.

**SSO Workflow with Code Samples**

You must create a Oracle BlueKai user account and configure your account to work with the partner before the Site Optimization integration can be completed.

1. **Request Partner Seat:** Your Bluekai account manager creates a user account and corresponding company seat for you to use to set up Oracle BlueKai data campaigns. The account manager can also train you on how to use the UI.

2. **Pull Tag from UI:** When you are familiar with the Oracle BlueKai UI, you can use it to generate a JSON response tag. The JSON response tag is what most Site Optimization integrations use to return data to the SSO vendor.

3. **Configure Data Access:** The partner uses their Oracle BlueKai account to create audience segments. These segments can then be shared to your Oracle BlueKai company seat for audience targeting.

4. **Data Mapping:** Steps must be taken to ensure the proper segment mapping. Oracle BlueKai offers an Audience / Taxonomy API specifically for this purpose. Your Oracle BlueKai Account Manager can create a separate web services account and credentials for API access.

The workflow is summarized in the following table and then described in detail.
<table>
<thead>
<tr>
<th>Step</th>
<th>SSO Vendor</th>
<th>Oracle BlueKai Partner</th>
<th>Oracle</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Implements Code</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Creates data campaign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Configures campaign for SSO integration</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Verifies campaign is functioning properly and verify JSON response</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Adjusts to consume JSON and verify access and optimization of the page based on data ingestion</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Implement code.
   a. Place the JSON response tag: A single line of Oracle BlueKai code, (the Oracle BlueKai JS tag), should be placed in the <HEAD>, before all of your own Site Optimization vendor code. This ensures that Oracle BlueKai's data collection is initiated and available prior to any site optimization code rendering and decision-making. This single line of code makes a call to tags.bluekai.com and returns a JSON object named "bk_results" to the DOM.

   ```html
   <script type="text/javascript" src="http://tags.bluekai.com/site/<site>?ret=js"></script>
   ```

   | SSO_collection_code |
   | existing_head_code |

   **Hint:** Some Site Optimization Vendors may opt to place the JSON response tag from their own coded solution. This is an acceptable practice, however, 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.

   b. Place the JSON collection code: Site Optimization partner code, this is the code that is equipped to access the "bk_results" JSON object. This code should be located directly on the page and must be called after Oracle BlueKai JSON response tag.

   The following example is for a Standard SSO code integration:

   ```html
   <head>
   <script type="text/javascript" src="http://tags.bluekai.com/site/<site>?ret=js"></script>
   |$S0_collection_code|
   |existing_head_code|
   </head>
   ```

   **Hint:** Some Site Optimization Vendors are able to store Oracle BlueKai data from subsequent user visits. These vendors may opt to use Oracle BlueKai's SDT (Server Data Transfer) delivery to forgo the "tags.bluekai.com" script call on some pages. Vendors using the SDT delivery method do not have user data (1) on the first page view and (2) until an ID-Swap has taken place.

   c. Place Site Optimization conditioning code: Some vendors may require optional code to format their optimization after 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.

   **Hint:** Some Site Optimization Vendors are able to store Oracle BlueKai data from subsequent user visits. These vendors may opt to use Oracle BlueKai's SDT (Server Data Transfer) delivery to forgo the "tags.bluekai.com" script call on some pages. Vendors using the SDT delivery method do not have user data (1) on the first page view and (2) until an ID-Swap has taken place.
2. Create campaign. You or your Oracle BlueKai Account Manager can create a data campaign targeting the appropriate audience segments using the standard Oracle BlueKai UI.

**Hint:** 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 can help you configure this backend setting.

3. Site Optimization Data Configuration. When Oracle BlueKai JS tag is called, Oracle BlueKai immediately returns data to the page as an invisible object named "bk_results". This object is accessible by using JavaScript and can be used instantly in the same page view by the Site Optimization code. The data is returned in the following JSON format:

```javascript
var bk_results = {
  "campaigns": [
    {
      "campaign": [campaign_ID],
      "timestamp": [UNIX_timestamp],
      "categories": [
        {
          "categoryID": [category_ID],
          "timestamp": [UNIX_timestamp]
        }
      ]
    }
  ];
```

4. Verify Campaign. Once placed, your Oracle BlueKai Account Manager can verify the campaign is properly configured and actively sending data. After allowing 30 to 60 minutes for propagation, you can also verify campaign operation by checking the page DOM for the JavaScript variable "bk_results". Properly configured campaigns populate in the "tags.bluekai.com" response on every request.

5. Consume & Optimize! At this step in the integration, most of the coding is complete and real-time data should be flowing for Site-side Optimization. Final adjustments should be made to the JSON consumer code to ensure proper data ingest and the optimized pages should be tested to verify Site Optimization conditioning code (for seamless page presentation).

A working example of a standard Site Optimization integration can be found at http://bktesting.com/DEMO/html_js_SSO_tags.html.

### Why Become an Embedded App Partner?

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 in our integration. Automation eliminates the resources spent by both Oracle BlueKai and your teams to complete a client's integration.

Overall, unifying and automating our integrations provides the following benefits:

- Quick service data onboarding and delivery solution for clients. Clients can independently work with their data into your platform, ingest it into the Oracle BlueKai platform, and then deliver it across multiple media execution platforms with minimal wait.
• Operational efficiency. Eliminate the back-and-forth of working across multiple platforms and multiple internal teams to own the end-to-end management and access of clients’ data.

• Increased promotion in the Oracle BlueKai platform. Your logo is displayed prominently in the Oracle BlueKai platform user interface, and you 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 BlueKai platform.

Embedding Your App

To get started with becoming an embedded app partner, you work with Oracle on a technical implementation plan. The plan includes the proposed workflow, the specific cross-domain communication and API calls that need to be implemented in your app to complete the integration, and beta service endpoints.

When you are ready to deploy your app in a beta environment, contact Oracle BlueKai Support and provide the URL of your app. In the Oracle BlueKai platform beta UI, we add an entry for your app in the Oracle BlueKai menu bar and create a separate web page for hosting your app. The page includes an iFrame to embed your app (using an HTTPS domain).

After you and Oracle have successfully beta-tested the integration, the integration is deployed to the Oracle BlueKai production environment.

The following process allows a client to access and use your app in the Oracle BlueKai platform:

1. Oracle enables your data onboarding app in the client's Oracle BlueKai seat.
2. The client selects your platform from a list of Oracle BlueKai's integrated vendors, and then saves you as a vendor. This is a one-time operation.
3. The client selects an option in the Oracle BlueKai menu bar for accessing the web page hosting your app.
4. The web page opens and your app loads in the iFrame on the page.
5. Oracle BlueKai initiates client-side communication with your app using the HTML 5 window.postMessage method, which we wrap with the easyXDM cross-domain messaging library. (For more information, see http://easyxdm.net/wp/.) This triggers a sequence of string-based messages between the Oracle BlueKai platform and your app that results in the creation of a service request. A service request represents a unit of work that you do on behalf of a client.
6. The client enters their login credentials for your app.
7. The client then uses your web app in the Oracle BlueKai platform just as they would if they were directly accessing it.
8. After your app is embedded in the Oracle BlueKai platform, you can optimize it by calling the Oracle BlueKai APIs to automate common workflows on behalf of the client (for example, mapping user attributes from your platform into Oracle BlueKai categories that our mutual clients can activate).
AudienceON Reporting Integration

AudienceON is a business and operational structure that allows continuous flow of some or all of Oracle BlueKai’s data to the partner’s platform, with payment occurring upon usage of the data by the partner or its advertising client (advertiser). Benefits to the partner include:

- **More accurate data forecasting.** Forecast ad impression delivery more easily and accurately based on the amount of Oracle BlueKai data available in the partner ad platform.
- **Deeper analytics.**
  - Offer partner advertisers value-added analytics prior to running ad campaigns, highlighting which BlueKai categories might work well for the client.
  - Offer partner advertisers value-added analytics after running ad campaigns (Oracle BlueKai data-targeted or otherwise), highlighting which Oracle BlueKai categories worked well for the advertiser or would have worked well for the advertiser if Oracle BlueKai data had been used.
- **Immediate launching of ad campaigns.** Launch ad campaigns immediately without the need to build an Oracle BlueKai cookie pool (a ramp-up period is no longer an issue).
- **Easier buying.**
  - Schedule and run Oracle BlueKai data-targeted campaigns without logging in and setting up Oracle BlueKai data campaigns separately.
  - Pay for data upon usage, instead of prior to using it in an ad campaign.
  - Pay for data on a simplified CPM rate structure, making it easier to calculate final data and media cost for advertisers on a per impression basis.

See your business agreements for details about your specific reporting requirements. Note that data transfer requirements are described in *Server Data Transfer*.

This section explains the reporting process that Oracle BlueKai requires. The reporting instructions differ depending on the version of AudienceON you are using. Refer to the section that meets your needs.

**AudienceON PRO Reporting**

Because Oracle is paid on a per category, per impression basis, it is vital for the partner to provide the reporting necessary to allocate revenue back to each data category and data provider, accurately, efficiently, and in a timely manner. This section explains the reporting process that Oracle BlueKai requires when using AudienceON PRO.

**Rates and Billing**

Your rate card will be published and given to you per the provisions of your contract.

Any fluctuations in the rate card are aligned with the terms of your partner agreement, and subject to the pricing conditions of the BlueKai Marketplace.
Reporting Requirements

Provide Oracle BlueKai with an automated daily report by 8:00 AM PST.

Log in to the Oracle BlueKai SFTP server location, upload.bluekai.com. (If you do not have an account, contact your Client Services representative to request one.)

After you log in, you have SFTP access to PUT/GET/DELETE files. Upload files to the server.

Place files in an impression_logs directory inside the root directory in your SFTP account. To submit reports for multiple third-party partners, create one subdirectory for each partner. Name the subdirectories partnername_partnernID, where the partner name has spaces removed.

Provide BlueKai with tab-separated value (.tsv) files that are bzip2 compressed (.bz2). You can download the bzip2 utility from http://www.bzip.org/.

Each report must contain one impression per line; arrange columns in the order specified in the following table. For any optional fields, include empty values as placeholders. For example, to send the optional IP address field, include two blank fields for Unique Partner User ID and Media Campaign ID.

For CHAR fields, all printable ASCII characters are considered acceptable values.

<table>
<thead>
<tr>
<th>Col</th>
<th>Field</th>
<th>Description</th>
<th>Format</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Unix Time Stamp (epoch)</td>
<td>The time the impression is served</td>
<td>32-bit INT</td>
<td>1324504333</td>
</tr>
<tr>
<td>2</td>
<td>Unique Oracle BlueKai User ID</td>
<td>Oracle BlueKai Unique User ID for the synced user</td>
<td>16 CHAR</td>
<td>191991/tf68ADt/N</td>
</tr>
<tr>
<td>3</td>
<td>Oracle BlueKai Category IDs</td>
<td>Comma separated list of integers See the example below.</td>
<td>2048 CHAR, commas and numbers only</td>
<td>17,22598,34062</td>
</tr>
<tr>
<td>4</td>
<td>BK Campaign ID (required if buying non-US data)</td>
<td>Oracle BlueKai data campaign ID</td>
<td>32-bit INT</td>
<td>12345</td>
</tr>
<tr>
<td>5</td>
<td>Unique Partner User ID (optional)</td>
<td>Partner's Unique User ID, required if Oracle BlueKai's Unique User ID isn't available</td>
<td>128 CHAR</td>
<td>AAA11122233344455</td>
</tr>
<tr>
<td>6</td>
<td>Media Campaign ID (optional, subject to agreement—see section 5)</td>
<td>Advertiser Campaign ID, to be matched with optional Campaign Metadata</td>
<td>64-bit INT</td>
<td>1234567123456789</td>
</tr>
<tr>
<td>7</td>
<td>Client IP Address (optional)</td>
<td>The IP address of the user</td>
<td>Valid IP xxx.xxx.xxx.xxx</td>
<td>12.41.242.126</td>
</tr>
</tbody>
</table>

Report Naming Requirements

Name the files using the following convention:
Oracle BlueKai Category IDs

The **BlueKai Category ID** field should be populated with a list of comma-separated categories that include the overlap between the Oracle BlueKai categories targeted and the Oracle BlueKai categories in the user cookie. This method enables Oracle BlueKai to have the list of categories that enabled targeting of the user, and attribute revenue back to data providers accordingly.

The following targeting examples show how to specify the **Oracle BlueKai Category IDs** field. The examples are based on a sample user whose cookie has these categories:

- BK In-Market Autos (17)
- BK Demographic Male (22598)
- BK Demographic Age 30-39 (34062)
- BK Interest Autos (14)
- BK Geographic California (2096)

**Example #1: Simple Targeting**

Ad Campaign Targeting: BK In-Market Autos (17)

In this example, the user qualified under the single targeted category, so the list of BK Category IDs should reflect this single category. Even though the user is tagged with 4 other categories, these categories are not included in the Oracle BlueKai Category IDs list since these categories were not targeted.

Oracle BlueKai Category IDs to be included in the log data: 17

**Example #2: Boolean Logic Targeting with single OR category match, where only one category is in the user's cookie**

Ad Campaign Targeting: BK In-Market Autos (17) OR BK In-Market Retail (18)

Since In-Market Retail is not in the user's cookie, it was not actually targeted for this user and should be omitted.

Oracle BlueKai Category IDs to be included in the log data: 17

**Example #3: Boolean Logic Targeting with single AND category match**

Ad Campaign Targeting: BK In-Market Autos (17) AND BK Demographic Male (22598)

The user qualified for targeting because both categories are in the user cookie, so both categories should be included in the log data.

Oracle BlueKai Category IDs to be included in the log data: 17,22598

**Example #4: Boolean Logic Targeting with AND and OR Boolean logic**

Ad Campaign Targeting: BK In-Market Autos (17) AND [BK Geographic California (2096) OR BK Geographic New York (2125)]

In this more complicated targeting example, the user qualified for targeting based on two of the categories: BK In-Market Autos and BK Geographic California. Since BK
Geographic New York is not in the user's cookie, it was not targeted for this user and should be omitted.

Oracle BlueKai Category IDs to be included in the log data: 17,2096

**Example #5: Boolean Logic Targeting with a single NOT category match**

Ad Campaign Targeting: BK In-Market Autos(17) NOT BK Demographic Female(22599)

Since the user cookie contains In-Market Autos, the reporting should include the category in the user's cookie.

Oracle BlueKai Category IDs to be included in the log data: 17

**Example #6: Boolean Logic Targeting with multiple OR category match**

Ad Campaign Targeting: BK In-Market Autos (17) AND [BK Demographic Male (22598) OR BK Demographic Age 30-39 (34062)]

Here the user matches BK In-Market Autos and needs to match only BK Demographic Male or BK Demographic Age 30-39 to qualify for targeting, but happens to match both. In this case, all three categories should be included in the list of BK Category IDs.

Oracle BlueKai Category IDs to be included in the log data: 17,22598,34062

**Example #7: Targeting with non-Oracle BlueKai data sources**

Ad Campaign Targeting: BK In-Market Autos (17) OR non-BK Data Source In-Market Autos

In this case, include the impression in reporting to Oracle only if the targeted BK data is in the user's cookie. Also, exclude any non-Oracle BlueKai data source category IDs from the list of BK Category IDs.

Possible Outcome #1 - Oracle BlueKai Category IDs to be included in the log data: 17
Possible Outcome #2 - Impression is not included in reporting because a non-BK data source was used to target the user.

**Example #8: Targeting with non-Oracle BlueKai data sources, Boolean OR**

Ad Campaign Targeting: BK In-Market Autos (17) AND [BK Demographic Male (22598) OR non-BK Data Source Male]

Continue to exclude any non-Oracle BlueKai data source category IDs from the list. Some impressions have more categories than others.

Oracle BlueKai Category IDs to be included in the log data: 17,22598

Note: If the user did not have the BK Demographic Male tag, and the user qualified for targeting using non-BK Data for gender, then the Oracle BlueKai Category IDs list would be: 17.

**Example #9: Targeting with non-Oracle BlueKai data sources with AND**

Ad Campaign Targeting: BK In-Market Autos (17) AND non-BK Data Source Male

Continue to exclude any non-Oracle BlueKai data source category IDs from the list.

Oracle BlueKai Category IDs to be included in the log data: 17
Optional Reporting Requirements – Campaign Metadata

Optionally, campaign metadata can be made available to partners in a separate JSON-formatted report log that includes a Media Campaign ID field file (subject to agreement with Oracle BlueKai). These fields enable the data usage and billing information to be organized according to the advertiser and media campaign.

The following table describes the metadata fields and the specific formatting requirements.

<table>
<thead>
<tr>
<th>Required Entries</th>
<th>Description</th>
<th>Format</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertiser Name (Metadata)</td>
<td>Name of end advertiser</td>
<td>128 CHAR</td>
<td>My Advertiser Name</td>
</tr>
<tr>
<td>Advertiser ID (Metadata)</td>
<td>ID of end advertiser</td>
<td>64-bit INT</td>
<td>1111111</td>
</tr>
<tr>
<td>Media Campaign Name (Metadata)</td>
<td>Name of media campaign where data is used</td>
<td>128 CHAR</td>
<td>Fall Branding Campaign</td>
</tr>
<tr>
<td>Media Campaign ID (Metadata)</td>
<td>ID of media campaign where data is used</td>
<td>64-bit INT</td>
<td>1234567123456789</td>
</tr>
</tbody>
</table>

If the Campaign Metadata report is supplied, it should be in JSON format. The following example shows the format of this report.

Note that the order of the fields in the Campaign Metadata file JSON does not need to match the order of the fields in the example:

```json
{
  bk_aon_metadata:
    campaign:[
      {
        ad_campaign_id:98765,
        ad_campaign_name:'advertiser x - spring launch',
        advertiser_id:6789,
        advertiser_name:'advertiser x',
      },
      {
        ad_campaign_id:98777,
        ad_campaign_name:'advertiser y - q4',
        advertiser_id:6790,
        advertiser_name:'advertiser y',
      }
    ]
}
```

AudienceON Lite Reporting (Version 1.0)

This section explains the reporting process that Oracle BlueKai requires when using AudienceON Lite Version 1.0.

Rates and Billing

Your rate card is either the Oracle BlueKai Standard Rate Card or the rate card established in your contract with Oracle.

Any fluctuations in the rate card are aligned with the terms of your partner agreement, and subject to the pricing conditions of the BlueKai Marketplace.
Reporting Requirements

Oracle is paid on a per-use basis; therefore, the partner must provide the reporting required to allocate revenue back to each data category and to data providers accurately, efficiently, and in a timely manner.

The partner agrees to provide Oracle with a daily or monthly report in tab-separated values format (.tsv), due by the 5th day of the following month for AudienceOn Lite Monthly, or within two days of data usage for AudienceOn Lite Daily.

The following table describes the required columns and ordering for the TSV file. For columns marked optional, you must include blank values if you are not reporting on them. For example, if you are not reporting the Vendor Segment ID, but you are targeting a specific Device Type such as mobile users, insert blank values for column 6 and enter the report device type in column 7.

<table>
<thead>
<tr>
<th>Col</th>
<th>Entries</th>
<th>Required/ Optional</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Month</td>
<td>Required</td>
<td>For AudienceOn Lite Monthly, the month when impressions occurred (in YYYY-MM format). For AudienceOn Lite Daily, the day when the impressions occurred (in YYYY-MM-DD format).</td>
</tr>
<tr>
<td>2</td>
<td>Partner ID</td>
<td>Required</td>
<td>Your Oracle BlueKai Partner ID.</td>
</tr>
<tr>
<td>3</td>
<td>Impressions</td>
<td>Required</td>
<td>Number of impressions for the indicated list of category IDs or Vendor Segment ID, Device Type, and Country.</td>
</tr>
<tr>
<td>4</td>
<td>CPM</td>
<td>Optional</td>
<td>Cost per thousand impressions for the impressions and categories targeted. The default is rate card.</td>
</tr>
<tr>
<td>5</td>
<td>Category IDs</td>
<td>Required</td>
<td>Comma-separated list of Oracle BlueKai Category IDs.</td>
</tr>
<tr>
<td>6</td>
<td>Campaign ID</td>
<td>Optional</td>
<td>The ID of a single Oracle BlueKai campaign targeting the Oracle BlueKai categories specified in row 5.</td>
</tr>
<tr>
<td>7</td>
<td>Device Type</td>
<td>Required</td>
<td>The device type for the impressions. Acceptable values are: mobile, online.</td>
</tr>
<tr>
<td>8</td>
<td>Advertiser ID</td>
<td>Optional</td>
<td>The Client/Channel ID of the advertiser.</td>
</tr>
<tr>
<td>9</td>
<td>Advertiser Name</td>
<td>Optional</td>
<td>The name of the advertiser purchasing the data.</td>
</tr>
<tr>
<td>10</td>
<td>Media Cost</td>
<td>Optional</td>
<td>The cost of the media associated with the targeted data.</td>
</tr>
</tbody>
</table>

Report Naming Requirements

Save the file using the following naming convention:

AudienceON-partnerID-monthly|daily.yyyy_mm_dd
**partnerID.** The unique ID associated with your Oracle BlueKai partner seat.

**yyyy_mm_dd.** The final date within the date range of the report.

**monthly|daily.** The report type.

For example, if partner 1234 is reporting their data usage for July 5th on a daily basis, the file name would be: `AudienceON-1234-daily.2014_07_05`. If the same partner is reporting their data usage for July 31st on a monthly basis, the file name would be: `AudienceON-1234-monthly.2014_07_31`.

**Sending your Report to Oracle**

To send your report files to Oracle, send an email to your Account Manager with your daily or monthly data usage report attached.

**AudienceON Lite Reporting (Version 2.0)**

This section explains the reporting process that Oracle BlueKai requires when using AudienceON Lite Version 2.0.

**Rates and Billing**

Your rate card is either the Oracle BlueKai Standard Rate Card or the rate card established in your contract with Oracle.

Any fluctuations in the rate card are aligned with the terms of your partner agreement, and subject to the pricing conditions of the BlueKai Marketplace.

**Reporting Requirements**

Oracle is paid on a per-use basis; therefore, the partner must provide the reporting required to allocate revenue back to each data category and to data providers accurately, efficiently, and in a timely manner.

The partner agrees to provide Oracle with a daily or monthly report in tab-separated values format (.tsv), due by the 5th day of the following month for **AudienceOn Lite Monthly**, or within two days of data usage for **AudienceOn Lite Daily**.

The following table describes the required columns and ordering for the TSV file. For columns marked optional, you must include blank values if you are not reporting on them. For example, if you are not reporting the Vendor Segment ID, but you are targeting a specific Device Type such as mobile users, insert blank values for column 6 and enter the report device type in column 7.

<table>
<thead>
<tr>
<th>Col</th>
<th>Entries</th>
<th>Required/ Optional</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Month</td>
<td>Required</td>
<td>For <strong>AudienceOn Lite Monthly</strong>, the month when impressions occurred (in YYYY-MM format). For <strong>AudienceOn Lite Daily</strong>, the day when the impressions occurred (in YYYY-MM-DD format).</td>
</tr>
<tr>
<td>2</td>
<td>Partner ID</td>
<td>Required</td>
<td>Your Oracle BlueKai Partner ID.</td>
</tr>
<tr>
<td>3</td>
<td>Impressions</td>
<td>Required</td>
<td>Number of impressions for the indicated list of category IDs or Vendor Segment ID, Device Type, and Country.</td>
</tr>
</tbody>
</table>
## Report Naming Requirements

Save the file using the following naming convention:

**AudienceON-partnerID-monthly|daily.yyyy_mm_dd**

- **partnerID**: The unique ID associated with your Oracle BlueKai partner seat.
- **yyyymmdd**: The final date within the date range of the report.
- **monthly|daily**: The report type.

For example, if partner 1234 is reporting their data usage for July 5th on a daily basis, the file name would be: **AudienceON-1234-daily.2014_07_05**. If the same partner is reporting their data usage for July 31st on a monthly basis, the file name would be: **AudienceON-1234-monthly.2014_07_31**.

### Sending your Report to Oracle

To send your report files to Oracle, send an email to your Account Manager with your daily or monthly data usage report attached.

**AudienceON Lite Reporting V3.0.2 for Buyer Upload**

This section explains the reporting process that Oracle BlueKai requires when using **AudienceON Lite Version 2.0**. Refer to related business agreements for all reporting requirements.

### Rates & Billing

Your rate card is either the Oracle BlueKai Standard Rate Card or the rate card established in your contract with Oracle.

---

<table>
<thead>
<tr>
<th>Col</th>
<th>Entries</th>
<th>Required/ Optional</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>CPM</td>
<td>Optional</td>
<td>Cost per thousand impressions for the impressions and categories targeted. The default is rate card.</td>
</tr>
<tr>
<td>5</td>
<td>Category IDs</td>
<td>Required</td>
<td>Comma-separated list of Oracle BlueKai Category IDs.</td>
</tr>
<tr>
<td>6</td>
<td>Campaign ID</td>
<td>Optional</td>
<td>The ID of a single Oracle BlueKai campaign targeting the Oracle BlueKai categories specified in row 5.</td>
</tr>
<tr>
<td>7</td>
<td>Country ID</td>
<td>Optional (default is all)</td>
<td>The ISO 2-letter country code of the country where the data transaction occurred.</td>
</tr>
<tr>
<td>8</td>
<td>Device Type</td>
<td>Required</td>
<td>The device type for the impressions. Acceptable values are: mobile, online.</td>
</tr>
<tr>
<td>9</td>
<td>Advertiser ID</td>
<td>Optional</td>
<td>The Client/Channel ID of the advertiser.</td>
</tr>
<tr>
<td>10</td>
<td>Advertiser Name</td>
<td>Optional</td>
<td>The name of the advertiser purchasing the data.</td>
</tr>
<tr>
<td>11</td>
<td>Media Cost</td>
<td>Optional</td>
<td>The cost of the media associated with the targeted data.</td>
</tr>
</tbody>
</table>
Any fluctuations in the rate card are aligned with the terms of your partner agreement, and subject to the pricing conditions of the BlueKai Marketplace.

**Reporting Requirements**

Oracle is paid on a per-use basis; therefore, the partner must provide the reporting required to allocate revenue back to each data category and to data providers accurately, efficiently, and in a timely manner.

The partner agrees to provide Oracle with a daily or monthly report in tab-separated values format (.tsv), due by the 5th day of the following month for **AudienceOn Lite Monthly**, or within two days of data usage for **AudienceOn Lite Daily**.

The following table describes the required columns and ordering for the TSV file. For columns marked optional, you must include blank values if you are not reporting on them. For example, if you are not reporting the Vendor Segment ID, but you are targeting a specific Device Type such as mobile users, insert blank values for column 6 and enter the report device type in column 7.

<table>
<thead>
<tr>
<th>Col</th>
<th>Entries</th>
<th>Required/ Optional</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Month</td>
<td>Required</td>
<td>For <strong>AudienceOn Lite Monthly</strong>, the month when impressions occurred (in YYYY-MM format). For <strong>AudienceOn Lite Daily</strong>, the day when the impressions occurred (in YYYY-MM-DD format).</td>
</tr>
<tr>
<td>2</td>
<td>Partner ID</td>
<td>Required</td>
<td>Your Oracle BlueKai Partner ID.</td>
</tr>
<tr>
<td>3</td>
<td>Impressions</td>
<td>Required</td>
<td>Number of impressions for the indicated list of category IDs or Vendor Segment ID, Device Type, and Country.</td>
</tr>
<tr>
<td>4</td>
<td>CPM</td>
<td>Optional</td>
<td>Cost per thousand impressions for the impressions and categories targeted. The default is rate card.</td>
</tr>
<tr>
<td>5</td>
<td>Category IDs</td>
<td>One of columns 5-8 is required. You must include column 5, 6, 7, or 8 in your report. Typically, you would provide column 3. If you prefer to provide column 6, 7, or 8, check with your Account Manager to verify that this is supported for your integration.</td>
<td>Pipe-separated list of BlueKai Category IDs targeted in the audience segment.</td>
</tr>
<tr>
<td>6</td>
<td>Campaign ID</td>
<td>See entry for column 5.</td>
<td>The ID of a single Oracle BlueKai campaign targeting the Oracle BlueKai categories specified in row 5.</td>
</tr>
<tr>
<td>7</td>
<td>Audience ID</td>
<td>See entry for column 5.</td>
<td>The ID of the single Oracle BlueKai audience targeting the Oracle BlueKai categories specified in row 5.</td>
</tr>
<tr>
<td>Col</td>
<td>Entries</td>
<td>Required/ Optional</td>
<td>Description</td>
</tr>
<tr>
<td>-----</td>
<td>--------------------------</td>
<td>--------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>8</td>
<td>Vendor Segment ID</td>
<td>See entry for column 5.</td>
<td>The ID of the single vendor segment ID targeting the Oracle BlueKai categories specified in row 5. When using Audience Injection, you have the option to provide the Vendor Segment ID instead of Category IDs. If provided, Category IDs are not required.</td>
</tr>
<tr>
<td>9</td>
<td>Country ID</td>
<td>Required (as of 6/1/2015).</td>
<td>The ISO 2-letter country code of the country where the data transaction occurred.</td>
</tr>
<tr>
<td>10</td>
<td>Device Type</td>
<td>Required</td>
<td>The device type for the impressions. Acceptable values are: m (mobile), o (online).</td>
</tr>
<tr>
<td>11</td>
<td>AgencyID</td>
<td>Required</td>
<td>The ID of the agency.</td>
</tr>
<tr>
<td></td>
<td>if AgencyName is available.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>AgencyName</td>
<td>Optional</td>
<td>The name of the agency.</td>
</tr>
<tr>
<td>13</td>
<td>Advertiser ID</td>
<td>Optional</td>
<td>The Client/Channel ID of the advertiser.</td>
</tr>
<tr>
<td>14</td>
<td>Advertiser Name</td>
<td>Optional</td>
<td>The name of the advertiser purchasing the data.</td>
</tr>
<tr>
<td>15</td>
<td>PartnerCampaignID</td>
<td>Required</td>
<td>The campaign ID of the partner.</td>
</tr>
<tr>
<td></td>
<td>if PartnerCampaignName is available.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>PartnerCampaignName</td>
<td>Optional</td>
<td>The name of the partner.</td>
</tr>
<tr>
<td>17</td>
<td>Media Cost</td>
<td>Optional</td>
<td>The cost of the media associated with the targeted data.</td>
</tr>
</tbody>
</table>

**Report Naming Requirements**

Save the file using the following naming convention:

**AudienceON-partnerID-monthly|daily.yyyy_mm_dd**

- **partnerID**: The unique ID associated with your Oracle BlueKai partner seat.
- **yyyy_mm_dd**: The final date within the date range of the report.
- **monthly|daily**: The report type.

For example, if partner 1234 is reporting their data usage for July 5th on a daily basis, the file name would be: **AudienceON-1234-daily.2014_07_05**. If the same partner is reporting their data usage for July 31st on a monthly basis, the file name would be: **AudienceON-1234-monthly.2014_07_31**.

**Sending your Report to Oracle**

To send your report files to Oracle, send an email to your Account Manager with your daily or monthly data usage report attached.
User Data API

You can use the BlueKai User Data API to programmatically onboard your user data into the BlueKai platform and deliver it back out to your site using a Server-side API. After you perform an ID swap on a user, you can call the User Data API to import their attributes. Your transferred user data is secured on an Oracle BlueKai server, which functions as your Cloud Profile Store. You can then call the User Data API any time to:

- Onboard additional user data
- Get the categories users have in their online profile based on their encrypted BlueKai unique user identifier (BKUUID), Partner-based ID (PUUID), Mobile Advertising ID (idfa or adid), or BlueKai statistical data (mobile users)
- Get their extended user attributes (for example, the last time they were tagged with a category, the number of times they’ve been tagged with the category, and your UUID for the user).

Getting Your Web Service User Key

Calls to the User Data API must be authenticated using your Web Service User Key. This key is also known as the Web Service Authentication Key or Oracle BlueKai User Identifier (bkuid). You pass your bkuid and the request signature as arguments when you make calls to the User Data API. A provided code example shows how to authenticate your requests.

To get your Web Service User Key:

1. Send a request to your Account Manager for access to the Web Service Key Tool. Oracle BlueKai creates a new Web Services API user account for you.
3. Click Tools, and then click the Web Service Key Tool link. The tool displays your Web Service User Key (bkuid).
4. Click Show Private Key to display your Web Service Authentication Key (bksecretkey). The User Data API uses this key and an HMACSHA256 encryption algorithm to generate your message signature.

See also User Data API Python Code Sample.

API Endpoint and Parameters

To send or get data using the User Data API, you specify the source or destination of the user data, optionally the data center used for your ID swaps, your site ID, and the API version.

http://api.tags.[datacenter].bluekai.com/getdata/<siteID>/<version>/...

For example:

With data center: http://api.tags.dal.bluekai.com/getdata/14811/v1.2/...
Without data center: http://api.tags.bluekai.com/getdata/14811/v1.2/ ...

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
</table>
| datacenter | The datacenter (or colocation center) used to process your request. This may be one of the following values: dal, snv, or wdc. Specifying the data center is optional; however, it ensures that you get the fastest response to your request. If you don’t specify the datacenter in the URL, the Oracle BlueKai web service will attempt to find the user on the local data center. If it does not find the user, the web service will send out two simultaneous requests to the other two data centers. The process of locating the user on the correct server may take up to 200 milliseconds. 

**Note:** You can include the $COLO macro in your ID swap responses to get the data center that was used for the ID swap. |
| siteID | Required. The unique site identifier generated when you created your Oracle BlueKai container (for example, 14811).  
• If you are sending data to Oracle BlueKai, 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 BlueKai, the specified site ID must be in the pixel URL of the campaign targeting the user. |
| version | The User Data API version; this value is always 1.2. |

### Common Request Parameters

These parameters are applicable to both send and get requests unless stated otherwise.

**Note:**  
Make sure you use URL encoding in your requests, such as %2B for a plus (+) or %3D for an equals sign (=). We show URL encoding in example requests.

<table>
<thead>
<tr>
<th>Name</th>
<th>Users</th>
<th>ID Type</th>
<th>DataType</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>bksig</td>
<td>Users</td>
<td>string</td>
<td>Required. The message signature you generate when authenticating your request.</td>
<td></td>
</tr>
<tr>
<td>bkuid</td>
<td>Desktop and mobile</td>
<td>BKUUID (primary ID)</td>
<td>string</td>
<td>Required. Your Web Service User Key.</td>
</tr>
<tr>
<td>userid</td>
<td>The encrypted BlueKai UUID that was returned by the ID swap. This field is not required if you are passing your partner-based UUID (puserid).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Users</td>
<td>ID Type</td>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>-------------------</td>
<td>--------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>puserid</td>
<td>Desktop and mobile</td>
<td>PUUID (secondary ID [linked to BKUUID])</td>
<td>Your partner-based UUID (PUUID) for the user.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Important Note:</strong> The <strong>pfield</strong> is required for passing PUUIDs ID swapped using phints.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>If you are passing <code>puserid(s)</code> that have been ID swapped with BlueKai via phints (for example, you use the BlueKai CoreTag to ID swap with BlueKai), you must do the following in order to use your <code>puserid(s)</code> for sending and getting user data:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>1.</strong> In the <strong>pfield</strong> parameter, enter the type of key (fieldname) associated with the <code>puserid</code> you are passing. The <strong>pfield</strong> is used to uniquely identify your <code>puserid(s)</code> in the BlueKai platform.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>2.</strong> Contact your BlueKai Account Manager to enable your <strong>pfield</strong> in the BlueKai system.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>If you pass a phint-swapped <code>puserid</code> in the the User Data API without a <strong>pfield</strong> or with one that has not been enabled in the BlueKai system, you will get a 404 error.</td>
<td></td>
</tr>
<tr>
<td>idfa</td>
<td>iOS mobile app users</td>
<td>IDFA (primary ID)</td>
<td><strong>Required.</strong> The Identifier for Advertising (IDFA) of the iOS device. Passing the <strong>idfa</strong> enables you to send and get the data linked to this mobile advertising ID, which operates in a primary ID space (the data you are sending or getting is not linked to a BKUUID).</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• If you pass the <strong>idfa</strong>, you do not need to pass the <code>userid</code> or <code>puserid</code>. If you pass both an <strong>idfa</strong> and <code>userid/puserid</code>, the user will be looked up based on the <strong>userid/puserid</strong>.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• If you pass both the <strong>idfa</strong> and the <strong>user agent/ip address</strong>, the user will be looked up based on the <strong>idfa</strong>.</td>
<td></td>
</tr>
<tr>
<td>adid</td>
<td>Android mobile app users</td>
<td>AdId (primary ID)</td>
<td><strong>Required.</strong> The Google Advertising ID (adid) of the Android device. Passing the <strong>adid</strong> enables you to send and get the data linked to this mobile advertising ID, which operates in a primary ID space (the data you are sending or getting is not linked to a BKUUID).</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• If you pass the <strong>adid</strong>, you do not need to pass the <code>userid</code> or <code>puserid</code>. If you pass both an <strong>adid</strong> and <code>userid/puserid</code>, the user will be looked up based on the <strong>userid/puserid</strong>.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• If you pass both the <strong>adid</strong> and the <strong>user agent/ip address</strong>, the user will be looked up based on the <strong>adid</strong>.</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Users</td>
<td>ID Type</td>
<td>DataType</td>
<td>Description</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------</td>
<td>----------------------------------</td>
<td>--------------</td>
<td>------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>useragent</td>
<td>Mobile users</td>
<td>Statistical ID (primary ID)</td>
<td>string string</td>
<td>Required. The user agent and IP address of the mobile device. Passing the useragent and ipaddress on mobile users enables you to send and get the user's data via their BlueKai statistical ID, which operates in a primary ID space (the data you are sending or getting is not linked to a BKUUID). If you pass the useragent and ipaddress, you do not need to pass the userid or puserid.</td>
</tr>
<tr>
<td>ipaddress</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>phint</td>
<td></td>
<td>string</td>
<td></td>
<td>Applicable for SEND requests only. List of user attributes (categories) to tag the user with. The maximum number of phints you can pass is restricted by the maximum size of the HTTP GET request, which is 2,048 bytes. Syntax: phint1=&lt;newCategory1=&lt;newValue1&amp;phint 2=&lt;newCategory2=&lt;newValue2 Example: phint=favfootballteam=Bengals&amp;phint=favbaseballteam=Dodgers</td>
</tr>
</tbody>
</table>
| filterbycamp | Collection of integers, separated by commas |                               |              | Applicable for GET requests only. List of campaign IDs separated by commas. 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.  
- If the value of this field is empty, you will receive all the categories associated with all of your campaigns.  
- If you set the target field to 0, this field has no functionality.  
- If you specify a campaign ID that is not yours or if the campaign ID does not exist, it is ignored. |
| target       | int         |                                   |              | Applicable for GET requests only. By default, this flag is set to 1, which means user targeting (winning campaigns and and returning user categories) is enabled. To disable user targeting users and not return any user categories, set this flag to 0. |

Response Parameters

This table describes the JSON-formatted data included in User Data API responses.
<table>
<thead>
<tr>
<th>Field</th>
<th>Type</th>
<th>Description / Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>status</td>
<td>integer</td>
<td>Response status code.</td>
</tr>
<tr>
<td>msg</td>
<td>string</td>
<td>The description of the status.</td>
</tr>
<tr>
<td>userid</td>
<td>string</td>
<td>The encrypted BlueKai UUID for the user. This field is only returned if you included it in the request.</td>
</tr>
<tr>
<td>puserid</td>
<td>string</td>
<td>Your Partner-based UUID for the user. This field is only returned if you included it in the request.</td>
</tr>
<tr>
<td>pfield</td>
<td>string</td>
<td>The type of key associated with the Partner-based UUID you passed in the puserid field. This field is only returned if you included it in the request.</td>
</tr>
<tr>
<td>categories</td>
<td>list</td>
<td>The list of categories the user has been tagged with. This field includes three attributes: id, count, and lastmodified.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• id: The category ID within the BlueKai Taxonomy.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• count: The number of times the user has been tagged with this category.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• lastmodified: The date/time the user was tagged with this category (in seconds since the epoch UTC).</td>
</tr>
</tbody>
</table>

**Response Examples**

If your request is successful, you receive JSON-formatted data that includes a list of any new qualifying category IDs the user was tagged with.

**Successful With Categories**

```json
{
    "status": 200,
    "msg": "ok",
    "userid": "<BlueKai_UUID>",
    "puserid": "<Partner_UUID>",
    "categories": [
        {
            "id": 123,
            "count": 1,
            "lastmodified": 1342722630
        },
        {
            "id": 323,
            "count": 3,
            "lastmodified": 1342722400
        }
    ]
}
```

**Successful Without Categories**

```json
{
    "status": 200,
    "msg": "ok",
    "userid": "ABCD",
    "puserid": "XYZ123",
```
Send Data on a User Using BKUUID or PUUID

To onboard data for a user (desktop or mobile), the query string must include the following parameters: encrypted BlueKai UUID (userid) or your partner-based UUID (puserid) for the user and your pfield, your Web Service User Key (bkuid), the request signature (bksig), and the phints for classifying the desktop user.

Syntax

```
http://api.tags[.datacenter].bluekai.com/getdata/<site ID>/<version>?
userid=<encrypted bkuuid> | 
puserid=<uuid>&pfield=<keyType>&bkuid=<bkuid>&bksig=<bksig>&phint=<category1>=<value>&phint=<category2>=<value>
```

Example Requests

Parameter values are shortened for readability.

**Send Data Using BKUUID:**

This request passes the BKUUID and tags the user with their favorite sports teams.

```
http://api.tags.snv.bluekai.com/getdata/12345/v1.2?userid=3PR/ea1b2c3Oubkuuid=alb2c3d6hd43&sbsig=uAb3hQoU6%2BkDJ7%2BC0Y5c %3D&phint=favfootballteam=Bengals&phint=favbaseballteam=Dodgers
```

**Send Data Using PUUID:**

This request passes the PUUID and tags the user with their favorite sports teams.

```
http://api.tags.snv.bluekai.com/getdata/12345/v1.2?puserid=12345&pfield=id&bkuid=a1b2c343&bksig=uBa1b2c3oU6%2BkDaN%2BCoYDC5c %3D&phint=favfootballteam=Bengals&phint=favbaseballteam=Dodgers
```

**Send Data Using Mobile Advertising ID passed as PUUID:**

These requests pass a Mobile Advertising ID as the PUUID and tag the user with their favorite coffee drink. To do this, you pass the Mobile Advertising ID in the `puserid` field and the ID type (for example, `idfa` or `adid`) in the `pfield`. In this case, the Mobile Advertising ID is operating in a secondary ID space, which means that the data you are onboarding is linked to a BKUUID.

```
http://api.tags.snv.bluekai.com/getdata/12345/v1.2?puserid=NA1B2C3t/BCA1C2Lju&pfield=idfa&bkuid=alb2c3b43&sbsig=uV2G4bEeU6%2BkCD37%2BCx0Y5c %3D&phint=favoriteCoffee=mintMojito
```
**Mobile Advertising IDs and Keys**

This table lists the mobile advertising IDs that you can pass in the `pfield` parameter.

<table>
<thead>
<tr>
<th>Mobile Advertising ID Type</th>
<th>Key (pfield)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IDFA</td>
<td>idfa</td>
</tr>
<tr>
<td>IDFA (SHA-1)</td>
<td>idfasha1</td>
</tr>
<tr>
<td>IDFA (MD5)</td>
<td>idfamd5</td>
</tr>
<tr>
<td>Android ID (SHA-1)</td>
<td>androididsha1</td>
</tr>
<tr>
<td>Android ID (MD5)</td>
<td>androididmd5</td>
</tr>
<tr>
<td>Google Advertising ID</td>
<td>adid</td>
</tr>
<tr>
<td>Google Advertising ID</td>
<td>adidsha1</td>
</tr>
<tr>
<td>Google Advertising ID (SHA-1)</td>
<td>adidsha1</td>
</tr>
<tr>
<td>Google Advertising ID (MD5)</td>
<td>adidmd5</td>
</tr>
</tbody>
</table>

See User Data API Endpoint and Parameters, Common Request Parameters, and User Data API Response Parameters.

**Send Data on a Mobile App User Using Mobile Advertising ID in Primary ID Space**

To onboard data for a mobile app user using their Mobile Advertising ID, the query string must include the following parameters: IDFA (`idfa`) or Google Advertising ID (`adid`), your Web Service User Key (`bkuid`), the request signature (`bksig`), and the `phints` for classifying the mobile user.

**Syntax**

```
http://api.tags.datacenter.bluekai.com/getdata/<site ID>/<version>?idfa=<IDFA>|
adid=<Google Ad Id>&bkuid=<bkuid>&bksig=<bksig>&phint=<category1>=<value>&phint=<category2>=<value>
```

**Example Request**

This request passes the mobile user IDFA and tags the user with smartphone attributes. Parameter values are shortened for readability.
Send Data for a Mobile User Using Statistical ID

To onboard data for a mobile user using their Oracle BlueKai statistical ID, the query string must include the following parameters: user agent (useragent), ip address (ipaddress), your Web Service User Key (bkuid), the request signature (bksig), and the phints for classifying the mobile user.

Syntax

http://api.tags.[.datacenter].bluekai.com/getdata/<site ID>/<version>?
useragent=<user agent>&ipaddress=<ip address>&bkuid=<bkuid>&bksig=<bksig>&phint=<category1>=<value>&phint=<category2>=<value>

Note:

Tips for retrieving the user agent:

- In a mobile web environment (m.com), you must retrieve the user agent from the current default browser.
- In a mobile app environment, you must open a Webview and retrieve the user agent from it.

Example Request

This request passes the user's user agent and IP address, and tags the mobile user with smartphone attributes, using their Oracle BlueKai statistical ID. Parameter values are shortened for readability.

http://api.tags.snv.bluekai.com/getdata/14811/v1.2?useragent="Mozilla/5.0 (Windows NT 6.0) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/38.0.2125.111 Safari/537.36"&ipaddress=107.201.105.65&bkuid=a1b2c307dc643&bksig=c3b2a1oU6%2BCh57%2BCh5sJ7I5c%3D&phint=smartphone=iphone6&phint=color=gold

See also User Data API Endpoint and Parameters, Common Request Parameters, and User Data API Response Parameters.
Get Data on a User Using BKUUID or PUUID

To get data for a user (desktop or mobile), the query string must include the following parameters: encrypted BlueKai UUID (userid) or your partner-based UUID (puserid) for the user, the campaign IDs (filterbycampids) if you want to return a specific set of campaigns (instead of all the campaigns), your Web Service User Key (bkuid), and the request signature (bksig).

Syntax

http://api.tags[.datacenter].bluekai.com/getdata/<site ID>/<version>?
userid=<encrypted bkuuid>| puserid=<puuid>[&pfield=<ID Key>]
[&filterbycampids=<campaignID_1>, <campaignID_2>,
<campaignID_n>]&bkuid=<bkuid>&bksig=<bksig>

Example Requests

Parameter values are shortened for readability.

Get Data Using BKUUID:

This request passes the user's BKUUID and gets the categories that they qualified for in a single specific campaign.

http://api.tags.snv.bluekai.com/getdata/12345/v1.2?userid=1AB/efruu&filterbycampids=12345&bkuid=aab2c679c7923&bksig=a1b2c3cduA6%2BA1B7%2Ba1Y5c%3D

Get Data Using PUUID:

This request passes the user's PUUID and gets the categories they qualified for in a single specific campaign.

http://api.tags.snv.bluekai.com/getdata/12345/v1.2?puserid=12345&pfield=id&filterbycampids=54321&bkuid=a1b2c36643&bksig=b2a1c3aU6%2Bx1v%2Balc4o0c%3D

Mobile Advertising IDs and Keys

This table lists the mobile advertising IDs that you can pass in the pfield parameter:

<table>
<thead>
<tr>
<th>Mobile Advertising ID Type</th>
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<tr>
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<td>IDFA (SHA-1)</td>
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<td>idfamd5</td>
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<td>androididsha1</td>
</tr>
<tr>
<td>Android ID (MD5)</td>
<td>androididmd5</td>
</tr>
<tr>
<td>Google Advertising ID</td>
<td>adid</td>
</tr>
</tbody>
</table>
Get Data on a Mobile App User Using Mobile Advertising ID in Primary ID Space

This request gets a mobile app user's data using their Mobile Advertising ID.

Syntax

http://api.tags[.datacenter].bluekai.com/getdata/<site ID>/<version>

Example Request

Syntax:

http://api.tags[.datacenter].bluekai.com/getdata/<site ID>/<version>?idfa=<IDFA>|adid=<Google Ad Id>[&filterbycampids=<campaignID_1>, <campaignID_2>, <campaignID_n]&bkuid=<bkuid>&bksig=<bksig>

Example:

This request passes the mobile user's IDFA and gets the categories they qualified for in a single specific campaign. Parameter values are shortened for readability.

http://api.tags.snv.bluekai.com/getdata/1234/v1.2?idfa=A140TY3/AmOvfYLju&bkuid=a3c2be643&bksig=Az6cdu%kN87%2Brio2D5c%3D

See also User Data API Endpoint and Parameters, Common Request Parameters, and User Data API Response Parameters.

Get Data on a Mobile User Using Statistical ID

To get a mobile user's data using their Oracle BlueKai statistical ID, the query string must include these parameters: user agent (useragent), IP address (ipaddress), the campaign IDs (filterbycampids) if you want to return a specific set of campaigns (instead of all the campaigns), your Web Service User Key (bkuid), and the request signature (bksig).

Syntax

http://api.tags[.datacenter].bluekai.com/getdata/<site ID>/<version>?useragent=<user agent>&ipaddress=<ip address>&filterbycampids=<campaignID_1>, <campaignID_2>, <campaignID_n>&bkuid=<bkuid>&bksig=<bksig>

See also User Data API Endpoint and Parameters, Common Request Parameters, and User Data API Response Parameters.
Note:

Tips for retrieving the user agent:

- In a **mobile web** environment (m.com), you must retrieve the user agent from the current default browser.
- In a **mobile app** environment, you must open a Webview and retrieve the user agent from it.

Example Request

This request passes the mobile user's user agent and IP address and gets the categories they qualified for in a single specific campaign. Parameter values are shortened for readability.

```plaintext
```

See also **User Data API Endpoint and Parameters**, **Common Request Parameters**, and **User Data API Response Parameters**.

Send and Get Data on a User

This example request targets a user and gets the categories they qualified for in a single specific campaign. Parameter values are shortened for readability.

```plaintext
http://api.snv.bluekai.com/getdata/12345/v1.2?userid=1a2/c3b2a1Ou&filterbycampids=12345&bkuid=a1b2c3f72593&bksig=c3b1a2Ps%3D&phint=favfootballteam=Bengals&phint=favbaseballteam=Dodgers
```

See also **User Data API Endpoint and Parameters**, **Common Request Parameters**, and **User Data API Response Parameters**.

API Python Code Sample

The following Python script demonstrates how to generate the authentication signature, construct the User Data API request URL, and make the HTTP call to Oracle BlueKai.

This table lists the required fields and syntax for running this script for desktop, mobile, and mobile app users.
<table>
<thead>
<tr>
<th>User</th>
<th>ID Type</th>
<th>Fields</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop or Mobile</td>
<td>BKUUID</td>
<td>siteid, userid, phint (send), campids (get), target (send), bkuid, bksecretkey</td>
<td><code>./userDataApi.py -s &lt;siteid&gt; -u &lt;userid&gt; -n &lt;phint&gt; -c &lt;campids&gt; -t &lt;target&gt; -b &lt;bkuid&gt; -k &lt;bksecretkey&gt;</code></td>
</tr>
<tr>
<td>Desktop or Mobile</td>
<td>PUUID</td>
<td>siteid, puserid, pfield, phint (send), campids (get), target (send), bkuid, bksecretkey</td>
<td><code>./userDataApi.py -s &lt;siteid&gt; -p &lt;puserid&gt; -f &lt;pfield&gt; -n &lt;phint&gt; -c &lt;campids&gt; -t &lt;target&gt; -b &lt;bkuid&gt; -k &lt;bksecretkey&gt;</code></td>
</tr>
<tr>
<td>Mobile</td>
<td>Statistica ID</td>
<td>siteid, userAgent, ipaddress, phint (send), campids (get), target (send), bkuid, bksecretkey</td>
<td><code>./userDataApi.py -s &lt;siteid&gt; -a &quot;&lt;useragent&gt;&quot; -i &lt;ipaddress&gt; -n &lt;phint&gt; -c &lt;campids&gt; -t &lt;target&gt; -b &lt;bkuid&gt; -k &lt;bksecretkey&gt;</code></td>
</tr>
<tr>
<td>Mobile App</td>
<td>IDFA</td>
<td>siteid, idfa, phint (send), campids (get), target (send), bkuid, bksecretkey</td>
<td><code>./userDataApi.py -s &lt;siteid&gt; -e &lt;idfa&gt; -n &lt;phint&gt; -c &lt;campids&gt; -t &lt;target&gt; -b &lt;bkuid&gt; -k &lt;bksecretkey&gt;</code></td>
</tr>
<tr>
<td>Mobile App</td>
<td>AdID</td>
<td>siteid, adid, phint (send), campids (get), target (send), bkuid, bksecretkey</td>
<td><code>./userDataApi.py -s &lt;siteid&gt; -d &lt;adid&gt; -n &lt;phint&gt; -c &lt;campids&gt; -t &lt;target&gt; -b &lt;bkuid&gt; -k &lt;bksecretkey&gt;</code></td>
</tr>
</tbody>
</table>

**Code Sample**

```python
#!/usr/local/bin/python2.7
import os
import sys
import string
import urllib
```

Chapter 5
API Python Code Sample
import urllib2
import cookielib
import urlparse
import hashlib
import hmac
import base64
import calendar
import datetime

# right now the script only makes request to the SNV colo to make calls to other colos replace
# in below url snv by three letter colo string
serviceUrl1 = 'http://ps1001.snv.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; rv1.9.1) Gecko/20090624 Firefox/3.5"}
httpStr="GET"
def usage():
    print "These are the usage functions:\n"
    print 'Usage-1: ' + sys.argv[0] + ' -s <sideid> [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 separted 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 + 'bksecret=' + 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:
    ['siteid=', 'bkuid=', 'bksecretkey=','userid=','puserid=','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 ('-l', '--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:])
Oracle BlueKai FAQs

We've compiled a list of our most frequently asked questions for each of the offerings in our platform, and grouped by them by offering.

Topics:
- Oracle BlueKai Platform/Exchange FAQs
- Server Data Transfer FAQs

Oracle BlueKai Platform/Exchange FAQs

These questions and answers contain information about the Oracle BlueKai platform and its components.

Integration

**Does Oracle BlueKai support any integrations with ad verification, ad viewability, or ad rating technologies (such as Nielsen OCR, comScore AdMetrix)? Which ones?**

Oracle BlueKai is a fully media-agnostic platform that enables successful ad verification through premium high-performing audience data. Our aggregated segments have proven for several clients to perform the best in terms of percent accuracy versus other panel-based audience verification tools.

Oracle has successfully run tests, or is in the process of running tests, for data verification with Nielsen OCR, comScore vCE and Korrelate. We support integrations with any ad rating, ad viewability or ad verification technology, and have enabled this service through our platform for a number of our Agency clients.

Categories and Data Types

This section contains frequently asked questions about the types of data that Oracle BlueKai sells and classifies under high-level nodes in the taxonomy.

**How does Oracle BlueKai ensure data quality?**

Oracle BlueKai has a highly-specialized Classification team of taxonomists made up of individuals with graduate degrees in Information Management.

Oracle BlueKai employs a double-human verification process where two taxonomists individually inspect every raw key/value pair passed to the Oracle BlueKai system to ensure that the data being passed is of proper format.

The Oracle BlueKai Classification team also checks every key/value pair to ensure it does not contain any Personally Identifiable Information (PII) or anything we deem to be sensitive data, such as data related to medical conditions, violence, drugs, sex, and so on. After each key/value pair has passed through this stringent double-human verification process, the Oracle BlueKai taxonomist writes a classification rule for the
information to insert the data into its proper data category in the Oracle BlueKai taxonomy, and/or the partner's taxonomy.

On average, how many categories does a unique user belong to?

We see 750 million unique users per month with an average of 10-15 attributes per user.

How long after a user qualifies for a category will that category last in their cookie?

Categories are stored per user for 90 days. This is the legally allowed time limit. It is also a rolling 90 day period. For example, if a user is tagged with an attribute on day 1 and has no activity for 90 days, then on day 90 they are removed from our system; but if the user is back online on day 2 then the activity counter resets.

What is the data recency if set to "all"?

A data recency of "all" means that you are targeting all users that have been tagged with an attribute for the last 90 days.

As a data buyer, how are users qualified for 1st-party categories?

When a user visits one of your pages, that user is tagged with all qualifying sellable categories, based on the classification work we performed on your site. The user is tagged with categories all the way up the taxonomy tree branch. For example, if a user is on a page for Honda Accord they are tagged with the category IDs for "Accord," "Honda," and "In-Market Autos."

Can you explain the different types of data in the various categories and verticals?

You can also review a description of any category by pointing your cursor over the category in the tree in the Category Selection Tools. A brief description of the category appears in the Category Information box.

See also Categories in the BlueKai Marketplace.

How can I find a Category ID?

On the Create Audience page, locate the category in the taxonomy in the Category Selection Tools. Point your cursor over the category; the Category ID appears in the upper right corner of the Category Information box on the right side of the page.

What is the difference between Interest and In-Market data?

We differentiate between In-Market and Interest data by looking at the kinds of pages and actions available to a user on a website, not according to the number of times they view a relevant page.

A user is classified into In-Market when they do the following:

- Navigate to a product page where they can add-to-cart or purchase the product
- Configure a product (such as entering dates and locations of a vacation package, selecting trim options for a car)
- Calculate or request a quote
- Enter specific search for a product (for example, search by price or model)
- Comparison shop
• Search for nearby dealers or store locations
• Search for coupons or discounts
• Search for coupons or discounts
• Check sale details for a product, such as delivery charges, taxes or rebates
• Bid in an online auction for a product

In practice we differentiate between In-Market and Interest by looking at the kinds of pages and actions available to a user on a website, not according to the number of times they view a relevant page.

A user is classified into Interest when they do the following:
• Read blogs or articles
• Read reviews about product on a site where they aren't able to enact any of the intent actions of an In-Market user
• Read news about a product
• Surf a fan or hobby site

**When I buy Intent data, is there any overlap with branded data?**

Yes, but the overlap is minimal (about 10-20% depending on the segment). However, if you buy the segments together in an ORed campaign, our system de-duplicates the data for you.

See also **Creating an Audience**.

**How is the branded data category determined?**

The Branded Data category is modeled from offline and online data. Branded data providers do not provide insight into their modeling methodology, which is proprietary information. You can view a description of the Branded Data category by pointing your cursor over the Branded Data category and viewing the description in the Category Information box.

**How is branded data transferred if it is from offline sources?**

Branded data is transferred the same way we transfer our online data providers; we are integrated with our branded data providers and they provide us user attributes, which we then categorize to populate into our taxonomy.

**Why should I also buy my branded data from Oracle BlueKai?**

The Oracle BlueKai platform provides a few key advantages:
• We de-duplicate all users in a data campaign
• We allow clients to leverage data across the entire purchase funnel
• Our platform allows you to throttle data recency

**How are custom categories made?**

Custom categories are generated from a variety of Oracle BlueKai categories, including In-Market and Interest. If there are additional categories you want to supplement a custom category with (for example, Superbowl watcher and NFL ticket owners), you can always add categories to the segment in your audience.

**What is Oracle BlueKai's best-performing data?**
Oracle BlueKai enables the consumption of a variety of data types for various targeting needs, from lifestyle through intent; the best way to see what data correlates strongly with advertisers’ high-value users is to leverage the Oracle BlueKai Audience Analytics.

**Do Oracle BlueKai segments overlap with other targeting techniques? Could a marketer target the same person twice?**

A user in an Oracle BlueKai list could possibly overlap with a user on other targeting techniques (that is, users from other data providers or users from remarketing lists). That is going to be dependent on whether a user we tag also gets tagged by other data providers or remarketing lists. This might be prevented if you have the ability to de-duplicate users across targeting techniques or data sources. Oracle BlueKai de-duplicates users in its own network.

**Are advertisers or clients bidding on the same audience?**

Companies using Oracle BlueKai – even competitors in the same industry – won’t be buying the same users unless they purchase the exact same segments in our system. One company could be buying In-Market, while another could be buying categories from our branded data providers, while another could be buying a Demographic audience. Because Oracle BlueKai has such a large variety of categories, it is not too common for separate buyers to be purchasing the exact same category composition.

**Are the In-Market Report and the Audience Discovery Report the same thing?**

The In-Market Report indexes an advertiser’s audience against all Oracle BlueKai data. In-Market Report tags (known as performance pixels) are separate from the Oracle BlueKai taxonomy; however, they effectively measure indices the same way as the Audience Discovery Report. An Audience Discovery Report provides the same indices; however, it provides this insight in real-time. The Audience Discovery Report shows indices from one Oracle BlueKai segment (in addition to the advertiser’s own audience) against another Oracle BlueKai segment.

If you use Oracle BlueKai as a data provider, you can effectively get the In-Market insights through the Audience Discovery Report.

**How do I choose between two segments that are similar, but may be from different data sources?**

Most of the time marketers choose both segments, particularly for demographic data. Some clients want to buy only data from specific branded providers that they trust or have used before, so they can choose one.

**Premium Demographic FAQs**

**Is premium demographic data more expensive than demographic data?**

No. Today, premium demographic data costs exactly the same as demographic data.

**What was the methodology for qualifying premium demographic data?**

**Phase 1.**

Oracle ran a series of tests with our unbranded and branded data categories.

From those tests we picked the branded data providers who scored the equivalent of 80% or above in terms of correctly targeting an in-target demographic segment when media was run against the audience.
Phase 2.

The Oracle Data Science team ran "consensus" testing, to understand where there was consensus from multiple data providers on the demographic profile of a user's cookie.

After doing this testing against all the users in the Exchange that had gender tags, the cookies were sorted into high-confidence and low-confidence interval levels.

**What does "high-confidence" mean vs "medium-confidence"?**

High-confidence: Users with multiple (2 or more) data providers indicating category and no other data provider giving conflicting info.

Medium-confidence: Users with a single data provider indicating category and no other data provider giving conflicting info.

**How does Oracle BlueKai maintain the Premium data categories?**

Oracle performs quarterly testing to maintain data performance and iterative enhancements. This is done with the help of clients who are willing to provide reporting.

**Bid Guidance**

Review the FAQs here if you are unsure how to proceed or place bids for your data campaign. You can also refer to topics around editing your bid price in the BlueKai Exchange documentation.

**How do I determine my initial bid for a campaign?**

We typically recommend a bid that is 20% above the floor price, and then advise you to check daily efficiency a week later. If you decide that you need more stamps to meet campaign impression goals, increase your bid to get more stamps.

**How does the auction work? What can I expect to pay?**

The Oracle BlueKai auction is a Second Price auction, meaning that buyers place their "Max Bid" in the system, however, when they win the right to cookie or "stamp" a user, Oracle BlueKai reduces the price to 10% above the next highest bidder in the auction. For example, if Buyer A bid $0.004 per stamp and ranked first and Buyer B bid $0.003 per stamp and ranked second, Buyer A would pay $0.0033 per stamp ($0.003 + (10% * $0.003)). See also Managing a Data Campaign.

**Campaign Set Up**

For questions about setting up your data campaign in Oracle BlueKai, review the FAQs here, as well as the BlueKai Exchange documentation.

**How many segments do advertisers typically purchase to ensure they are getting scale?**

It varies, but advertisers typically purchase segments that are 1 million unique users or more in size. Depending on the size of the category, it is possible to spend $10k a month on data (a category with a size of 10 million should get to $10k spend in data).

**If I select a top-level category for my audience, does that include categories underneath the top level?**
Yes. For example, if you select an Oracle BlueKai segment like In-Market > Retail > Cell Phones & Plans, it includes In-Market > Retail > Cell Phones & Plans > Accessories, In-Market > Retail > Cell Phones & Plans > Devices, and so on.

**Do broader or more granular nodes perform better?**

It really depends on the advertiser, creative, campaign goals, and other campaign factors. However, in general, the more granular nodes are hitting a more selective target and will perform better. Selecting granular nodes, though, strongly reduces your reach. We recommend testing both and finding a balance between performance and reach that works for your media campaign.

**Can I build complex segments?**

Yes, Oracle BlueKai supports Boolean logic. You have the ability to AND or OR segments when defining your audience.

**Can I exclude a data provider from a campaign because of competitive concerns?**

Yes. Although we don't disclose our source data providers, if you send us a list of providers that would cause issues, we can remove those sources if we happen to work with them.

**How can I pace my campaign?**

Oracle BlueKai offers a variety of pacing types to best suit your needs:

- No pacing
- by Budget
- by Stamps

You can also specify the time period over which your pacing type is distributed:

- by Day
- over the lifetime of the campaign

As a best practice, if you are buying data on a cost-per-stamp (CPS) basis, we recommend that you choose some type of pacing so that your initial data purchase is not larger than you budgeted, or expected.

Also, even though a campaign stops running when it is out of budget, you should use campaign pacing to dictate the delivery of your campaign; don't rely on a $0 budget for stopping your campaign delivery.

See [Managing a Data Campaign](#).

**How can I pass parameters from the Oracle BlueKai pixel to a tag being passed on each fire?**

To access a key value pair passed in on the page view in tag you have scheduled, you would use our $URL_ENCODED_ARG macro, placed wherever in the pixel you want the value. For example if you are passing in phints like:

- phint Cat4=Shoes
- phint Brand=null
- phint Cat2=Ties
- phint Model=null
“$URL_ENCODED_ARG(cat4)” would resolve to “Shoes” when the pixel fires and so on.

**What’s the difference between Blanket and Normal campaign types?**

A Blanket campaign type enables you to buy a wide range of data attributes on a user. For example, if you are selecting In-Market Autos, a Normal campaign type sends only the fact that a user is In-Market for Autos—that is, only the specific taxonomy node you selected. If you select a Blanket campaign type, you would receive any data attribute under In-Market Autos that the user qualifies for (that is, Make/Model/Type-level data). Keep in mind that you are charged for every piece of data we send, so Blanket is not recommended unless you have a way to ingest and leverage all of the granular data you are getting.

**Campaign or Stamp Delivery**

Some of the most common questions surround delivery after a campaign is active. Review the FAQs here to make sure your campaign is set up for success.

**What is a stamp?**

A stamp effectively means a pixel load. More specifically, a stamp is a single data attribute, (or “data category”) that is passed to some location. Most of the time, this is a single-pixel URL that fires to a browser cookie that maps to a single data campaign from Oracle BlueKai. However, if Oracle BlueKai were to pass multiple data attributes or categories in the same pixel call, then that would count as multiple stamps. So if Oracle BlueKai passed two data attributes in the same pixel call, that would be considered as two stamps.

**I’m not getting any delivery on a campaign, what do I do?**

There can be a number of reasons that your campaign is not getting any stamps. Check these things before reaching out to your account manager:

**Does the order have any budget left?**

**Is the campaign live?**

**Is the pixel active?**

See [Data-Driven Media Campaign Management Troubleshooting Checklist](#).

**Why did my campaign run out of budget in the first day of the campaign?**

You did not set any pacing for the campaign. Update the campaign settings to include pacing and set either a budget or stamp threshold for each day. This ensures delivery of stamps for the duration of the campaign.

**Can I add to my budget after campaigns are active?**

Yes, you can add budget to your orders if campaigns are active. If you want to add more money to your budget, remember that the budget total is what you change. For example, if you want to add $10,000 to your budget, add $10,000 to the existing total---don't change the budget to $10,000.

**How can I get more stamps?**

Increase your bid, or increase the size of your audience. In the Exchange Report, you can determine your rank in the auction and the corresponding eligible population. Both of these are tied to your bid and increasing your bid will improve your rank and increase the stamps you are eligible for.
How can I determine how many stamps I need to deliver a certain amount of impressions?

Use the Campaign Planning Tool to view the estimated number of impressions that would be delivered over the entire duration of the campaign, based on the audience you have defined. In the tool, use the Reach tab to make adjustments to ad recency and frequency capping to make sure that the number of estimated impressions allows you to reach your campaign goals. See Strategy and Tips for Creating an Audience in the Audience Creator.

How often do users clear their Oracle BlueKai cookie?

Generally, 50% of unique users clear their cookie every two months. This is why it is important to keep your data on users refreshed!

I have stamp pacing set to 1,000 stamps per day and a high bid, why is my campaign not winning any cookies?

It is not winning cookies because the pacing is too low. Increase the stamp delivery pacing.

Is there a limit to how much data I can receive?

You can increase the amount of data you're getting by increasing your bid, but we are limited the physical scarcity of pixel fires. If data is transferred browser-side, instead of server-to-server, we are limited by the number of pixels we can physically fire.

How can I determine how many more stamps I can win if I increase my bid?

Oracle BlueKai does not offer an explicit bid guidance tool; however, by analyzing the Eligible Population and Available Inventory in the Exchange Report, you can begin to extrapolate how much more volume you win by increasing your bid price going forward. This does not allow you to look back historically to know how much more data you could have won, but analyzing these metrics gives you a sense for how bid increases can impact data volume.

Why are ads in our campaigns getting delivered only in certain browsers?

All Oracle BlueKai targeting is cookie-based, and is therefore unique to a specific browser. For example, if a user is categorized into the Oracle BlueKai “In-Market Auto” category on Firefox, ads targeting autos would appear on Firefox but not on other browsers--unless that user was also categorized into an "In Market Auto" category in another browser. Oracle BlueKai is not able to match a user across different browsers.

How can I diagnose problems?

See Data-Driven Media Campaign Management Troubleshooting Checklist.

Reports and Reporting

When is the best time to pull a report for yesterday's data?

Because our data updates occur overnight and finish approximately by 9 AM Pacific Time, the best time to pull a report for yesterday's data is generally after 9 AM Pacific Time.

When is the cutoff time for data from yesterday to be finalized or reconciled?

This depends on the type of data - IMR is updated around 4 AM Pacific Time, DNR is updated similarly, but RADS data (supporting ADR and inventory reach) finishes updating ~9 AM Pacific Time.
Why is there a discrepancy in data between a report pulled at different times, or from the API?

The reason for the discrepancy is that daily negative transactions are computed during the night. Negative transactions look for redundant stamp delivery to the client and credit the client for those cases (for example, the browser did not set cookies properly, the transaction did not go through, users with immutable cookies). This is only for exchange reports metrics: $spent (we credit back), #stamps (we adjust down according to the redundancy found), auction rank (according to stamps credited back to the client).

Data-Driven Media Campaign Management Troubleshooting Checklist

If you have problems when managing campaigns, you can use the suggestions in this checklist to find solutions.

This table can help you diagnose campaign problems.

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### Server Data Transfer FAQs

These questions and answers can help you better understand Server Data Transfer.

#### 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 Server-side Data Transfer (SDT)?

Oracle BlueKai uses the pixel URL as an identifier to trigger a server-to-server response. Oracle BlueKai looks for and matches on a defined pattern from the buyer to initiate a server-side data transfer (we regex the pixel). 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, Oracle BlueKai enables you to provide clients with a pixel exactly like the current pixel transfer workflow for use in the Oracle BlueKai system.

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</table>
When Oracle BlueKai sees a pixel that matches with a defined SDT format, Oracle BlueKai automatically uses SDT.

**Can the ID-swap pixel be placed in an iFrame?**

Yes.

**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 or GET 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 or GET. 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 can contain one or more category IDs.

**Do you re-send all of the segments for a user with every POST or GET?**

No, we send a partial update. Only 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?**

Oracle BlueKai sends the data to only one endpoint. You typically parse the data, as needed, based on the Campaign ID and/or the Pixel URLs that are returned in the JSON POST or GET. 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 Oracle BlueKai? 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, Oracle BlueKai deletes all category-level information about that user in its profile store and persists the opt out with an 'ignore flag' stored server-side. Oracle BlueKai may also store the users' opt out status as a cookie in users' browser cache. After an opt out has propagated through the system, Oracle BlueKai will no longer transmit any information, including opt out status, about that user.
# Glossary

This glossary defines commonly-used terms in Oracle BlueKai.

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Values</th>
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<tbody>
<tr>
<td><strong>Action Rate</strong></td>
<td>Shows the response rate of users moving from Segment A to Segment B. Calculation is 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.&lt;br&gt;CALCULATED AS follows:&lt;br&gt;(Segment A [ AND ] Segment B) / Segment A,a/k/a(From [ AND ] To) / From</td>
<td>Boolean (true</td>
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<tr>
<td><strong>Active</strong> (campaign)</td>
<td>A campaign status that indicates that stamps are currently being delivered and budget is allocated through an order.</td>
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<tr>
<td><strong>Active</strong> (order)</td>
<td>An order for which data campaigns are receiving data and budget remains.</td>
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<tr>
<td><strong>Ad recency</strong></td>
<td>Specifies how long a stamp should be eligible to be targeted in a campaign. Recommended value of 30 days.</td>
<td>1-90, All</td>
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<td><strong>AlwaysOn</strong></td>
<td>See AudienceON Reporting Integration.</td>
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<tr>
<td><strong>Archived</strong></td>
<td>A campaign or audience status that indicates that the campaign or audience has reached its end date and is no longer receiving stamps, or for an audience, that it is no longer used in campaigns.</td>
<td>String, possible values:&lt;br&gt;• IDLE&lt;br&gt;• ACTIVE&lt;br&gt;• ARCHIVED</td>
</tr>
<tr>
<td><strong>Attribute</strong></td>
<td>A specific data element associated with a User or Location (that is, a User can have two attributes (paper, ink) that all belong to one category, In-Market Retail &gt; printers. Additionally the User would have the “Printer” attribute and would appear in a lookup of all Users in the “Printer” category). Also known as Data Unit, Element.</td>
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<tr>
<td><strong>Audience</strong></td>
<td>The definition and number of targeted users in a campaign that is established by selecting and combining various categories to create segments, and then using Boolean (AND, OR, NOT) operators to combine segments.</td>
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</tr>
<tr>
<td><strong>Audience Discovery Report</strong></td>
<td>A report for both advertiser and data buyers that helps identify Oracle BlueKai categories that are highly-correlated to a defined audience.</td>
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<td><strong>Audience Grant ID</strong></td>
<td>A Oracle BlueKai-generated identification number for an audience sharing permission event.</td>
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<td>Term</td>
<td>Definition</td>
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<tr>
<td>Audience ID</td>
<td>A Oracle BlueKai-generated identification number for an audience.</td>
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<tr>
<td>Audience Injection</td>
<td>Method used by Oracle BlueKai to create a partner’s targeting segment objects using the partner's API. This allows a User to create their audience in the Oracle BlueKai platform and also have it loaded and mapped in the partner's platform.</td>
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<tr>
<td>AudienceON</td>
<td>A business and operational structure that allows continuous flow of some or all of the Oracle BlueKai data to the partner’s platform, with payment occurring upon usage of the data by the partner or its advertising client, the Advertiser.</td>
<td></td>
</tr>
<tr>
<td>Audience Uniques</td>
<td>The estimated number of users in that audience that are tagged with the corresponding Oracle BlueKai category for the last 30 days.</td>
<td>Integer</td>
</tr>
<tr>
<td>Auto Withdraw</td>
<td>An indicator that a shared audience is to be automatically withdrawn by a specified date.</td>
<td>Boolean</td>
</tr>
<tr>
<td>Available Inventory</td>
<td>The 30-day inventory or reach that was potentially available for this campaign on that date.</td>
<td></td>
</tr>
<tr>
<td>Average Rank</td>
<td>The campaign’s average rank for winning an auction.</td>
<td></td>
</tr>
<tr>
<td>Average Cum. Stamps</td>
<td>The total number of stamps passed from the start of the campaign until yesterday, plus 1/2 of the current day's delivery.</td>
<td></td>
</tr>
<tr>
<td>B2B</td>
<td>Business-to-business. A data type composed of users that are occupationally similar.</td>
<td></td>
</tr>
<tr>
<td>Bid ($)</td>
<td>The amount a partner is willing to pay to win a unique user cookie/stamp in a data campaign. Typically an amount in the thousandths of a dollar (for example, $0.003).</td>
<td>Number</td>
</tr>
<tr>
<td>Blanket</td>
<td>A campaign type in which you can buy a wide range of data attributes on a user, not just the specific taxonomy node you selected. You can receive any data attribute that the user qualifies for, but you are charged for each piece of data Oracle BlueKai sends.</td>
<td></td>
</tr>
<tr>
<td>Blanket targeting</td>
<td>The targeting method for applying the Blanket campaign type. The targeting method for applying the Blanket campaign type.</td>
<td><strong>Inclusive</strong>: includes ALL categories a user qualifies for</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Exclusive</strong>: Excludes top-level category a user qualifies for</td>
</tr>
<tr>
<td>Oracle BlueKai Authentication ID</td>
<td>Application user ID used for authentication when making the API calls. API.TAGs code uses @bkauthid to identify which partner's system is calling.</td>
<td>String, required</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
<td>Values</td>
</tr>
<tr>
<td>----------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td><strong>Oracle BlueKai</strong></td>
<td>Authentication method. Current value is HMAC-SHA1. If the value of this parameter is empty, the API defaults it to &quot;HMAC-SHA1&quot;. For version 1.1 of the API only, permissible values for this parameter are &quot;&quot; or &quot;HMAC-SHA1&quot;&quot;</td>
<td>string, optional</td>
</tr>
<tr>
<td><strong>Signature Method</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Signature Version</strong></td>
<td>Signature version. Current version is 1. If the value of this parameter is empty, the API defaults it to &quot;1&quot;. For version 1.1 of the API only, the permissible values for this parameter are &quot;&quot; or &quot;1&quot;.</td>
<td>integer, optional</td>
</tr>
<tr>
<td><strong>Timestamp</strong></td>
<td>The client machine's timestamp, in UNIX timestamp format. Please note we expect client machines to be synchronized with our machines with regard to the time. If the difference between the time stamp specified in the request and the current time stamp on a Oracle BlueKai server is greater than 15 minutes, the API returns a &quot;request expired&quot; error.</td>
<td>datetime, required</td>
</tr>
<tr>
<td><strong>Uniques</strong></td>
<td>The estimated total number of Oracle BlueKai unique users in a category across the entire BlueKai Exchange for the last 30 days. Also expressed as Oracle BlueKai total reach for the category.</td>
<td></td>
</tr>
<tr>
<td><strong>User ID</strong></td>
<td>A unique, anonymized identification for a Oracle BlueKai user.</td>
<td>String</td>
</tr>
<tr>
<td><strong>Branded</strong></td>
<td>A data type in which users represent a range of lifestyle, shopping, geography, or demo segments sorted by branded sources.</td>
<td></td>
</tr>
<tr>
<td><strong>Budget</strong></td>
<td>The amount of dollars allocated to an order.</td>
<td>Number (double--floating point)</td>
</tr>
<tr>
<td><strong>budgetSpent</strong></td>
<td>The amount of dollars in an order that have already been spent.</td>
<td>Number (double - floating point)</td>
</tr>
<tr>
<td><strong>Campaign</strong></td>
<td>The Oracle BlueKai instructions for delivering user data to the partner.</td>
<td>String</td>
</tr>
<tr>
<td><strong>Campaign ID</strong></td>
<td>A Oracle BlueKai-generated identification number assigned to a campaign.</td>
<td>number (integer)</td>
</tr>
<tr>
<td><strong>Campaigns</strong></td>
<td>A list of campaigns, present only if a partner owns the audience. (for Reading/Listing only in Audience web service).</td>
<td>Array of objects with following key values: name - string campaignId - integer (present if partner owns campaign) partnerId - integer (present if partner does not own campaign)</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
<td>Values</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Campaign status</strong></td>
<td>Determines the ability of the campaign to deliver stamps; campaign must be in an Active state.</td>
<td>String, possible values:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• IDLE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• ACTIVE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• ARCHIVED</td>
</tr>
<tr>
<td><strong>Campaign type</strong></td>
<td>Determines the method of selling data attributes for a given user.</td>
<td>String, possible values:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• NORMAL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• BLANKET</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Requires blanketIncludeTopNodes? =true-Boolean</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BULK</td>
</tr>
<tr>
<td><strong>Category</strong></td>
<td>A collection of users that have a specific attribute, which is identified by the name of the category.</td>
<td>List</td>
</tr>
<tr>
<td><strong>Category ID</strong></td>
<td>A Oracle BlueKai-specified number associated with each category in the taxonomy.</td>
<td>number</td>
</tr>
<tr>
<td><strong>Category transfer method</strong></td>
<td>The method of transferring a winning stamp in an auction to the partner.</td>
<td>String, possible values:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• WIN_ONCE_PER_UU</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• WIN_MULTIPLE_ONCE_PER_REQUEST</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• WIN_MULTIPLE_PER_REQUEST</td>
</tr>
<tr>
<td><strong>CC email</strong></td>
<td>An email address with which a shared audience notification is shared.</td>
<td>String</td>
</tr>
<tr>
<td><strong>Click-through rate</strong></td>
<td>Also known as CTR. A metric used to determine the success of an online advertising campaign. Determined by dividing the number or clicks on ad by the impressions (clicks / impressions=CTR).</td>
<td></td>
</tr>
<tr>
<td><strong>Combined Reach</strong></td>
<td>The size of your audience based on the categories, segments, and Boolean operators you used to build the audience.</td>
<td>Integer</td>
</tr>
<tr>
<td><strong>Container</strong></td>
<td>The Javascript dropped on the page that controls firing of pixels associated with a unique Container ID. Also known as a wrapper.</td>
<td></td>
</tr>
<tr>
<td><strong>Conversion</strong></td>
<td>The act of a unique visitor performing a desired or specified action by the marketer (for example, click, views, purchases).</td>
<td></td>
</tr>
<tr>
<td><strong>Cost-per-acquisition</strong></td>
<td>Also known as CPA. The cost of obtaining a conversion, click, or search. Expressed as ad spend/ [number of impressions x click-through rate x conversation rate]. For example, if you spent $100 for the campaign, resulting in 10,000 impressions, and you had a 5 percent click-through rate, and 20 percent of those 5 percent converted to paying customers. The CPA would be $100/[10,000 x .05 x .20] = $1.00.</td>
<td></td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
<td>Values</td>
</tr>
<tr>
<td>-----------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td>Cost-per-click</td>
<td>Also known as CPC. The amount paid by an advertiser to obtain a click on their online advertisement.</td>
<td></td>
</tr>
<tr>
<td>Cost-per-mille</td>
<td>Also known as CPM, or cost-per-thousand. The cost per 1000 views of an add. Calculated as total cost/audience or impressions x 1000. For example, ((10,000/3,000,000) \times 1000 = 3.33).</td>
<td></td>
</tr>
<tr>
<td>Cost-per-stamp</td>
<td>Also known as the CPS. The amount paid by an advertiser, agency, or network to obtain a unique user or cookie.</td>
<td></td>
</tr>
<tr>
<td>Count</td>
<td>Number of times the user has been tagged with a category.</td>
<td>Integer</td>
</tr>
<tr>
<td>Country</td>
<td>Optional parameter in the Campaign web service, which can be used to specify country-specific Segment Reach Information.</td>
<td>string, allowed values:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ALL US AU CA GB GER ESP NL MX IT FR BR AR RU NZ JP CL</td>
</tr>
<tr>
<td>Country ID</td>
<td>Optional parameter in the Segment Reach/Inventory web service, which can be used to specify country-specific Segment Reach information.</td>
<td>-1 All</td>
</tr>
<tr>
<td></td>
<td>Country ID</td>
<td>1 US</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 Australia</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3 Canada</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 Great Britain/UK</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5 German</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 Spain</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7 Netherlands</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8 Mexico</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9 Italy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10 France</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11 Brazil</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 Argentina</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18 Russia</td>
</tr>
<tr>
<td></td>
<td></td>
<td>19 New Zealand</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20 Japan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>21 Chile</td>
</tr>
<tr>
<td>CPA</td>
<td>See Cost-per-acquisition.</td>
<td></td>
</tr>
<tr>
<td>CPC</td>
<td>See Cost-per-click.</td>
<td></td>
</tr>
<tr>
<td>CPM</td>
<td>See Cost-per-mille.</td>
<td></td>
</tr>
<tr>
<td>CPS</td>
<td>See Cost-per-stamp.</td>
<td></td>
</tr>
<tr>
<td>CS</td>
<td>See Client Services.</td>
<td></td>
</tr>
<tr>
<td>CTR</td>
<td>See Click-through rate.</td>
<td></td>
</tr>
<tr>
<td>Cum. Stamps</td>
<td>Total number of stamps passed.</td>
<td></td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
<td>Values</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td><strong>Data activation</strong></td>
<td>Oracle BlueKai is big data for marketing. We enable marketers and publishers to aggregate data from anywhere, unlock the value in that data, and activate it on any channel, including display, social and mobile channels, to speak to customers. We refer to this whole process as data activation and it's all about using what you know to power what you do, and turning insights into actions to make your marketing work. The first stage is data in – or the aggregation of data from any source and in any format.</td>
<td></td>
</tr>
<tr>
<td><strong>Data eCPM</strong></td>
<td>The effective CPM of the data: total data cost / total number of impressions * 1000.</td>
<td></td>
</tr>
<tr>
<td><strong>Data recency</strong></td>
<td>The maximum acceptable life of a stamp.</td>
<td>0-No restriction</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1-90 days</td>
</tr>
<tr>
<td><strong>Data spend</strong></td>
<td>Total dollars spent on data.</td>
<td></td>
</tr>
<tr>
<td><strong>Data stamps</strong></td>
<td>Number of stamps passed on a daily basis.</td>
<td></td>
</tr>
<tr>
<td><strong>Data type</strong></td>
<td></td>
<td>In-Market</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B2B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Branded</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Demographic</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Geographic</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Branded</td>
</tr>
<tr>
<td><strong>Demo</strong></td>
<td>Data type in which users are demographically similar.</td>
<td></td>
</tr>
<tr>
<td><strong>Domain</strong></td>
<td>Top-level URL. For example, mydomain.com.</td>
<td></td>
</tr>
<tr>
<td><strong>Eligible population</strong></td>
<td>The percentage of the Oracle BlueKai population a campaign was eligible for while winning the campaign.</td>
<td>Percentage</td>
</tr>
<tr>
<td><strong>Email Notes</strong></td>
<td>Any notes provided by a partner that is sharing an audience.</td>
<td>String</td>
</tr>
<tr>
<td><strong>End Date</strong></td>
<td>The last day of the data campaign when data is transferred to the partner.</td>
<td>Date string in yyyy-mm-dd</td>
</tr>
<tr>
<td></td>
<td></td>
<td>format that must come after</td>
</tr>
<tr>
<td></td>
<td></td>
<td>the startDate</td>
</tr>
<tr>
<td><strong>Event</strong></td>
<td>A custom attribute used to associate a pool of users based on a specific action. A conversion event can be fired for all users that click Add to Cart.</td>
<td></td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
<td>Values</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>Filtering by campaign IDs</td>
<td>List of campaign IDs separated by commas. Used for restricting User Data API response to only those campaigns listed in this parameter. <strong>Note:</strong> The list is validated against the owner. Campaign IDs the client does not own are ignored. <strong>Note:</strong> If user has won more than one specified campaign for the same category, that category is returned only one time. The API returns an error if the value of filterbycampids is empty or does not belong to the caller.</td>
<td>Collection of integers, required</td>
</tr>
<tr>
<td>Frequency</td>
<td>The maximum number of ad impressions served to a unique user per day.</td>
<td></td>
</tr>
<tr>
<td>From</td>
<td>User count from Segment A.</td>
<td></td>
</tr>
<tr>
<td>Geographic</td>
<td>A data type composed of users that are geographically similar.</td>
<td></td>
</tr>
<tr>
<td>High-confidence</td>
<td>In premium demographic categories, users with multiple data providers (2 or more) indicating that a user belongs in that category and no other data provider giving conflicting information.</td>
<td></td>
</tr>
<tr>
<td>ID</td>
<td>The vertical ID.</td>
<td>Integer</td>
</tr>
<tr>
<td>Id Swap</td>
<td>An HTTP/HTTPS call to a Oracle BlueKai server for passing the partner’s unique user ID (UUID), which is then stored by Oracle BlueKai. This enables Oracle BlueKai to pass category-level data that is tied to the partner's UUID.</td>
<td></td>
</tr>
<tr>
<td>Idle</td>
<td>A campaign status that indicates the campaign is not currently delivering stamps. Campaigns can be idle if they have not been activated, have no pixel associated with them, or have been idled.</td>
<td></td>
</tr>
<tr>
<td>Impressions</td>
<td>Number of impressions served on a daily basis.</td>
<td></td>
</tr>
<tr>
<td>Imps</td>
<td>See Impressions.</td>
<td></td>
</tr>
<tr>
<td>Inactive order</td>
<td>An order for which any spend or budget is frozen for all campaigns, and no data is being transmitted.</td>
<td></td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
<td>Values</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td><strong>Index (Audience Discovery Report)</strong></td>
<td>The Index says that a person in Query X is __ times more likely to be in the category than another user in the BlueKai Exchange. The higher the index, the more alike the category is to your query.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Note</strong>: Oracle BlueKai uses a Relative Risk calculation for the index.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Index is calculated as follows:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>($\frac{\text{# of users from query X in the category}}{\text{# of users in query X}} \div \frac{\text{# of Oracle BlueKai users in the category}}{\text{# of total Oracle BlueKai users}}$)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Index (Funnel Analysis Report)</strong></td>
<td>Indicates how many times more or less likely it is for users in A (&quot;From&quot;) to exhibit a certain behavior compared to another user in the Oracle BlueKai population. The higher the index, the more alike the category is to your query.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Users with a high Action Rate and a low Index in the Funnel Analysis report are perfect for reach extension; they're performing but you aren't reaching them!</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The calculation is based on the following:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>($\frac{\text{# of users from Segment A in the category}}{\text{# of users in Segment A}} \div \frac{\text{# of Oracle BlueKai users in the category}}{\text{# of total Oracle BlueKai users}}$)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>In-market</strong></td>
<td>A data type in which users showed specific intent to purchase a particular product or service.</td>
<td></td>
</tr>
<tr>
<td><strong>International data country</strong></td>
<td>String, allowed values: ALL, US, AU, CA, UK, GER, ESP, NL, MX, IT, FR, BR, AR, RU, NZ, JP, CL</td>
<td></td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
<td>Values</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td><strong>Label</strong></td>
<td>A keyword-type identifier used to identify or associated campaigns that have similar attributes, audiences, and so on.</td>
<td></td>
</tr>
<tr>
<td><strong>Last Modified Date</strong></td>
<td>Date the user was last tagged with this category, in the date format.</td>
<td>Date</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td>A targeting description focused on a page interaction rather than a user interaction.</td>
<td></td>
</tr>
<tr>
<td><strong>MAID</strong></td>
<td>See Mobile advertising ID.</td>
<td></td>
</tr>
<tr>
<td><strong>Max Bid</strong></td>
<td>The maximum bid price to be paid for winning a stamp for a particular campaign.</td>
<td></td>
</tr>
<tr>
<td><strong>Media eCPM</strong></td>
<td>The effective CPM of the media (total media cost/total number of impressions x 1,000).</td>
<td></td>
</tr>
<tr>
<td><strong>Media partner email</strong></td>
<td>A media partner email address with which an audience is sharing. The email is used for sharing and withdrawal notifications.</td>
<td>String</td>
</tr>
<tr>
<td><strong>Media spend</strong></td>
<td>Same as Total Media Spend.</td>
<td></td>
</tr>
<tr>
<td><strong>Medium confidence</strong></td>
<td>In premium demographic categories, users with a single data provider indicating that the user belongs to a category and no other data provider giving conflicting information.</td>
<td></td>
</tr>
<tr>
<td><strong>Minimum segment size</strong></td>
<td>An approximation of the size of your audience that must be met in order to meet campaign impression goals.</td>
<td></td>
</tr>
<tr>
<td><strong>Mobile advertising ID</strong></td>
<td>Identifier for Advertisers (IDFA) or Google Advertising ID (AdID)</td>
<td></td>
</tr>
<tr>
<td><strong>Monthly Impressions</strong></td>
<td>An approximation of the number of views in a month for your campaign, based on the audience size.</td>
<td></td>
</tr>
<tr>
<td><strong>Name</strong></td>
<td>A user-specified name for an audience or campaign. The taxonomy full path.</td>
<td>String</td>
</tr>
<tr>
<td><strong>Network efficiency.</strong></td>
<td>Indicates how efficiently impressions are being delivered against the current cookie pool. Determined by number of impressions/average cumulative stamps.</td>
<td></td>
</tr>
<tr>
<td><strong>Network overlap</strong></td>
<td>The percentage of internet users common to your network and the general internet population, based on comScore reports.</td>
<td>Integer 0-100%, default is 50%</td>
</tr>
<tr>
<td><strong>Node</strong></td>
<td>A category in the taxonomy or Category Selection Tool.</td>
<td>String</td>
</tr>
<tr>
<td><strong>Normal</strong></td>
<td>A campaign type for which a single data attribute (only the specific taxonomy node you selected) can be won in a campaign.</td>
<td>String, possible values: • NORMAL • BLANKET • BULK</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
<td>Values</td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Order</td>
<td>A grouping of campaigns that exist under one budget.</td>
<td>Object with fields:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Name - string</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Budget - number</td>
</tr>
<tr>
<td>Order ID</td>
<td>(Also known as Budget ID.) A Oracle BlueKai-generated identifier for an order.</td>
<td>Number</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Name - string</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Budget - number</td>
</tr>
<tr>
<td>Order Name</td>
<td>A partner-specified name for an order.</td>
<td>String, 80 characters max</td>
</tr>
<tr>
<td>Order status</td>
<td>Indicates if the order is active or inactive.</td>
<td>Boolean (true</td>
</tr>
<tr>
<td>Pacing goal</td>
<td>The pacing number for the campaign. Either dollars or stamps, per time period.</td>
<td>number</td>
</tr>
<tr>
<td>Pacing type</td>
<td>The rate at which either stamps or dollars in a budget are distributed during the duration of the campaign:</td>
<td>String, allowed values:</td>
</tr>
<tr>
<td></td>
<td>• No restriction</td>
<td>NO_RESTRICTION</td>
</tr>
<tr>
<td></td>
<td>• Budget per day</td>
<td>BUDGET_PER_DAY</td>
</tr>
<tr>
<td></td>
<td>• Budget per campaign lifetime</td>
<td>BUDGET_PER_CAM</td>
</tr>
<tr>
<td></td>
<td>• Stamps per day</td>
<td>PAIGN_LIFETIME</td>
</tr>
<tr>
<td></td>
<td>• Stamps per campaign lifetime</td>
<td>STAMPS_PER_CAM</td>
</tr>
<tr>
<td></td>
<td>• CPM</td>
<td>PAIGN_LIFETIME</td>
</tr>
<tr>
<td>Partner ID</td>
<td>A Oracle BlueKai-generated identification number for a partner.</td>
<td>Integer</td>
</tr>
<tr>
<td>Phint</td>
<td>List of new phints (categories) to tag the user with, sent in the form of phint=newcategory=newvalue.</td>
<td>String, optional</td>
</tr>
<tr>
<td></td>
<td>Example: phint=favsoccerteam=Chelsea&amp;phint=favbasketballteam=m=Mariners.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maximum size is restricted by the size of the get URL, which is 2k.</td>
<td></td>
</tr>
<tr>
<td>Ping</td>
<td>A Web Services Request used to verify authentication and authorization to the Oracle BlueKai platform.</td>
<td></td>
</tr>
<tr>
<td>Pixel</td>
<td>A tag (URL) calling for a 1x1 gif from servers belonging to a specific domain. Usually used to give that domain (for example, bluekai.com) the ability to place or modify a cookie on the user's browser.</td>
<td>String, the URL for the pixel String, the URL for the pixel</td>
</tr>
<tr>
<td>Pixel ID</td>
<td>A Oracle BlueKai-assigned identification for a pixel.</td>
<td></td>
</tr>
<tr>
<td>Pixel URL</td>
<td>See Pixel.</td>
<td></td>
</tr>
<tr>
<td>Population</td>
<td>See Eligible population.</td>
<td></td>
</tr>
<tr>
<td>Prospecting</td>
<td>A data source type that indicates the data is from a third-party source.</td>
<td></td>
</tr>
<tr>
<td>PX</td>
<td>See Pixel.</td>
<td></td>
</tr>
<tr>
<td>Rank</td>
<td>The campaign's average rank for winning an auction.</td>
<td></td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
<td>Values</td>
</tr>
<tr>
<td>------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Reach</td>
<td>The approximate number of unique users in a category, segment, or audience.</td>
<td></td>
</tr>
<tr>
<td>Recency</td>
<td>Can refer to two types of recency:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ad recency: Specifies how long a stamp should be eligible to be targeted in a campaign. Recommended value of 30 days.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Data recency: The maximum acceptable life of a stamp.</td>
<td></td>
</tr>
<tr>
<td>Relative Index</td>
<td>The percentage is calculating the probability of your queried segment to be part of a specific category in a category group. This is then compared against the bias - the probability of any user in the BlueKai Exchange being in that category within the category group. The higher the percentage, the more alike the category is to your query.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The relative index is calculated as follows:</td>
<td></td>
</tr>
</tbody>
</table>
|                  | \[
|                  | \[\frac{\text{(# of users from query X in the category)}}{\text{of users from query X in the category group)}}}{\text{(# of global users in the category)}}{\text{(# of global users in the category group)}}\[
<p>|                  | ]                                                                                                                                                                                                     |                                                                      |
| Relevance        | An indicator of a particular category’s correlation or similarity to another category. The higher the number, the more highly correlated that category is to one you are viewing.                                         |                                                                      |
|                  | The Category Recommender Engine generates a set of “recommended” relevant categories for a given (requested) category. The recommendation engine assigns scores to categories based on shared user profiles, computing a correlation score. The correlation score is derived from a statistical measure encoding the (lack of) independence of two categorical variables. The score is projected into the 0-100 range and can intuitively be interpreted as an overlap/correlation percentage. |                                                                      |
| Remaining budget | The amount of budget remaining in an order, which may encompass multiple campaigns.                                                                                                                                 |                                                                      |
| Return Type      | User Data API response return type.                                                                                                                                                                          | string, optional                                                     |
| Scarcity         | Can refer to two types of scarcity:                                                                                                                                                                          |                                                                      |
|                  | Physical scarcity: Represents the limitation of pixel “slots” on a webpage.                                                                                                                                |                                                                      |
|                  | Artificial scarcity: Refers to the restriction of data based on your rank, based on a supply curve; as your rank drops in the auction, you are less likely to receive all the available volume.                        |                                                                      |
| Schedule         | A tag trafficking function that sets where, when, and for whom a third-party tag is fired. Also known as spots.                                                                                               |                                                                      |</p>
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>SDT</td>
<td>Server-Side Data Transfer.</td>
<td></td>
</tr>
<tr>
<td>Segment</td>
<td>A boolean grouping of one or more categories ORed together.</td>
<td></td>
</tr>
<tr>
<td>Shared Date</td>
<td>The date when an audience was shared with partners</td>
<td>Date date string in yyyy-mm-dd format</td>
</tr>
<tr>
<td>Show Category Price at Date</td>
<td>The price of categories in the Oracle BlueKai Taxonomy Web Service, on the date you specify</td>
<td>date string in yyyy-mm-dd format</td>
</tr>
<tr>
<td>Show Third-Party Details</td>
<td>An indicator that specifies if, when sharing an audience, you share the details about third-party categories included in the audience.</td>
<td>Boolean</td>
</tr>
<tr>
<td>Site map</td>
<td>Taxonomical classifications of sites, domains, pages.</td>
<td></td>
</tr>
<tr>
<td>Spend</td>
<td>The total number of dollars spent.</td>
<td></td>
</tr>
<tr>
<td>Stamp</td>
<td>A stamp effectively means a pixel load. More specifically, a stamp is a single data attribute, (or &quot;data category&quot;) that is passed to some location. Most of the time, this is a single-pixel URL that fires to a browser cookie that maps to a single data campaign from Oracle BlueKai. However, if Bluekai were to pass multiple data attributes or categories in the same pixel call, then that would count as multiple stamps. So if Oracle BlueKai passed two data attributes in the same pixel call, that would be considered as two stamps.</td>
<td></td>
</tr>
<tr>
<td>Stamps</td>
<td>The number of stamps for the report aggregation.</td>
<td></td>
</tr>
<tr>
<td>Start Date</td>
<td>The date when the campaign starts delivering stamps.</td>
<td>Date string in yyyy-mm-dd format</td>
</tr>
<tr>
<td>Status</td>
<td>The current campaign status. Or, Response status code for User Data API.</td>
<td>For campaign status:</td>
</tr>
<tr>
<td></td>
<td>ACTIVE</td>
<td>IDLE</td>
</tr>
<tr>
<td></td>
<td>IDLE</td>
<td>ARCHIVED</td>
</tr>
<tr>
<td>Status message</td>
<td>Description of the response status. For a list of responses, see User Data API.</td>
<td>For response code: Integer</td>
</tr>
<tr>
<td>Subdomain</td>
<td>Division of top-level URL. For example, electronics.example.com.</td>
<td></td>
</tr>
<tr>
<td>Tag</td>
<td>Broader descriptor of either Javascript or HTML. Also known as third-party tag, snippet, content, or third-party content.</td>
<td></td>
</tr>
<tr>
<td>Taxonomy</td>
<td>Visible and sellable nodes in the public sections of the taxonomy.</td>
<td></td>
</tr>
<tr>
<td>Taxonomy ID</td>
<td>See Category ID.</td>
<td></td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
<td>Values</td>
</tr>
<tr>
<td>--------------------</td>
<td>-------------------------------------------------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>To</td>
<td>User count from Segment A [ AND ] Segment B.</td>
<td></td>
</tr>
<tr>
<td>Total eCPM</td>
<td>Data eCPM + Media eCPM.</td>
<td></td>
</tr>
<tr>
<td>Type</td>
<td>Identifies the broader data type under which the vertical falls</td>
<td>String. Valid values:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• None</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• In-Market</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Branded</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Other</td>
</tr>
<tr>
<td>Unadjusted spend</td>
<td>Spend based on the actual CPS bid / CPM when no manual adjustments have been applied. Manual adjustments may occur if there's a contractual deal that discounts your actual spend.</td>
<td></td>
</tr>
<tr>
<td>User</td>
<td>Person browsing online. The ultimate potential beneficiary of better targeted ads, offers, or content based on Oracle BlueKai data targeting.</td>
<td></td>
</tr>
<tr>
<td>User Data</td>
<td>The unique user IDs delivered by a data campaign and their associated categories.</td>
<td></td>
</tr>
<tr>
<td>User Experience Guard</td>
<td>Oracle BlueKai User Experience Guard (UXG) is a built-in feature of our tag management service that helps protect user experience by monitoring and controlling tag latency and impact by:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Monitoring and isolating tags to make sure they are the correct pixel type and collecting only permissioned data</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Setting average latency threshold and identifying frequent offenders</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Automatically isolating non-responsive or abnormally slow pixels, removing them from rotation</td>
<td></td>
</tr>
<tr>
<td>User ID</td>
<td>Unique user identifier from the ID-swap process only (not the userID from the SDT server).</td>
<td>String, Required</td>
</tr>
<tr>
<td>User taxonomy</td>
<td>Classification of user categories and attributes. Also known as taxonomy, data taxonomy.</td>
<td></td>
</tr>
<tr>
<td>User Type</td>
<td>Type of user supported by the API: 1 = Oracle BlueKai user</td>
<td>tinyint, Optional</td>
</tr>
<tr>
<td>UXG</td>
<td>See User Experience Guard.</td>
<td></td>
</tr>
<tr>
<td>Verticals</td>
<td>In a vertical market, vendors offer goods and services specific to an industry, trade, profession, or other group of customers with specialized needs.</td>
<td></td>
</tr>
<tr>
<td>Visitors</td>
<td>The estimated number of users in that audience that are tagged with the corresponding Oracle BlueKai category for the last 30 days.</td>
<td></td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
<td>Values</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Volume</td>
<td>The number of uniques Oracle BlueKai has seen in this category over the last 30 days, which forecasts how many users are potentially available to target. Volume is always an integer.</td>
<td></td>
</tr>
<tr>
<td>Withdraw by Date</td>
<td>The date when a shared audience is withdrawn from partners you shared it with.</td>
<td>Date string in yyyy-mm-dd format</td>
</tr>
</tbody>
</table>