Oracle Fusion Marketing

Set Up Oracle Fusion Marketing

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Get Training

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Use *Cloud Customer Connect* to get information from industry experts at Oracle and in the partner community. You can join forums to connect with other customers, post questions, suggest *ideas* for product enhancements, and watch events.

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You can email your feedback to *oracle_fusion_applications_help_ww_grp@oracle.com*.

Thanks for helping us improve our user assistance!

1 About This Playbook

How to Use This Playbook

Oracle Fusion Marketing consists of two product components:

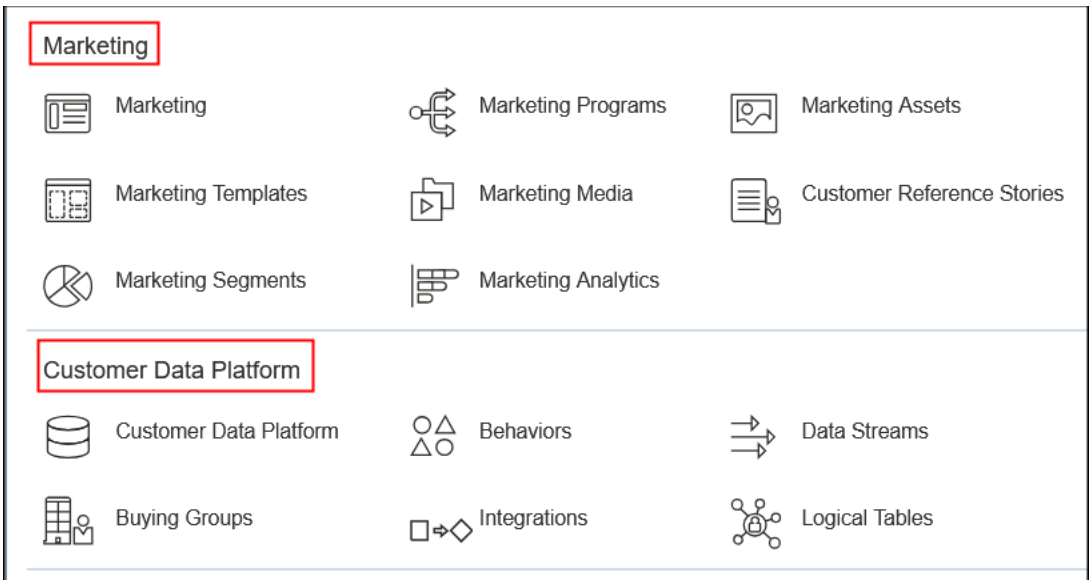
- **Oracle Fusion Unity Data Platform**, which unifies customer and account data to create trusted, actionable customer profiles.
- **Oracle Fusion Marketing Orchestration** (optional add-on), which enables marketers to design, execute, and measure cross-channel marketing programs using the unified data.

Getting started with Oracle Fusion Marketing might require one or both implementation guides, depending on the products your organization has licensed.

> **Note:** This playbook assumes that Oracle Fusion Cloud Applications is already installed in your environment. It doesn't apply to new Fusion installations or environments where Fusion hasn't been installed.

This playbook (Part 1) guides implementation teams through the initial setup and configuration of **Oracle Fusion Unity Data Platform**. It provides step-by-step instructions for configuring the platform to unify customer data and complete the foundational setup required for Oracle Fusion Marketing tailored to business requirements.

Learn how to enable the Fusion Marketing feature and how to set up and integrate the following marketing activity configurations.



The playbook contains the following sections:

Section	Description	Where to Get More Details
How do I get started with Fusion Marketing?	This section provides a brief overview of the two main components of Fusion Marketing, namely Fusion Unity Data Platform and Fusion Marketing Orchestration.	• *Overview of Oracle Fusion Marketing* • *Fusion Marketing Promotion Codes* • *Enable the Fusion Marketing Offering* • *Before You Begin*
Job Roles and Duty Roles for Fusion Marketing	This section outlines the roles and privileges you need before setting up the Fusion Marketing features.	• *Overview of Job Roles and Duty Roles for Fusion Marketing* • *Managing Custom Job Roles for Fusion Marketing* • *Mapping Duty Roles to Job Roles for Fusion Marketing* • *How to Create a User and Assign Job Roles for Fusion Marketing*
Fusion Unity Data Platform with Oracle Sales Integration	This section explains how to integrate Fusion Marketing with Oracle Sales and how to set up both the initial and ongoing data between the two applications.	• *Use Fusion Unity Data Platform with Oracle Sales* • *Set Up the Initial Export of Data in Oracle Sales* • *Set Up the Initial Import of Data in Fusion Unity Data Platform* • *Set Up the Ongoing Import of Oracle Sales Data*
Data Management	This section outlines some features that lets you to access, view and manage data within the Fusion Unity Data Platform and how to publish changes.	• *Manage Jobs* • *Manage Integrations* • *About the Data Viewer* • *About Profile Unification* • *About Intelligent Attributes* • *Publish Changes to the Fusion Unity Data Platform*
Intelligence Workbench	This section outlines the procedure to access and use the Intelligence Workbench to create a model. The workbench also provides a library of ready-to-use machine learning algorithms for common marketing use cases.	• *Create a model using the Intelligence Workbench*
Destination Setup	This section outlines how to create a destination that stores the connection details, authentication settings, field mappings, and delivery configuration required to send data.	• *Create a Destination*
Data Ingest	This section describes how to create an ingest job and define how the data from your source files are mapped to the attributes in the data model data.	• *About Data Ingestion* • *Define an Ingest Job*

Section	Description	Where to Get More Details
Logical Table Management	This section describes how to configure logical models for use in features such as segmentation.	• *About Logical Tables* • *Manage Logical Objects* • *Get Started with Logical Tables*
Streaming Data Collection	This section describes how to create and administer streaming data collection tags that allow you collect data from your web pages, web applications, or any other digital property where the tag is applied.	• *About Streaming Data Collection* • *About Streaming Data Collection Tags* • *Get Started with Streaming Data Collection*
Data Workbench	This section outlines how Data Warehouse transformations allow you to store curated, analytics-ready data objects that support reporting, segmentation, and activation. It also outlines how to use the visual editor for Data Workbench to create data transformations that run after data ingestion.	• *About Data Warehouse Transformations* • *Get Started with Data Workbench* • *Create a Data Warehouse Transformation* • *Build Data Warehouse Transformation Logic* • *Order and Monitor Data Warehouse Transformations*
Behavior Management	This section outlines what behaviors are and lists the predefined behaviors and how they're used in the context of Fusion Marketing.	• *About Behaviors* • *Create a Behavior* • *Edit a Behavior*
Buying Groups	This section describes how to set up and maintain Buyer Persona and Buying Group Definition records. You can define, track, and use buying groups to improve opportunity identification within accounts.	• *About Buying Groups* • *Get Started with Buyer Personas* • *Get Started with Buying Group Definitions*
Configure Marketing Segments	This section describes how to define and deploy audience segments. This feature provides an intuitive workspace that helps ensure correct, targeted campaigns without needing SQL skills or data engineering support. Use the visual segment builder to set rules, such as demographic data, behavioral events, lead status, or custom fields relevant to your objectives.	• *Define Marketing Segments* • *Manage Marketing Segments*
Checklist for Setting Up Fusion Marketing	This section provides a checklist to create, test, and activate using Fusion Marketing.	• *Checklist for Setting Up Fusion Marketing*
Glossary of Terms for Fusion Marketing	This section contains a glossary of terms to help ensure that everyone using the feature or reading the documentation understands key terminology in the same way.	• *Glossary of Terms for Fusion Marketing*

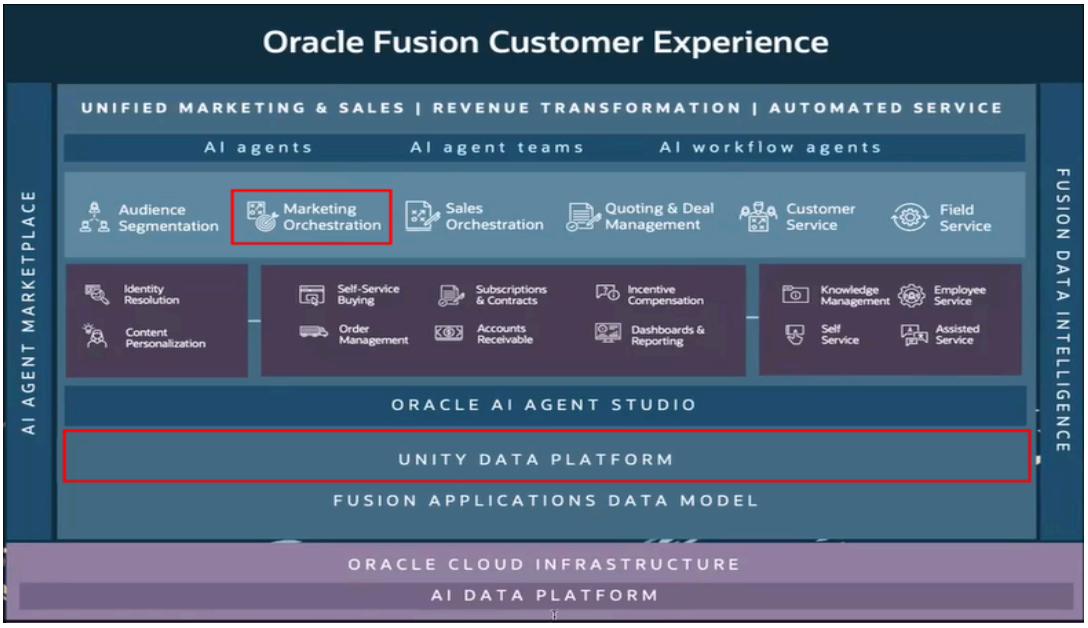
2 Get Started with Fusion Unity Data Platform

Overview of Oracle Fusion Marketing

Oracle Fusion Marketing is part of the Oracle Fusion Customer Experience suite. It combines Fusion Unity Data Platform (UDP) for data unification with Fusion Marketing Orchestration to coordinate activation into marketing channels.

UDP transforms the underlying data across Fusion and other systems into a unified profile available to all your applications. Marketing Orchestration lets organizations automate, manage, and optimize complex, multistep marketing campaigns across channels against those unified profiles in UDP.

This image shows an architectural view of the customer experience, highlighting UDP and the Marketing Orchestration add-on:



Fusion Unity Data Platform (UDP)

Customer, campaign, activity, and transactional data were historically stored in separate, sometimes inconsistent silos, each with its own tables, relationships, and naming conventions. The Unity Data Platform (UDP) merges these disparate structures into a set of centralized, normalized data. It unifies customer, account, product, behavioral, and enterprise data. UDP supports identity resolution, buying-group intelligence, predictive scoring, audience activation, and data governance.

After customer data is unified into profiles, you can enrich those profiles with intelligent attributes, such as total lifetime revenue and clicks in the last 90 days. You can also apply built-in data science models for insights such as churn risk, next best offer, next best action, and account product fit. These enriched profiles help marketing, sales, and service teams deliver more personalized and effective customer experiences across the enterprise.

Fusion Marketing Orchestration

Fusion Marketing Orchestration is an add-on for Oracle Fusion Marketing, part of the Oracle Fusion Customer Experience suite. With this add-on, you can use unified profiles to:

- Automate multistep campaigns, such as email, digital ads, and so on
- Personalize customer journeys based on real-time behaviors
- Integrate with sales. For example, qualified leads flow directly to sales for follow-up
- Use analytics and optimization for continuous improvement

The Marketing Orchestration add-on helps your organization streamline marketing processes, align sales and marketing efforts, and deliver consistent, personalized experiences at scale. It manages marketing programs, customer journeys, tactics, content, channels, and performance measurement across acquisition, onboarding, cross-sell, renewal, and retention.

> **Note:** Information specific to Marketing Orchestration isn't part of this playbook. See *How do I set up Fusion Marketing Orchestration?* for more information.

Fusion Marketing Promotion Codes

You can get a promo code by raising a service request on *My Oracle Support*.

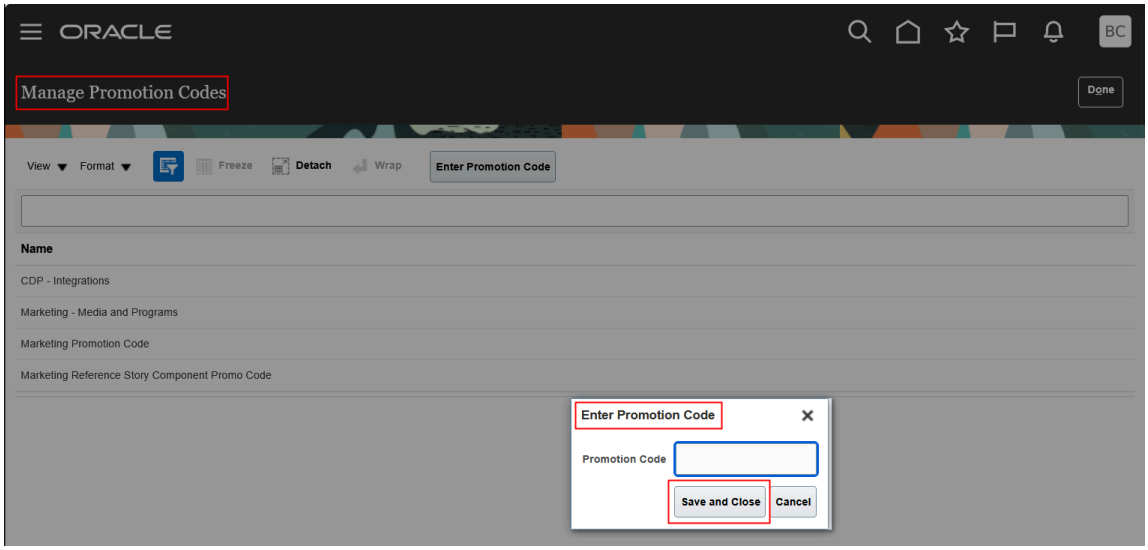
If you received a promotion code to activate a functional area or feature of an offering, follow these steps to use it. You need the Configure Oracle Fusion Applications Offering privilege (ASM_CONFIGURE_OFFERING_PRIV) to enter the promotion code in the application.

> **Note:** A privilege is the most granular unit of access control. It represents permission to perform a specific action or access a specific resource within the application.

Once you have the code:

1. Sign in as an administrator.
2. Navigate to **My Enterprise** > **Enterprise**.
3. On the Enterprise Information page, click the **Manage Promotion Codes** link.
4. On the Manage Promotion Codes page, click **Enter Promotion Code**.

5. On the Enter Promotion Code dialog box, enter the promotion code.



6. Select **Save and Close**.

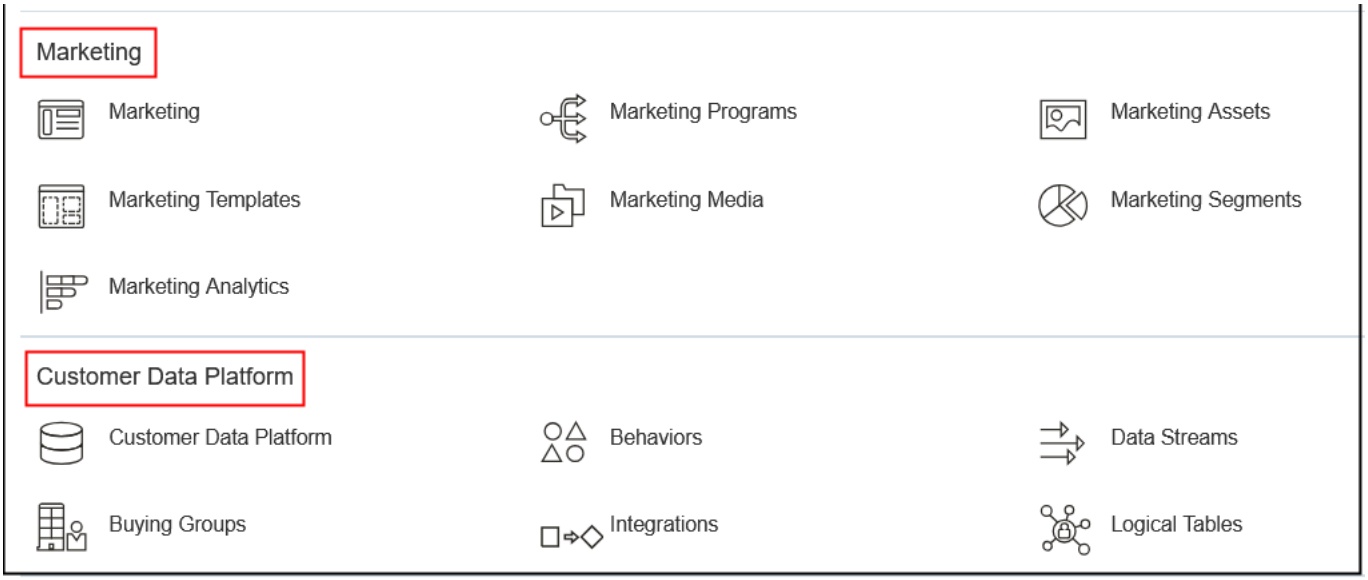
   The promotion code you entered appears in the **Part Number** column on the **Manage Promotion Codes** page.

Enable the Fusion Marketing Offering

Enable the Fusion Marketing offering in Oracle Functional Setup Manager to activate Fusion Unity Data Platform (UDP) and Fusion Marketing features. This provisions services and makes functional areas available in Setup and Maintenance.

Note: Confirm Fusion Marketing Orchestration add-on during enablement. Provisioning can take up to 24 hours.

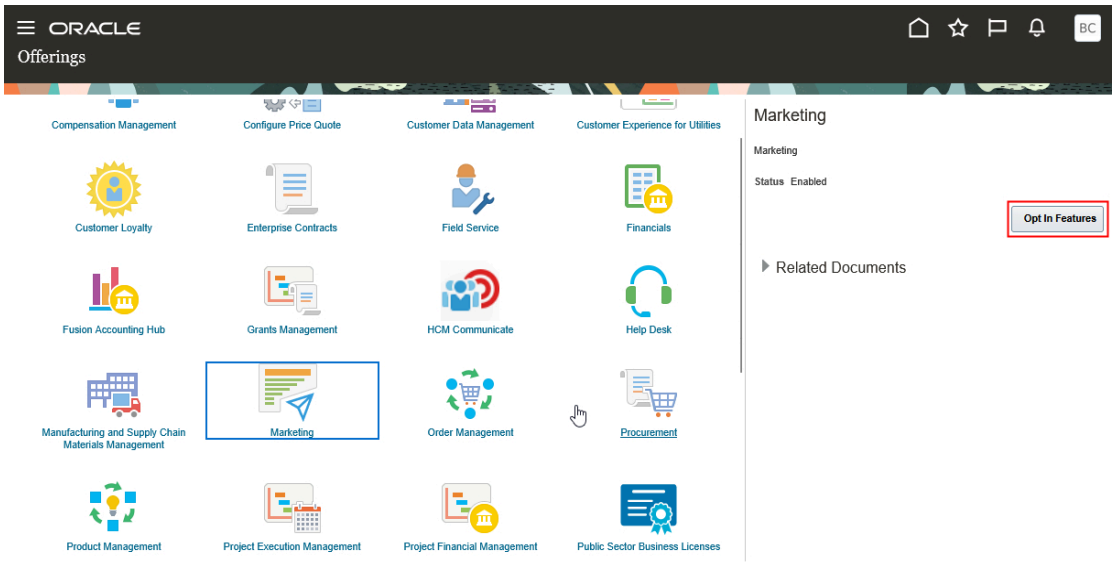
Once you've subscribed to Fusion Marketing, this image shows an example of which features will be available to you:



Here are the steps to enable the Fusion Marketing offering:

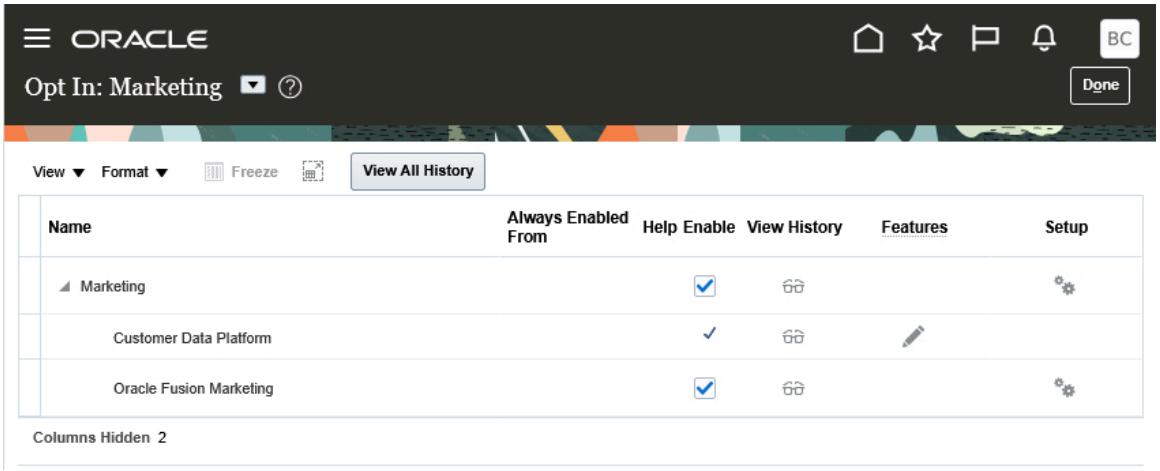
1. Sign in to Oracle Applications Cloud as an administrator.
2. Go to **Navigator** > **My Enterprise** > **Offerings**.

   This image shows an example of the Offerings page with Marketing selected:



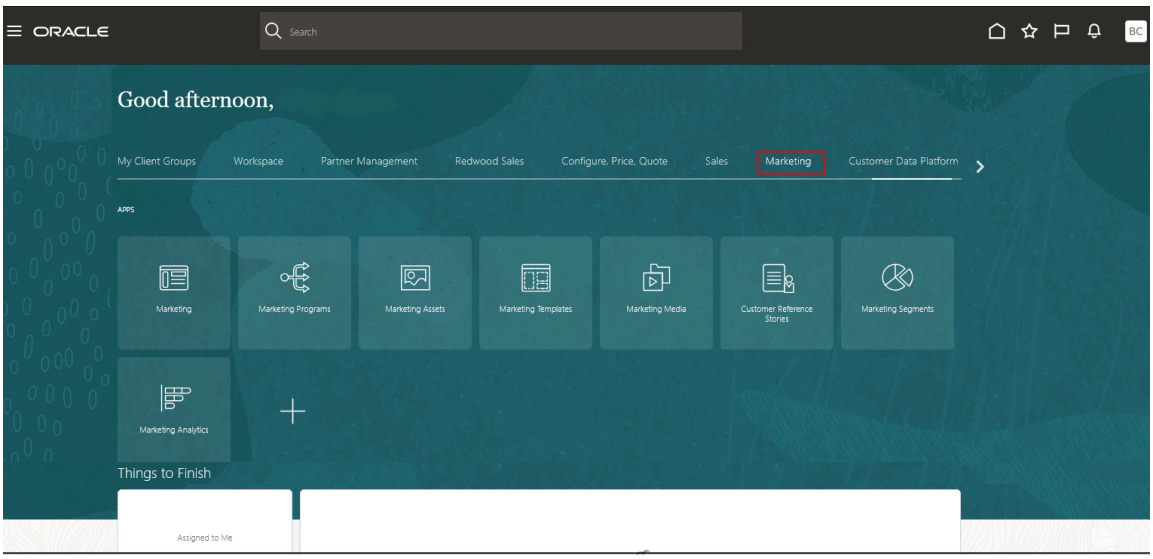
3. Select the **Marketing** icon and then **Opt-In Features** to enable the Marketing offering.

   This image shows an example of the Opt In: Marketing page with the Enabled checkbox selected:



4. Select the **Enable** checkbox for the marketing features you want to enable.
5. Select **Done** to save and close. Monitor the status on the **Offerings** page.

Once you enable the Fusion Marketing offering, you should see a screen similar to the following when you select marketing from the Navigator:



Access Functional Area Tasks

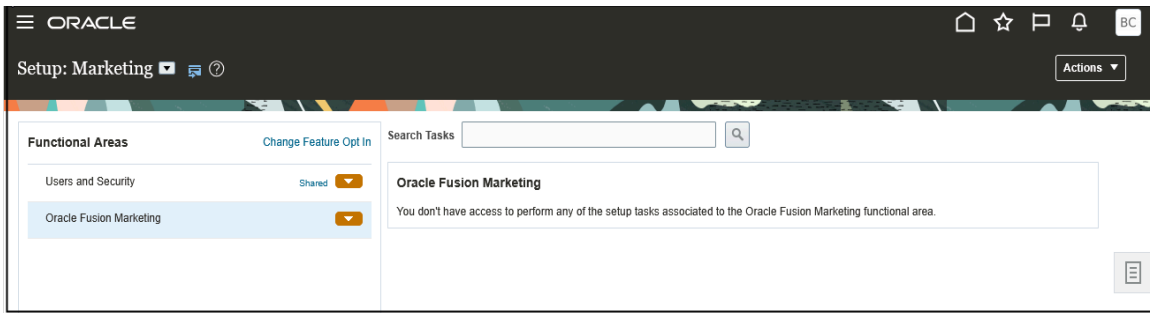
Functional areas define key details of your organization, such as the legal address, roles, and privileges required to use the Marketing offering. You must configure the Company Profile and the Users and Security functional areas that are available in the Setup and Maintenance work area, including the related tasks. This is also where you configure the marketing domain used for marketing messages (if you're using the Fusion Marketing Orchestration add-on).

When you select a functional area, its associated tasks are listed. While you're required to complete certain tasks, it's important to understand the optional tasks as well.

> **Note:** To set up and work with more features of Oracle Sales, see Oracle Sales setup and user content from the *Oracle Sales Help Center*.

To access the Marketing functional area tasks:

1. Sign in to Fusion Applications and go to **Navigator** > **My Enterprise** > **Setup and Maintenance**.
2. Ensure that the **Marketing** offering is selected within the **Setup** field in the header.
   This image shows an example of the Setup: Marketing page with the Oracle Fusion Marketing functional area highlighted:



3. If you're setting up this offering for the first time, select each functional area in the order it's listed. If you're changing the existing data, select the relevant functional area. If a functional area has required tasks, then only those are displayed by default. If all tasks are optional, then all tasks are shown. To see both required and optional tasks, select **All Tasks** from the **Show** list.
4. Enter the necessary data. When finished, close the page to return to the setup task list.
5. Continue selecting and completing the tasks from the list as needed.

   > **Note:** Your Fusion user account needs the ORA_ASM_FUNCTIONAL_SETUPS_USER_ABSTRACT role assigned to it to complete these tasks.

For more information, see the *Oracle Fusion Implementing Applications* guide.

Before You Begin

This playbook is intended for you if you're responsible for provisioning Fusion Marketing with Oracle Sales in the Redwood UX (Oracle Sales).

> **Note:** This playbook assumes that Oracle Fusion Cloud Applications is already installed in your environment. It doesn't apply to new Fusion installations or environments where Fusion hasn't been installed.

Here's what to do:

- Review prerequisites: Ensure your active Oracle Fusion subscription includes Fusion Unity Data Platform (UDP) and optionally, the Fusion Marketing Orchestration add-on.

- Assign implementation roles to Fusion Marketing users, such as Customer Data Platform Administrator, Customer Data Platform Specialist, Marketing Administrator, Marketing Specialist, Marketing Manager, and so on.
- The setup user needs the **ASM_CONFIGURE_OFFERING_PRIV** privilege.
- Follow chapters in this playbook in sequence.

3 Job Roles and Duty Roles for Fusion Marketing

Overview of Job Roles and Duty Roles for Fusion Marketing

Job Roles define business responsibilities assigned to users, while **Duty Roles** are smaller, modular sets of tasks that make up a job role. Job roles represent high-level positions, whereas duty roles provide granular functional security, often inherited by job roles. Job roles are assigned to users, while duty roles are assigned to job roles.

Job Roles for Fusion Marketing

Job roles represent jobs or functions that users perform in an organization. Fusion Marketing has the following predefined job roles:

Job Role Name	Job Role Code	Description
Marketing Administrator	`ORA_FMK_MARKETING_ADMINISTRATOR`	Manages the marketing department and its personnel. Handles administrative duties, data security, and configures the application to align with business requirements.
Marketing Manager	`ORA_FMK_MARKETING_MANAGER`	Leads coordination of marketing messaging, segmentation, communication channels, and campaign launches. Manages the marketing system, protocols and standards to optimize platform usage.
Marketing Specialist	`ORA_FMK_MARKETING_SPECIALIST`	Works with corporate marketing managers to define segmentation strategies and develop criteria for targeting audience segments in marketing campaigns. Handles creative and analyzes marketing data to guide product development and strategies.
Marketing Data Analyst	`ORA_FMK_MARKETING_ANALYST`	Manages advanced reporting capabilities, including the ability to create, edit, and configure workbooks using available subject areas. Enables advanced data exploration, visualization, and analysis to drive marketing insights.
Marketing Analytics Viewer	`ORA_FMK_MARKETING_ANALYTICS_VIEWER`	Consumes reporting content in a read-only capacity. Interacts with existing workbooks but can't create or edit content. Supports basic reporting needs without access to advanced features.
Customer Data Platform Administrator	`ORA_FMK_CUSTOMER_DATA_PLATFORM_ADMINISTRATOR_JOB`	Works with corporate customer data managers to examine data streams, monitors data collection parameters to

Job Role Name	Job Role Code	Description
		ensure accuracy and consistency, identifies trends or anomalies, and presents findings to relevant stakeholders to inform decision-making. Analyzes customer data to provide insights for marketing teams to aid campaign personalization and execution.
Customer Data Platform Manager	`ORA_FMK_CUSTOMER_DATA_PLATFORM_MANAGER`	Leads strategy and implementation of customer data to optimize data-driven marketing and customer engagement. Manages the data platform, data governance, usage and standards to optimize platform usage.
Customer Data Platform Specialist	`ORA_FMK_CUSTOMER_DATA_PLATFORM_SPECIALIST`	Works with corporate customer data managers to examine data streams, monitors data collection parameters to ensure accuracy and consistency, identifies trends or anomalies, and presents findings to relevant stakeholders to inform decision-making. Analyzes customer data to provide insights for marketing teams to aid campaign personalization and execution.
Customer Data Analyst	`ORA_FMK_CUSTOMER_DATA_ANALYST`	Manages advanced reporting capabilities for Customer Data, including the ability to create, edit, and configure workbooks using available subject areas.
Customer Data Analytics Viewer	`ORA_FMK_CUSTOMER_DATA_ANALYTICS_VIEWER`	Consumes reporting content for customer data in a read-only capacity. Interacts with existing workbooks but can't create or edit content. Supports basic reporting needs without access to advanced features.

Duty Roles for Fusion Marketing

Duty roles are composed of security policies which grant access to work areas, dashboards, task flows, application pages, reports, batch programs, and so on. You can create duty roles and can include predefined and custom duty roles in custom job roles. You don't assign duty roles directly to users.

Duty roles can be classified into the following types, across different functional areas:

Category Type	Duty Roles of this category provide access to ...
Usage	Actions such as view, preview, count and validate.
Management	Actions such as create, update, delete and archive.
Publishing	Actions such as publish and activate
Reporting	Operational reports

For information about role types, see *Role Types* topic of the Securing Applications guide.

Inheritance

Fusion Marketing has job roles and duty roles that follow an inheritance pattern. Almost every role is a hierarchy or collection of other roles. For information about role inheritance, see *Role Inheritance* topic of the Securing Applications guide.

For example, the inheritance pattern for Fusion Marketing duty roles is as follows:

- Management type duty roles inherit Usage type duty roles
- Publishing type duty roles inherit Management type duty roles
- Reporting type duty roles inherit Usage type duty roles

The inheritance pattern between job and duty roles is as follows

- Specialist type job roles inherit Usage type duty roles and Reporting type duty roles
- Manager type job roles inherit Specialist type job roles, Management type duty roles, and Reporting type duty roles
- Administrator type job roles inherit Manager type job roles, Publishing type duty roles, and Reporting type duty roles

Customer Data Platform (CDP) User Roles

User roles define what areas of the Customer Data Platform (CDP) the user can access and the functionality they can use in the application. If needed, a user can be assigned more than one role. If a user is assigned multiple roles, they will have the combined access and functionality of all assigned roles.

The following table outlines Customer Data Platform (CDP) specific user roles and associated permissions:

Custom Job Role Name	Job Role Code	Description
Instance Admin	`INSTANCE_ADMIN`	Creates and manages data objects, attributes, and attribute groups; create relationships; enable attribute lookups; hide/show data objects and attributes; view hidden items; mask attributes.
Data Master	`DATA_MASTER`	Publish changes and manage the data model by creating and maintaining data objects, attributes, attribute groups, relationships, sources, and destinations. They can also configure and monitor data feeds, jobs, events, intelligent attributes, master entities, and data object records and work with Profile Explorer and the light version of Expert Configuration. In addition, they can manage the Streaming API and Near Real-time API to support data integration and processing.
Data Engineer	`DATA_ENGINEER`	Creates and manages the data model, including data objects, attributes, relationships, sources, destinations, and data feeds, and monitor jobs and events. They can also manage data object records, master entities, intelligent attributes, Profile Explorer, the light version of Expert Configuration, and the Streaming API and Near Real-time API. However, they can't publish changes; they can only review pending changes through the View change list.
Data Scientist	`DATA_SCIENTIST`	Publish changes and manage the data model by creating and maintaining data objects, attributes, relationships, sources, destinations, and data feeds. They

Custom Job Role Name	Job Role Code	Description
		can also create and manage segments, data science models, next best actions, next best offers, and segment deliveries, while monitoring jobs, events, and data integrations. In addition, they can manage data object records, master entities, intelligent attributes, Profile Explorer, the light version of Expert Configuration, and the Streaming API and Near Real-time API.
Data User	`DATA_USER`	Read-only access to the following pages: Data Model, Sources, Destinations, Data Feeds, Jobs, Events, Master Entities, Intelligent Attributes, and Profile Explorer.
Analytics User	`ANALYTICS_USER`	Home (Analytics dashboard): • Create and manage analytics widgets. • Analyze campaign metrics and perform campaign analysis.
Business User	`BUSINESS_USER`	Home (Analytics dashboard) • Create and manage analytics widgets. • Analyze campaign metrics and perform campaign analysis. • Create next best actions and next best offers. • Create, manage, and monitor segment deliveries. • Create, manage, and monitor export jobs.
Governance User	`GOVERNANCE_USER`	Read-only access to Data Model, Data Viewer, and Destinations. Can add users, view and manage users and view and manage user roles.
Support User	`SUPPORT_USER`	Read-only access to Data Model, Sources, Destinations, Events, Segmentation, Data Feeds, Jobs, Master Entities, Intelligent Attributes, and Profile Explorer.

Enable Permission Groups for all Fusion Marketing Job Roles

You need to set permission groups for both your user's Fusion Marketing predefined job roles and any custom job roles you might have created so that when your users configure or create a marketing feature, they can view and perform activities assigned to their job roles.

Use the following steps to enable permission groups for each of the following predefined job roles:

- Marketing Administrator
- Marketing Manager
- Marketing Specialist
- Marketing Data Analyst
- Marketing Analytics Viewer
- Customer Data Platform Administrator
- Customer Data Platform Manager
- Customer Data Platform Specialist
- Customer Data Analyst

- Customer Data Analytics Viewer

1. Access the security console from **Navigator** > **Tools** > **Security Console**.
2. Select **Roles** and search for the predefined job roles or any custom roles you might have created.

   For example, search for the `ORA_FMK_CUSTOMER_DATA_PLATFORM_MANAGER` (Customer Data Platform Manager) role.
3. Select the **Edit Role** option from the search result section.
4. Click through the steps in the guided process, and select **Enable Permission Groups** from the **Basic Information** step to enable permission groups for the Customer Data Platform Manager role. Confirm your choice.
5. Select the **Summary** step and select **Save and Close**. You can also navigate to the Summary step by clicking **Next** until you reach the final step.

Repeat these steps for each of the predefined roles and any custom roles you've created and allow a few minutes before rechecking access to your marketing functionality.

Managing Custom Job Roles for Fusion Marketing

A correlation exists between privileges, duties, and job roles within Oracle Fusion Applications.

Using Oracle Fusion Marketing as the context:

Privileges	Provide access to various work areas, such as the segment designer, analytic workbooks and subject areas, marketing dashboards, and so on. Privileges aren't directly assigned to users. Users get privileges as part of roles.
Duty Roles	Represent a logical collection of functional privileges that grant access to tasks that someone performs as part of their job. Duty roles aren't assigned directly to users.
Job Roles	Assigned directly to users, job roles can inherit duty roles and the privileges assigned directly to the job roles. Job roles can also be auto-provisioned through HCM when a user is hired into a particular role.

The **Manage Job Roles** task provides the ability to view the structure of existing job roles and add more job roles as needed. You can't change the predefined roles, but you can make copies of them, edit, and assign the new ones to users.

For more information about managing roles, see the Role Provisioning, Role Assignments, and Role Configuration topics of the Securing Applications guide, available here: *Securing Applications* guide.

For information about role types, see *Role Types* topic of the Securing Applications guide.

Follow these steps to perform the **Manage Job Roles** task:

1. Sign in to your Oracle Applications Cloud environment as an implementation user.
2. Select **Navigator** > **My Enterprise** > **Setup and Maintenance**.
3. Ensure that Marketing is selected in the **Setup** field in the header.
4. Select **Users and Security** in the Functional Areas section. If you don't see this task, select **All Tasks**.
5. Select **Manage Job Roles**. The **Roles** tab of the **Security Console** opens within a new browser window.

6. If required, select **Create Role**.
7. In the **Role Name** field, create a display name for the role (for example, Campaign Administrator).
8. In the **Role Code** field, create an internal name for the role. Don't use 'ORA_' as the beginning of a role code, as this prefix is reserved for roles predefined by Oracle.
9. In the **Role Category** field, select a tag that identifies a purpose the role serves in common with other roles.

   Typically, a tag specifies a role type and an application to which the role applies, such as Marketing –Job Role. If you select a duty-role category, you can't assign the role you're creating directly to users. To assign it, you'd need to include it within the hierarchy of a job or abstract role, then assign that role to users. Further, you can't change the role category for existing roles.
10. Select **Next**.
11. Select **Add Function Security Policy** to add individual privileges or select a job or duty role from which to include their privileges.
    - In the **Search** field, select the value **Privileges** or role types in any combination and enter at least three characters. The search returns values including items of the type you selected, whose names contain the characters you entered.
    - Select a privilege or role. If you select a privilege, select **Add Privilege to Role**.
12. Select **Next** to navigate through the **Create Role: Data Security Policies, Create Role: Role Hierarchy, Create Role: Users and Summary** pages as they aren't necessary for this example.

    The *Securing Applications* guide covers the details of these screens if you're interested in learning more about them.
13. Select **Save and Close** to return to the Functional Areas task list.

    The new job role is created and it becomes available as an option within the **Associated Job Role** field on the **Configuration > User Types** page in the Oracle Fusion Marketing application when creating a new user type.

What to do next: The job roles created appear as options within the **Associated Job Role** field on the **Add** or **Edit User Type** pages in the Oracle Fusion Marketing User Interface.

It's important that you create any additional job roles in Fusion Applications and user types in Oracle Fusion Marketing that you intend to use and associate them as necessary before creating any users that you intend to assign to those job roles.

For information about creating roles from scratch, see *Create Job Role and Abstract Role from Scratch* topic of the Securing Applications guide.

Mapping Duty Roles to Job Roles for Fusion Marketing

You can map duty roles to job roles so users get the required access to Fusion Marketing functional areas through their business role instead of assigning multiple permissions individually.

Privileges and Duty Roles Requirements for Access To Fusion Marketing Navigator Items

This topic outlines what privileges and duty roles you must assign to any custom roles to enable access to the functional areas of Fusion Marketing.

Customer Data Platform

The following table lists the privileges and associated duty roles required for navigational access to the Customer Data Platform functional area:

Navigator Item	Privilege Code	Duty Role Code
Customer Data Platform	ORA_FMK_UI_CUSTOMER_DATA_PLATFORM_VIEW_PRIV	ORA_FMK_CUSTOMERDATAPLATFORM_USAGE_DUTY
Data Streams	ORA_FMK_UI_DATA_COLLECTION_DATA_COLLECTION_LIST_PAGE_VIEW	ORA_FMK_DATACOLLECTIONTAG_USAGE_DUTY
Behaviors	FMK_UI_BUYING_GROUPS_BUYING_GROUP_VIEW_PRIV	ORA_FMK_BEHAVIORS_USAGE_DUTY
Buying Groups	FMK_UI_BUYING_GROUPS_BUYING_GROUP_VIEW_PRIV	ORA_FMK_BUYING_GROUPS_USAGE_DUTY
Integrations	ORA_FMK_UI_INTEGRATIONS_DATA_ORCHESTRATION_LIST_VIEW	ORA_FMK_INTEGRATIONS_USAGE_DUTY
Logical Tables	ORA_FMK_UI_BUYING_GROUPS_BUYING_GROUP_VIEW_PRIV	ORA_FMK_BUYING_GROUPS_USAGE_DUTY

Marketing Orchestration

The following table lists the privileges and associated duty roles required for navigational access to the Marketing Orchestration functional area:

Navigator Item	Privilege Code	Duty Role Code
Marketing	ORA_FMK_UI_PROGRAMS_MARKETING_DASHBOARD_VIEW	ORA_FMK_PROGRAM_USAGE_DUTY
Marketing Programs	ORA_FMK_UI_PROGRAMS_PROGRAMS_LIST_VIEW	ORA_FMK_PROGRAM_USAGE_DUTY
Marketing Templates	ORA_FMK_UI_MARKETING_TEMPLATES_TEMPLATES_LIST_VIEW	ORA_FMK_TEMPLATE_USAGE_DUTY
Marketing Assets	ORA_FMK_UI_ASSETS_ASSETS_LIST_VIEW_PRIV	ORA_FMK_MESSAGE_USAGE_DUTY
Marketing Media	ORA_FMK_UI_DIGITAL_MEDIA_VIEW	ORA_FMK_DIGITALMEDIA_USAGE_DUTY
Customer Reference Stories	ORA_FMK_UI_CONTENT_VIEW	ORA_FMK_CONTENT_USAGE_DUTY
Marketing Segments	ORA_FMK_UI_SEGMENT_SEGMENTS_LIST_PAGE_VIEW	ORA_FMK_SEGMENT_USAGE_DUTY
Marketing Analytics	ORA_FMK_UI_MARKETING_ANALYTICS_VIEW	ORA_FMK_MARKETINGANALYTICS_USAGE_DUTY

Duty Roles Requirements for UI and Server Authorization by Specific Job Roles

This section lists the duty roles inherited by specific job roles for both UI and server authorization for the Customer Data Platform and Marketing Orchestration functional areas of Fusion Marketing.

Customer Data Platform

The following table lists the duty roles inherited by specific job roles for the Customer Data Platform functional area of Fusion Marketing:

Job Role Name	Duty Role Name and Code for UI Usage Authorization	Duty Role Code for Server Authorization
Customer Data Platform Specialist	• Data Collection Tag Usage - `ORA_FMK_DATACOLLECTIONTAG_USAGE_DUTY` • Customer Data Platform Usage - `ORA_FMK_CUSTOMERDATAPLATFORM_USAGE_DUTY` • Behaviors Usage - `ORA_FMK_BEHAVIORS_USAGE_DUTY` • Integrations Usage - `ORA_FMK_INTEGRATIONS_USAGE_DUTY` • Parameters Usage - `ORA_FMK_PARAMETERS_USAGE_DUTY` • Logical Tables Usage - `ORA_FMK_LOGICALTABLES_USAGE_DUTY` • Buying Groups Usage - `ORA_FMK_BUYING_GROUPS_USAGE_DUTY` • Logical Tables Usage - `ORA_FMK_LOGICALTABLES_USAGE_DUTY`	• `ORA_DR_FMK_BEHAVIOR_USAGE_DUTY` • `ORA_DR_FMK_DATACOLLECTIONTAG_USAGE_DUTY` • `ORA_DR_FMK_DOMAIN_USAGE_DUTY` • `ORA_DR_FMK_PARAMETER_USAGE_DUTY` • `ORA_DR_FMK_SEGMENT_USAGE_DUTY` • `ORA_DR_FMK_AUTOMATION_USAGE_DUTY` • `ORA_DR_FMK_AUTOMATIONBLOCK_USAGE_DUTY` • `ORA_DR_FMK_BEHAVIORCATEGORY_USAGE_DUTY` • `ORA_DR_FMK_BUYINGGROUPPROFILE_USAGE_DUTY` • `ORA_DR_FMK_CONNECTION_USAGE_DUTY` • `ORA_DR_FMK_DATACOLLECTIONSTREAM_USAGE_DUTY` • `ORA_DR_FMK_DATAMODEL_USAGE_DUTY` • `ORA_DR_FMK_DATAORCHESTRATION_USAGE_DUTY` • `ORA_DR_FMK_PROGRAM_USAGE_DUTY` • `ORA_DR_FMK_REPORTING_USAGE_DUTY`
Customer Data Platform Manager	None	• `ORA_DR_FMK_BEHAVIOR_USAGE_DUTY` • `ORA_DR_FMK_DATACOLLECTIONTAG_MANAGEMENT_DUTY` • `ORA_DR_FMK_DATACOLLECTIONTAG_USAGE_DUTY` • `ORA_DR_FMK_DOMAIN_USAGE_DUTY` • `ORA_DR_FMK_PARAMETER_MANAGEMENT_DUTY` • `ORA_DR_FMK_PARAMETER_USAGE_DUTY` • `ORA_DR_FMK_SEGMENT_MANAGEMENT_DUTY` • `ORA_DR_FMK_SEGMENT_USAGE_DUTY` • `ORA_DR_FMK_AUTOMATION_USAGE_DUTY`

Job Role Name	Duty Role Name and Code for UI Usage Authorization	Duty Role Code for Server Authorization
		• ORA_DR_FMK_AUTOMATIONBLOCK_USAGE_DUTY • ORA_DR_FMK_BEHAVIOR_MANAGEMENT_DUTY • ORA_DR_FMK_BEHAVIORCATEGORY_MANAGEMENT_DUTY • ORA_DR_FMK_BEHAVIORCATEGORY_USAGE_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_MANAGEMENT_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_USAGE_DUTY • ORA_DR_FMK_CONNECTION_MANAGEMENT_DUTY • ORA_DR_FMK_CONNECTION_USAGE_DUTY • ORA_DR_FMK_DATACOLLECTIONSTREAM_USAGE_DUTY • ORA_DR_FMK_DATAMODEL_USAGE_DUTY • ORA_DR_FMK_DATAORCHESTRATION_MANAGEMENT_DUTY • ORA_DR_FMK_DATAORCHESTRATION_USAGE_DUTY • ORA_DR_FMK_PROGRAM_MANAGEMENT_DUTY • ORA_DR_FMK_PROGRAM_USAGE_DUTY • ORA_DR_FMK_REPORTING_USAGE_DUTY
Customer Data Platform Administra	None	• ORA_DR_FMK_BEHAVIOR_USAGE_DUTY • ORA_DR_FMK_DATACOLLECTIONTAG_MANAGEMENT_DUTY • ORA_DR_FMK_DATACOLLECTIONTAG_PUBLISHING_DUTY • ORA_DR_FMK_DATACOLLECTIONTAG_USAGE_DUTY • ORA_DR_FMK_DOMAIN_MANAGEMENT_DUTY • ORA_DR_FMK_DOMAIN_USAGE_DUTY • ORA_DR_FMK_PARAMETER_MANAGEMENT_DUTY • ORA_DR_FMK_PARAMETER_USAGE_DUTY • ORA_DR_FMK_SEGMENT_MANAGEMENT_DUTY • ORA_DR_FMK_SEGMENT_USAGE_DUTY • ORA_DR_FMK_AUTOMATION_USAGE_DUTY • ORA_DR_FMK_AUTOMATIONBLOCK_USAGE_DUTY • ORA_DR_FMK_BEHAVIOR_MANAGEMENT_DUTY • ORA_DR_FMK_BEHAVIORCATEGORY_MANAGEMENT_DUTY • ORA_DR_FMK_BEHAVIORCATEGORY_USAGE_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_MANAGEMENT_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_PUBLISHING_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_USAGE_DUTY • ORA_DR_FMK_CONNECTION_MANAGEMENT_DUTY • ORA_DR_FMK_CONNECTION_USAGE_DUTY • ORA_DR_FMK_DATACOLLECTIONSTREAM_USAGE_DUTY • ORA_DR_FMK_DATAMODEL_USAGE_DUTY

Job Role Name	Duty Role Name and Code for UI Usage Authorization	Duty Role Code for Server Authorization
		• ORA_DR_FMK_DATAORCHESTRATION_MANAGEMENT_DUTY • ORA_DR_FMK_DATAORCHESTRATION_PUBLISHING_DUTY • ORA_DR_FMK_DATAORCHESTRATION_USAGE_DUTY • ORA_DR_FMK_PROGRAM_MANAGEMENT_DUTY • ORA_DR_FMK_PROGRAM_USAGE_DUTY • ORA_DR_FMK_REPORTING_USAGE_DUTY • ORA_DR_FMK_SEGMENT_PUBLISHING_DUTY • ORA_DR_FMK_DATACOLLECTIONTAG_PUBLISHING_DUTY
Customer Data Analyst	• Marketing Analytics Usage - ORA_FMK_MARKETINGANALYTICS_USAGE_DUTY	None
Customer Data Analytics Viewer	• Marketing Analytics Usage - ORA_FMK_MARKETINGANALYTICS_USAGE_DUTY	None

Marketing Orchestration

The following table lists the duty roles and usage inherited by specific job roles for both UI and server authorization for the Marketing Orchestration functional area of Fusion Marketing:

Job Role Name	Duty Role Name and Code for UI Usage Authorization	Duty Role Code for Server Authorization
Marketing Specialist	• Marketing Program Usage - ORA_FMK_PROGRAM_USAGE_DUTY • Marketing Message Template Usage - ORA_FMK_MESSAGETEMPLATE_USAGE_DUTY • Marketing Tactic Template Usage - ORA_FMK_TACTICTEMPLATE_USAGE_DUTY • Marketing Block Usage - ORA_FMK_BLOCK_USAGE_DUTY • Marketing Message Usage - ORA_FMK_MESSAGE_USAGE_DUTY • Marketing Home Usage - ORA_FMK_MARKETINGHOME_USAGE_DUTY • Marketing Segment Usage - ORA_FMK_SEGMENT_USAGE_DUTY • Marketing Digital Media Usage - ORA_FMK_DIGITALMEDIA_USAGE_DUTY • Marketing Content Usage - ORA_FMK_CONTENT_USAGE_DUTY	• ORA_DR_FMK_AUTOMATION_USAGE_DUTY • ORA_DR_FMK_BEHAVIOR_USAGE_DUTY • ORA_DR_FMK_BLOCK_USAGE_DUTY • ORA_DR_FMK_DIGITALMEDIA_USAGE_DUTY • ORA_DR_FMK_DOMAIN_USAGE_DUTY • ORA_DR_FMK_MESSAGE_USAGE_DUTY • ORA_DR_FMK_MESSAGETEMPLATE_USAGE_DUTY • ORA_DR_FMK_PARAMETER_USAGE_DUTY • ORA_DR_FMK_PROGRAM_USAGE_DUTY • ORA_DR_FMK_SEGMENT_USAGE_DUTY • ORA_DR_FMK_STRUCTUREDCONTENT_USAGE_DUTY • ORA_DR_FMK_TACTICTEMPLATE_USAGE_DUTY • ORA_DR_FMK_TACTICTYPE_USAGE_DUTY

Job Role Name	Duty Role Name and Code for UI Usage Authorization	Duty Role Code for Server Authorization
	• Marketing Analytics Usage - ORA_FMK_MARKETINGANALYTICS_USAGE_DUTY • Marketing Tactic Distribution Usage - ORA_FMK_TACTIC_DISTRIBUTION_USAGE_DUTY • Marketing Form Template Usage - ORA_FMK_FORMTEMPLATE_USAGE_DUTY • Marketing Template Usage - ORA_FMK_TEMPLATE_USAGE_DUTY • Marketing Campaign Usage - ORA_FMK_CAMPAIGN_USAGE_DUTY	• ORA_DR_FMK_AIAGENT_USAGE_DUTY • ORA_DR_FMK_AUTOMATIONBLOCK_USAGE_DUTY • ORA_DR_FMK_BEHAVIORCATEGORY_MANAGEMENT_DUTY • ORA_DR_FMK_BEHAVIORCATEGORY_USAGE_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_MANAGEMENT_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_PUBLISHING_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_USAGE_DUTY • ORA_DR_FMK_CONNECTION_USAGE_DUTY • ORA_DR_FMK_DATACOLLECTIONSTREAM_USAGE_DUTY • ORA_DR_FMK_DATAORCHESTRATION_USAGE_DUTY • ORA_DR_FMK_MOBILECODE_MANAGEMENT_DUTY • ORA_DR_FMK_MOBILECODE_USAGE_DUTY • ORA_DR_FMK_REPORTING_USAGE_DUTY • ORA_DR_FMK_TACTICDISTRIBUTION_MANAGEMENT_DUTY • ORA_DR_FMK_TACTICDISTRIBUTION_PUBLISHING_DUTY • ORA_DR_FMK_TACTICDISTRIBUTION_USAGE_DUTY
Marketing Manager	None	• ORA_DR_FMK_AUTOMATION_MANAGEMENT_DUTY • ORA_DR_FMK_AUTOMATION_USAGE_DUTY • ORA_DR_FMK_BEHAVIOR_MANAGEMENT_DUTY • ORA_DR_FMK_BEHAVIOR_USAGE_DUTY • ORA_DR_FMK_BLOCK_MANAGEMENT_DUTY • ORA_DR_FMK_BLOCK_USAGE_DUTY • ORA_DR_FMK_DIGITALMEDIA_MANAGEMENT_DUTY • ORA_DR_FMK_DIGITALMEDIA_USAGE_DUTY • ORA_DR_FMK_DOMAIN_USAGE_DUTY • ORA_DR_FMK_MESSAGE_MANAGEMENT_DUTY • ORA_DR_FMK_MESSAGE_USAGE_DUTY • ORA_DR_FMK_MESSAGETEMPLATE_MANAGEMENT_DUTY • ORA_DR_FMK_MESSAGETEMPLATE_USAGE_DUTY • ORA_DR_FMK_PARAMETER_MANAGEMENT_DUTY • ORA_DR_FMK_PARAMETER_USAGE_DUTY • ORA_DR_FMK_PROGRAM_MANAGEMENT_DUTY • ORA_DR_FMK_PROGRAM_USAGE_DUTY • ORA_DR_FMK_SEGMENT_MANAGEMENT_DUTY • ORA_DR_FMK_SEGMENT_USAGE_DUTY • ORA_DR_FMK_STRUCTUREDCONTENT_MANAGEMENT_DUTY • ORA_DR_FMK_STRUCTUREDCONTENT_USAGE_DUTY

Job Role Name	Duty Role Name and Code for UI Usage Authorization	Duty Role Code for Server Authorization
		• ORA_DR_FMK_TACTICTEMPLATE_MANAGEMENT_DUTY • ORA_DR_FMK_TACTICTEMPLATE_USAGE_DUTY • ORA_DR_FMK_TACTICTYPE_USAGE_DUTY • ORA_DR_FMK_AIAGENT_USAGE_DUTY • ORA_DR_FMK_AUTOMATIONBLOCK_USAGE_DUTY • ORA_DR_FMK_BEHAVIORCATEGORY_MANAGEMENT_DUTY • ORA_DR_FMK_BEHAVIORCATEGORY_USAGE_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_MANAGEMENT_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_USAGE_DUTY • ORA_DR_FMK_CONNECTION_USAGE_DUTY • ORA_DR_FMK_DATACOLLECTIONSTREAM_USAGE_DUTY • ORA_DR_FMK_DATAORCHESTRATION_USAGE_DUTY • ORA_DR_FMK_MOBILECODE_USAGE_DUTY • ORA_DR_FMK_REPORTING_USAGE_DUTY • ORA_DR_FMK_TACTICDISTRIBUTION_MANAGEMENT_DUTY • ORA_DR_FMK_TACTICDISTRIBUTION_USAGE_DUTY
Marketing Administra	• Marketing Domain Management - ORA_FMK_DOMAIN_MANAGEMENT_DUTY	• ORA_DR_FMK_AUTOMATION_MANAGEMENT_DUTY • ORA_DR_FMK_AUTOMATION_PUBLISHING_DUTY • ORA_DR_FMK_AUTOMATION_USAGE_DUTY • ORA_DR_FMK_BEHAVIOR_MANAGEMENT_DUTY • ORA_DR_FMK_BEHAVIOR_USAGE_DUTY • ORA_DR_FMK_BLOCK_MANAGEMENT_DUTY • ORA_DR_FMK_BLOCK_PUBLISHING_DUTY • ORA_DR_FMK_BLOCK_USAGE_DUTY • ORA_DR_FMK_DIGITALMEDIA_MANAGEMENT_DUTY • ORA_DR_FMK_DIGITALMEDIA_PUBLISHING_DUTY • ORA_DR_FMK_DIGITALMEDIA_USAGE_DUTY • ORA_DR_FMK_DOMAIN_MANAGEMENT_DUTY • ORA_DR_FMK_DOMAIN_USAGE_DUTY • ORA_DR_FMK_MESSAGE_MANAGEMENT_DUTY • ORA_DR_FMK_MESSAGE_PUBLISHING_DUTY • ORA_DR_FMK_MESSAGE_USAGE_DUTY • ORA_DR_FMK_MESSAGETEMPLATE_MANAGEMENT_DUTY • ORA_DR_FMK_MESSAGETEMPLATE_PUBLISHING_DUTY • ORA_DR_FMK_MESSAGETEMPLATE_USAGE_DUTY • ORA_DR_FMK_PARAMETER_MANAGEMENT_DUTY

Job Role Name	Duty Role Name and Code for UI Usage Authorization	Duty Role Code for Server Authorization
		• ORA_DR_FMK_PARAMETER_USAGE_DUTY • ORA_DR_FMK_PROGRAM_MANAGEMENT_DUTY • ORA_DR_FMK_PROGRAM_USAGE_DUTY • ORA_DR_FMK_SEGMENT_MANAGEMENT_DUTY • ORA_DR_FMK_SEGMENT_USAGE_DUTY • ORA_DR_FMK_STRUCTUREDCONTENT_MANAGEMENT_DUTY • ORA_DR_FMK_STRUCTUREDCONTENT_PUBLISHING_DUTY • ORA_DR_FMK_STRUCTUREDCONTENT_USAGE_DUTY • ORA_DR_FMK_TACTICTEMPLATE_MANAGEMENT_DUTY • ORA_DR_FMK_TACTICTEMPLATE_PUBLISHING_DUTY • ORA_DR_FMK_TACTICTEMPLATE_USAGE_DUTY • ORA_DR_FMK_TACTICTYPE_USAGE_DUTY • ORA_DR_FMK_AIAGENT_USAGE_DUTY • ORA_DR_FMK_AUTOMATIONBLOCK_USAGE_DUTY • ORA_DR_FMK_BEHAVIORCATEGORY_MANAGEMENT_DUTY • ORA_DR_FMK_BEHAVIORCATEGORY_USAGE_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_MANAGEMENT_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_PUBLISHING_DUTY • ORA_DR_FMK_BUYINGGROUPPROFILE_USAGE_DUTY • ORA_DR_FMK_CONNECTION_USAGE_DUTY • ORA_DR_FMK_DATACOLLECTIONSTREAM_USAGE_DUTY • ORA_DR_FMK_DATAORCHESTRATION_USAGE_DUTY • ORA_DR_FMK_MOBILECODE_MANAGEMENT_DUTY • ORA_DR_FMK_MOBILECODE_USAGE_DUTY • ORA_DR_FMK_REPORTING_USAGE_DUTY • ORA_DR_FMK_TACTICDISTRIBUTION_MANAGEMENT_DUTY • ORA_DR_FMK_TACTICDISTRIBUTION_PUBLISHING_DUTY • ORA_DR_FMK_TACTICDISTRIBUTION_USAGE_DUTY
Marketing Data Analyst	• Marketing Analytics Usage - ORA_FMK_MARKETINGANALYTICS_USAGE_DUTY	None
Marketing Data Analytics Viewer	• Marketing Analytics Usage - ORA_FMK_MARKETINGANALYTICS_USAGE_DUTY	None

How to Create a User and Assign Job Roles for Fusion Marketing

This section outlines how you create users and assign job roles for your Fusion Marketing team.

To get started with getting access to the Customer Data Platform (CDP) and Marketing Orchestration areas of your Fusion Marketing application, you can follow these steps:

1. Create a user for your Fusion Marketing team
2. Add Instance Admin as an example job role for your Fusion Marketing user using the Security Console
3. Assign specialist job roles to Fusion Marketing users
4. Edit role memberships from existing roles

Create a User for Your Fusion Marketing Team

From the Navigator, go to the **My Team** > **Users and Roles** task to create a user for your Fusion Marketing team. When the Search Person page appears, select the Create (+) icon and the **Create User** page appears for you to fill in and save.

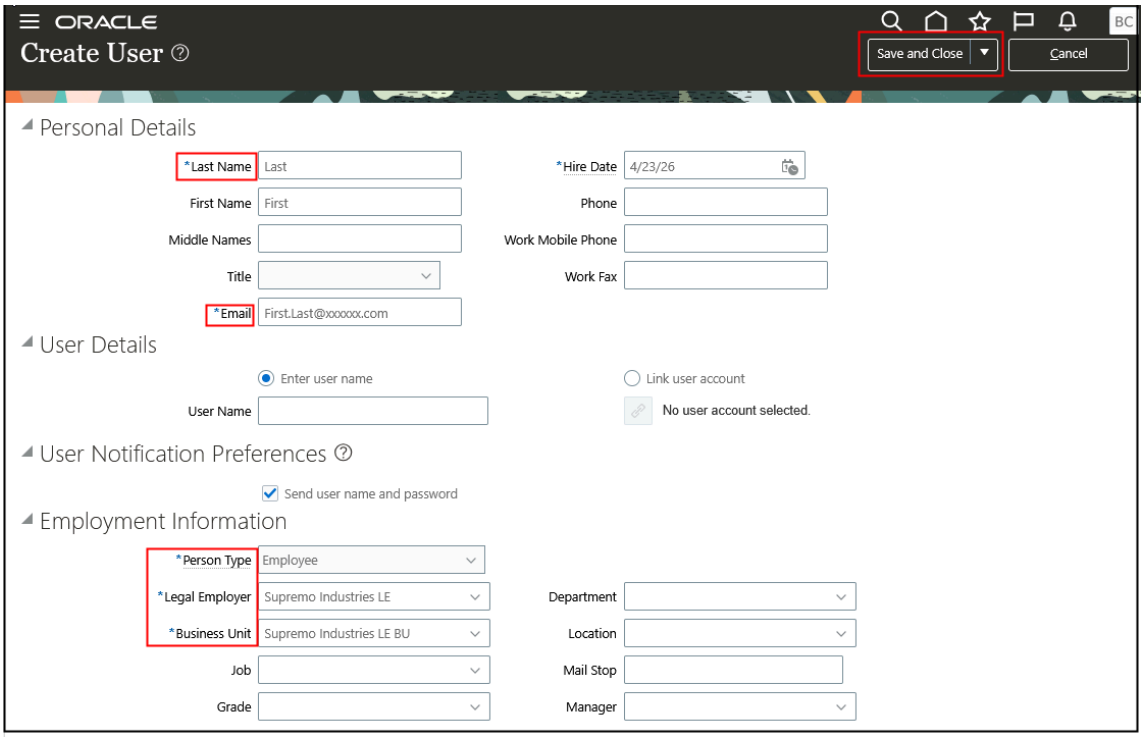
If you use the HCM pages to upload workers, hire employees, or add contingent workers, you also automatically create application users and identities.

When you create a new user, it automatically triggers role provisioning requests based on role provisioning rules.

Create a User

1. Navigate to **My Team** > **Users and Roles**.
2. Select Create (the **+** icon).
3. Enter **Last Name** and **Email** address.

4. Select Employee as the **Person Type** and select **Legal Employer** and **Business Unit** values as per this sample image.



5. From the **Resource Information** section, you can assign a **Resource Role** as follows:
   - Select `Sales Administrator` (temporary baseline).
6. Click **Save and Close**.

Note: The **User Name** field auto-generates from the **Email** address you entered.

See the *Create Users* topic of the Securing Applications guide for more information.

Example of Adding Instance Admin Role for Your Fusion Marketing User Using the Security Console

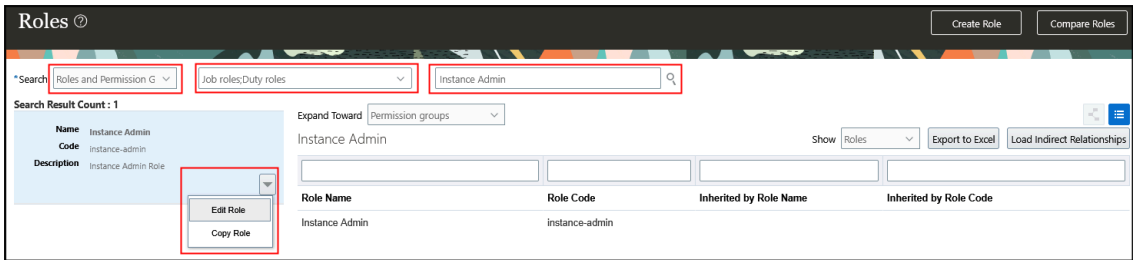
You can create a duty role, job role, or an abstract role using the Security Console. Often, an efficient method of creating a role is to copy an existing role, then edit the copy to meet your requirements. Typically, you'd create a role from scratch if no existing role is similar to the role you want to create.

To create a role from scratch, select the **Roles** tab in the **Security Console**, then select **Create Role** and enter values in a series of role-creation pages, selecting Next or Back to navigate among them.

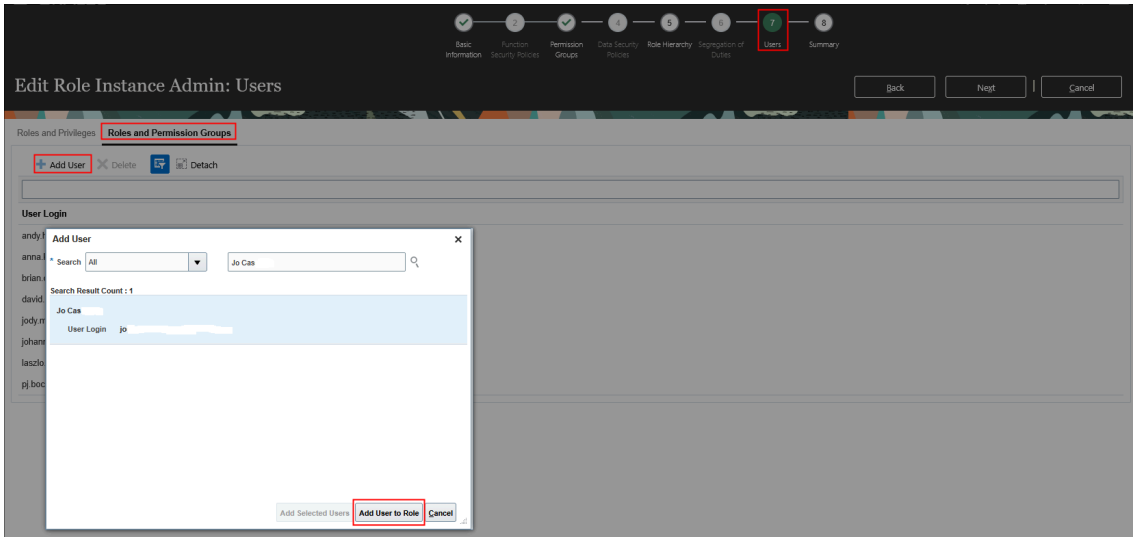
After creating a user for the Fusion Marketing Team, we're now ready to assign a role to that newly created user. Here are the steps:

1. Navigate to **Tools** > **Security Console** > **Roles**.
2. From the **Search** fields enter these details as shown:
   - Roles and Permission Groups

- Job roles, Duty roles
- Instance Admin



3. Select **Edit Role** to add the Instance Admin role for the newly created Fusion Marketing user you created.
4. Click **Next** until you click-through to step **7 Users** in the guided process as shown:



5. Select **+ Add User**, then find and select the user you created.
6. Select **Add User to Role** to add the Instance Admin role.
7. Confirm that the user has been added.
8. Select **Next** and then **Save and Close**.

See the *Create Roles in the Security Console* topic of the Securing Applications guide for more information.

Assign Specialist Job Roles to Fusion Marketing Users

The following lists the required specialist job roles to enable users access and use features of the Customer Data Platform, Marketing Orchestration, and Sales Integration areas.

Customer Data Platform

Job Role Name	Job Role Code
Customer Data Platform Specialist	`ORA_FMK_CUSTOMER_DATA_PLATFORM_SPECIALIST_JOB`

Job Role Name	Job Role Code
Customer Data Platform Administrator	ORA_FMK_CUSTOMER_DATA_PLATFORM_ADMINISTRATOR_JOB (Optional)

Marketing Orchestration

Job Role Name	Job Role Code
Marketing Specialist	ORA_FMK_MARKETING_SPECIALIST_JOB

Sales Integration

Job Role Name	Job Role Code
Sales System Integrator	ORA_ZCA_SALES_SYSTEM_INTEGRATOR_JOB

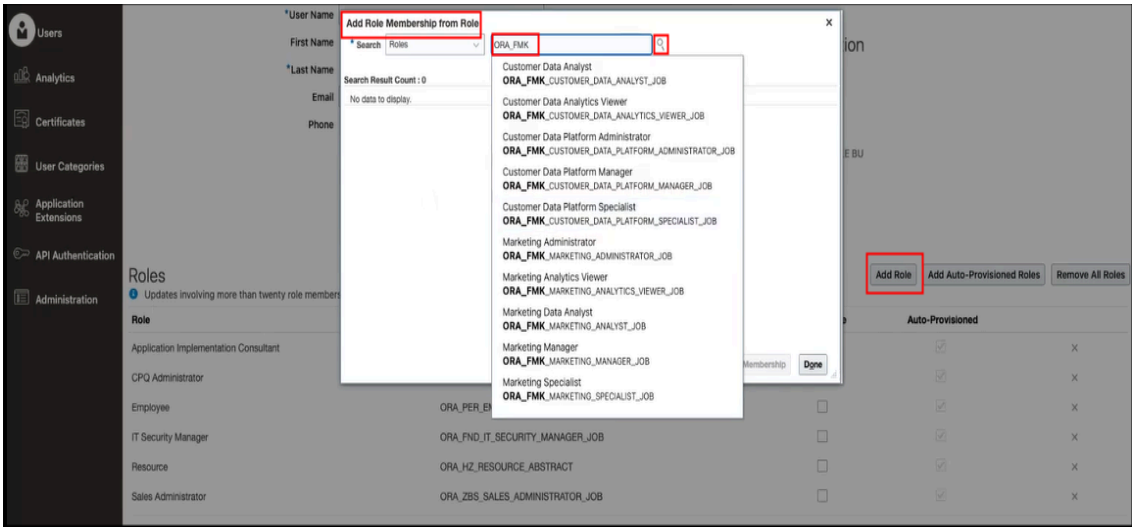
CAUTION: Do not assign ORA_MKT roles. These are not aligned with Customer Data Platform functionality.

Edit Role Memberships for Existing Roles

You can individually add role memberships (roles belonging to other roles within a category) from existing roles as follows:

1. Navigate to **Tools** > **Security Console** > **Users**.
2. Search for the user you want and from the **User Account Details** screen, select **Edit**.

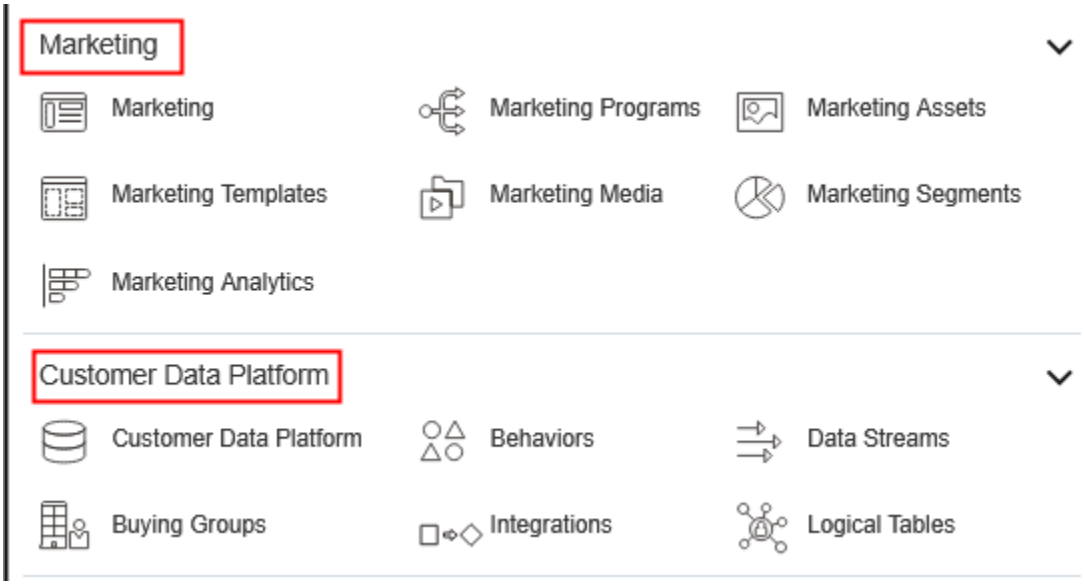
3. Select **Add Role** and the **Add Role Membership from Role** dialog, similar to the following, is displayed:



4. In the Search fields, look for roles you want to add, select them, and select **Add Role Membership**. For example, enter `ORA_FMK` to display a list of all the predefined Fusion Marketing roles.
5. Select the required specialist job role that you want and select **Add Role Membership** and then select **Done**. For example, to enable access to the Customer Data Platform, Fusion Marketing and Sales Integration users, individually select and add role membership for:
    - Customer Data Platform Specialist - (`ORA_FMK_CUSTOMER_DATA_PLATFORM_SPECIALIST_JOB`)
    - Marketing Specialist - (`ORA_FMK_MARKETING_SPECIALIST_JOB`)
    - Sales System Integrator - (`ORA_ZCA_SALES_SYSTEM_INTEGRATOR_JOB`)

    You can also delete roles. Click the x icon in the row for the role, and then respond to the confirmation message.
6. Select **Save and Close** and then **Done**.

These roles should now give you access to the Marketing and Customer Data Platform areas of the Fusion Marketing application.



See the *Add User Accounts* topic of the Securing Applications guide for more information.

4 Fusion Unity Data Platform with Oracle Sales Integration

Use Fusion Unity Data Platform with Oracle Sales

When you integrate Fusion Unity Data Platform with Oracle Sales, you can seamlessly transfer data between the two products. Integrating with Sales involves setting up the import of data from Oracle Sales and setting up the export of data to Oracle Sales.

Required Privileges and Roles

To incorporate Fusion Unity Data Platform segmentation capabilities into Oracle Sales fully integrated sales capabilities, you'll need access to REST services and one or more of the following roles:

- Application Implementation Consultant
- IT Security Manager
- Sales Administrator (for Sales/CRM environments)
- Sales Manager (limited import/export abilities)
- Custom roles with specific data import/export privileges granted

See the Job Roles and Duty Roles for Fusion marketing chapter for more information.

Export Fusion Unity Data Platform Segments to Oracle Sales

You can export Fusion Unity Data Platform segments to Oracle Sales by leverages the External Data Loader Client to enable the transfer of data. For more information, see this topic *Overview of External Data Loader Client* from the Oracle Sales Help Center.

Import Oracle Sales Data to Fusion Unity Data Platform

Importing data, such as account, activity, and sales data, from Oracle Sales enables you to build more complete customer profiles in Fusion Unity Data Platform.

Setting up the import of data from Oracle Sales involves the following tasks:

1. *Set Up the Initial Export of Data in Oracle Sales*
2. *Set Up the Initial Import of Data in Fusion Unity Data Platform*
3. *Set Up the Ongoing Import of Oracle Sales Data*
4. *Publish Changes to the Fusion Unity Data Platform*

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Set Up the Initial Export of Data in Oracle Sales

To set up the import of data from Oracle Sales, you must create an initial export activity in Sales of the data you want to send to Fusion Unity Data Platform.

Here's how to create an export activity in Oracle Sales:

1. Sign in to Oracle Sales with the appropriate privileges and role.
2. Navigate to **Tools** > **Export Management** > **Create Export Activity**.
3. Enter the following basic information:
    - Name: Enter a name for the export activity.
    - Description: Enter a description for the export activity.
    - Object: Select the object to export.
    - File Name: Enter a name for the exported file.
    - Advanced Options: Open Advanced Options and enter a notification email address from **Export Options**. This email will receive a notification when the export activity completes.
4. Select **Next** to go to the **Configure Export Objects** page.
5. Select the **Enabled** checkbox.
6. Select the **Filter Name** icon for the object you selected before. This is the parent object. In the **Script Edit** window, enter a future date using the following format `creationDate<'2020-12-12T00:00:00-07:00'`. Then, select **Save and Close**.

    > **Note:** Depending on the amount of data that's transferred, the export activity job can take up to several days to complete. To split of the data transfers into smaller files, you can create multiple export activity jobs and configure separate creation dates.

7. Select **Next** to review the information for the export activity and select **Submit**.
8. When you receive the notification that the export is completed, select the export activity name to download a compressed file of the data.

Upload the Compressed File to a Secure FTP Site

After downloading the compressed file, you'll need to extract the file and upload the individual compressed files to the Secure FTP site. Here's how:

1. Extract the exported file.
    - Depending on the files selected to export, there will be one or more compressed files within the exported file.
    - One compressed file will be the parent object.
    - If you select to enable child data objects for export, the remaining files will be the child objects.
2. Copy all the separate compressed files to the Secure FTP site you'll use to transfer files between Oracle Sales and Fusion Unity Data Platform.
3. Extract all the compressed files you copied to the Secure FTP site.

    After extracting the files, you can start following the steps for *Set Up the Initial Import of Data in Fusion Unity Data Platform*.

Set Up the Initial Import of Data in Fusion Unity Data Platform

After creating an Export Activity in Oracle Sales and uploading the compressed (.zip) file to a Secure FTP site, you'll need to import the data in the compressed file with an ingest job in Fusion Unity Data Platform (UDP).

Learn more about correctly formatting source files and ingest jobs so that you can successfully import data:

- Ensure source files are formatted correctly. See the section *Set Up the Ongoing Import of Oracle Sales Data* for information.
- Review the import results. See *Manage Jobs* for more information..

Create Secure FTP Source

Follow the steps for creating a source object in the *Define an Ingest Job* section of this guide. You'll configure the Fusion Unity Data Platform to access the Secure FTP site you uploaded the compressed files to.

Create and Run the Ingest Job

To create and run the ingest job:

1. Follow the steps as outlined in *Define an Ingest Job*.
    - Select the source you created for the Secure FTP site that has the uploaded zip files.
    - Create a sample file of the zip files with the required fields.
    - Map source fields to Fusion Unity Data Platform data model attributes.
2. After saving the ingest job, follow the steps as outlined in *Publish Changes to the Fusion Unity Data Platform* .
3. Start the ingest job and monitor the progress of the job for the following system jobs:
    - **System - Data warehouse job**
    - **System - Identity resolution pipeline job**
4. Monitor the progress of the jobs from the *Manage Jobs*.

After the two system jobs successfully complete, you can follow the steps as outlined in *Set Up the Ongoing Import of Oracle Sales Data*.

Set up the Ongoing Import of Oracle Sales Data

After completing the initial import of data from Oracle Sales, you can set up the ingest job that will allow for the ongoing import of data. You must ensure that you correctly format the source files and ingest jobs so that you can successfully import data.

Before you begin:

- Ensure source files are formatted correctly by reviewing CSV file standards for Fusion Unity Data Platform and supported CSV parsers.

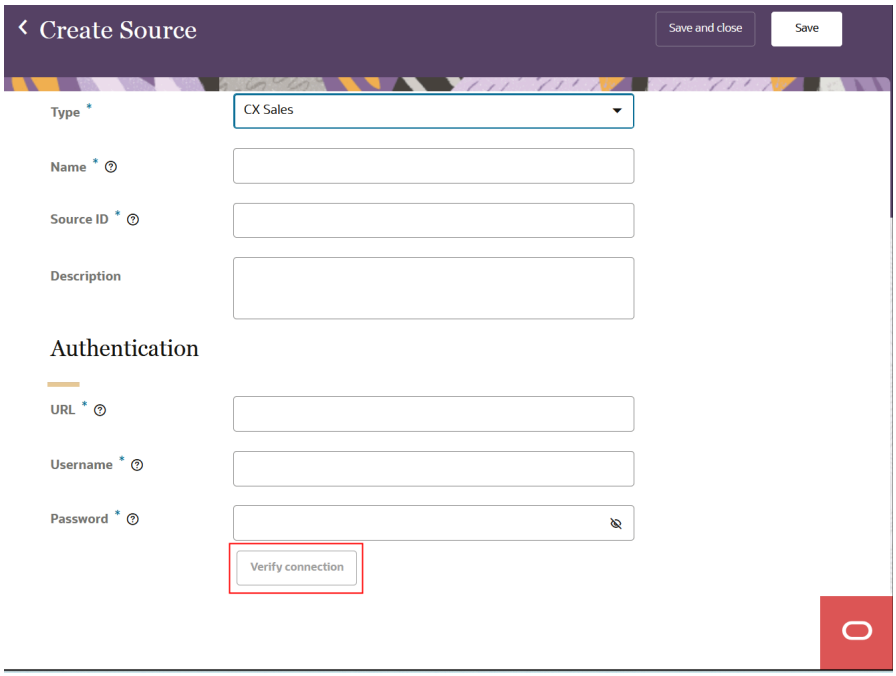
- Review how to import empty or null data and the restrictions that apply to empty and null data in the Fusion Unity Data Platform.

Create the Sales Source

The Oracle Sales source configures where the Fusion Unity Data Platform will import the data from. To create the Oracle Sales source:

1. Select the **Oracle** icon to open the navigation menu.
2. From the **Sources** area, select **Create Source**.
3. Select **CX Sales**.

   The job details section lets you define how Fusion Unity Data Platform will access the source and how the source will display.



4. Enter the details for the source as follows:
   - **Name**: Enter a name. The name must be 1 or more characters, up to a maximum of 50. Use only letters (a–z and A–Z), numbers (0–9), underscores (_), hyphens (-), and spaces. The first character can't be a space.
   - **Source ID**: When Fusion Unity Data Platform ingests data using this source, it uses this value for the Source ID attribute of each object. The Source ID is auto-populated from the source name you enter. You can't change this value after you create the source.
   - **Description**: Enter a description. This field is optional, but it's highly recommended to add descriptions for any entity created. This helps all other users get more context when using and navigating the Fusion Unity Data Platform. The description can have a maximum of 512 characters with no restrictions on characters used. You can use characters from all languages supported in the language settings.

Configure Authentication Settings

Enter the following information to allow Fusion Unity Data Platform to access the source:

1. **URL**: Enter the required base URL for your Oracle Sales instance in this format: `https://<Oracle Sales host name>`
2. **Username**: Enter the user name to access the URL.
3. **Password**: Enter the password to access the URL.
4. Once you enter all the details, select **Verify connection** to ensure that Fusion Unity Data Platform can access the source.



5. When finished defining the source, select **Save** or **Save and close**.
6. Publish your changes. See *Publish Changes to the Fusion Unity Data Platform* for more information.

Create the Ingest Job

After creating and publishing the Oracle Sales source, you can create the ingest job that will import the data and map it to the Fusion Unity Data Platform data model. See the *Create an Ingest Job* section of the *Define an Ingest Job* topic for more information.

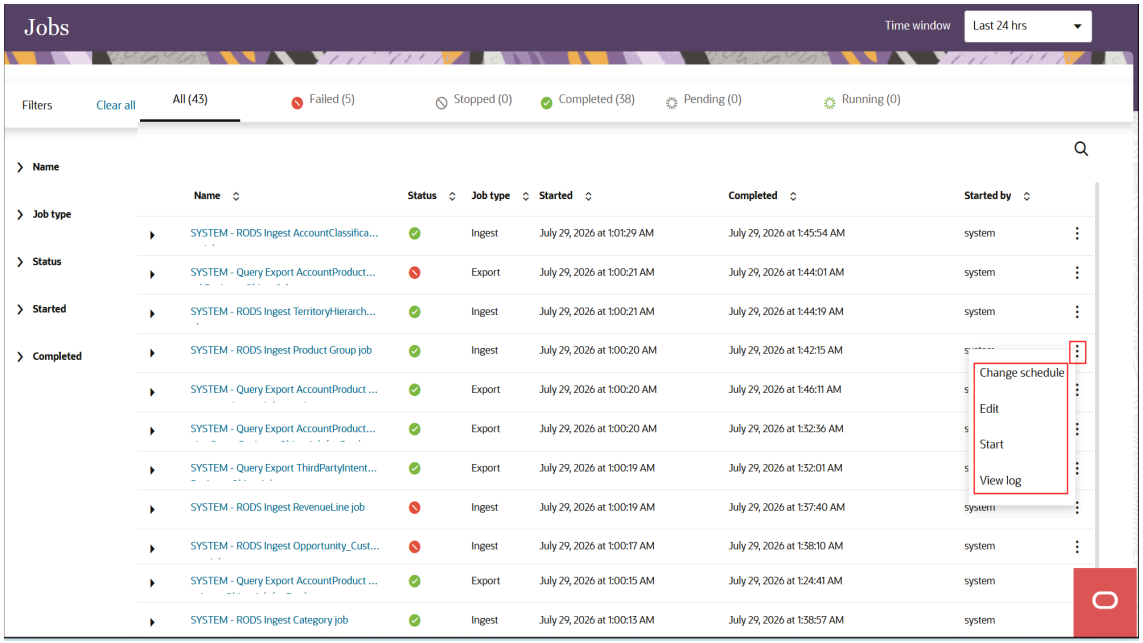
5 Data Management

Manage Jobs

You can use the Jobs page to view and manage the jobs that run within the Fusion Unity Data Platform. The page displays the jobs that are currently running and also recent runs of jobs.

To access the jobs page:

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Jobs access.
2. From the navigator, select **Customer Data Platform** > **Jobs** and a screen similar to the following is displayed.
3. Select **Jobs** and a page similar to the following is displayed:



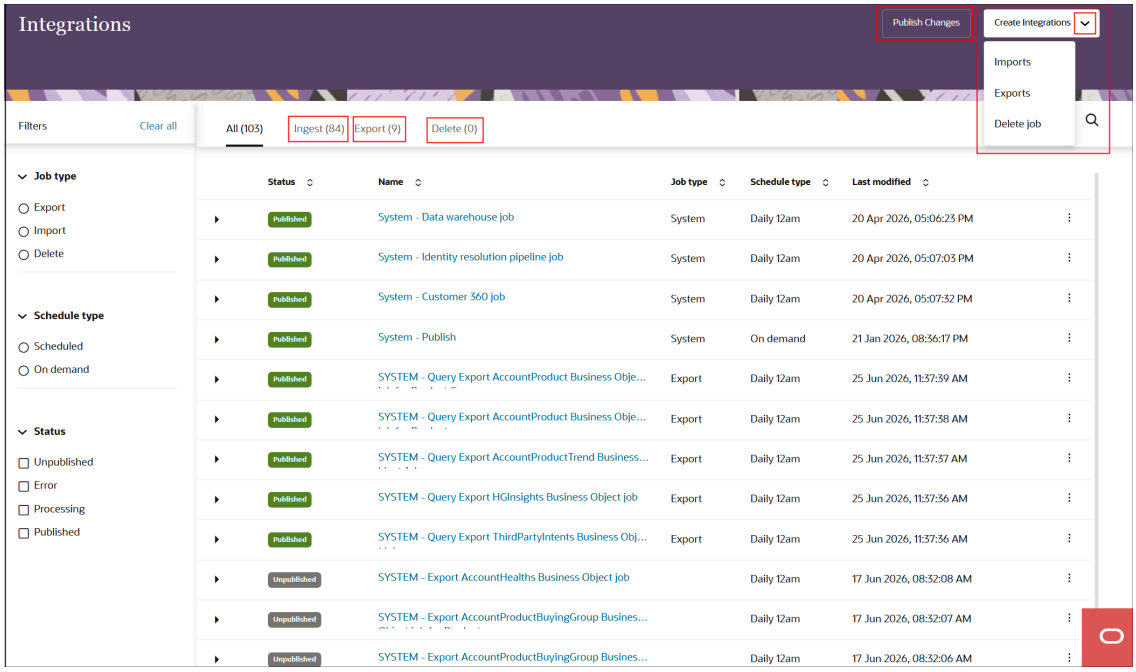
4. Use the filters to narrow down the list of jobs and review the icons to confirm if the job completed or failed.
5. Select the job name or select **View log** from the **Action** menu to display more details on that specific job. If any records were unsuccessfully imported, then you can review those details as well.

Manage Integrations

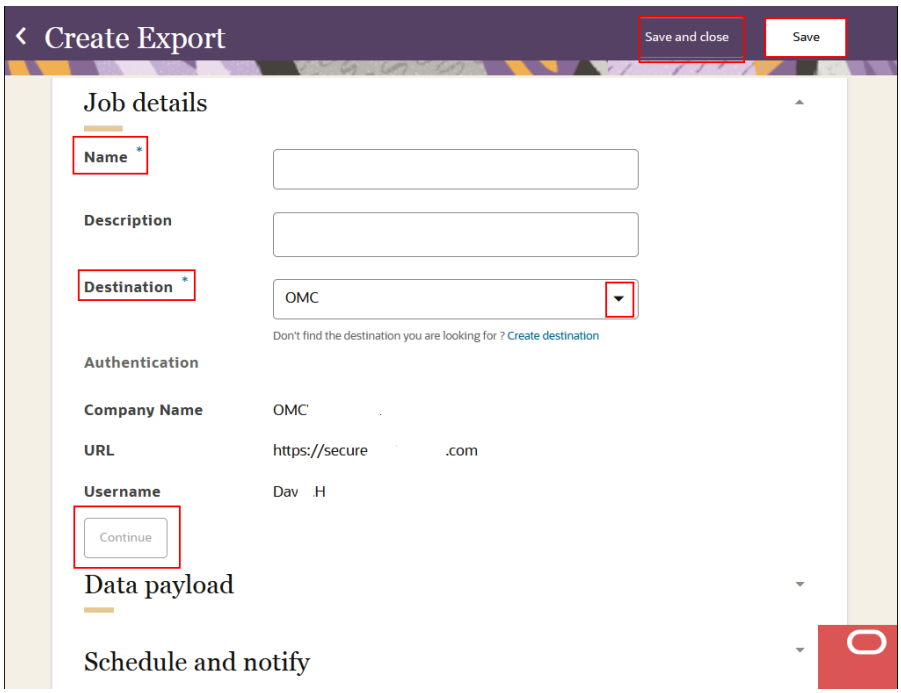
You can manage your Fusion Unity Data Platform integrations from the Integration page. You can publish changes and create integrations to manage your import, export, and delete jobs types.

Here are the steps to create an integration:

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Integrations access.
2. From the navigator, select **Customer Data Platform** > **Integrations** and a screen similar to the following is displayed.



3. Select **Create Integrations** and select one of the job types from the drop-down list:
   - Imports
   - Exports
   - Delete job
4. For example, if you select **Exports**, a screen similar to the following is displayed:



5. Enter a **Name** and **Description** and select and authenticate a **Destination**.

SFTP Connection for Data Exports

Users with Customer Data Platform Administrator (ORA_FMK_CUSTOMER_DATA_PLATFORM_ADMINISTRATOR) and Customer Data Platform Manager (ORA_FMK_CUSTOMER_DATA_PLATFORM roles can create and manage SFTP (Secure File Transfer Protocol) connections directly within Data Orchestration.

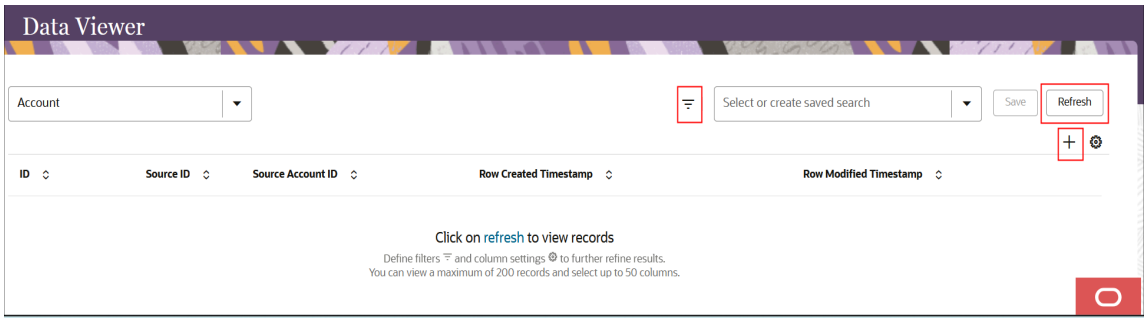
By enabling centralized configuration of external data export destinations, teams can define connection details including endpoint URLs, authentication methods, credentials, and transfer parameters once and reuse them across multiple orchestrations. By embedding SFTP connectivity natively, organizations can streamline outbound data delivery while maintaining governance and consistency.

About the Data Viewer

The Data Viewer is a feature that lets you view records in Fusion Unity Data Platform. You can view a maximum of 200 records and select up to 50 columns. You can add records and choose which columns to add or hide.

Here are the steps to access and use the Data Viewer:

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Data Viewer access.
2. From the navigator, select **Customer Data Platform** > **Data Viewer** and a screen similar to the following is displayed.



3. Select **+** to add a record and you can select either **Data warehouse** or **Staging** methods. If you select:
   - **Data warehouse**, then added records are saved to the warehouse and can be used immediately.
   - **Staging**, then added records are saved in a draft state and processed after the data warehouse job runs.
4. You can select or create saved search and use the filter icon to define filters to narrow your search for the records you want to view.
5. Select **Refresh** to find and view the most recently updated records.

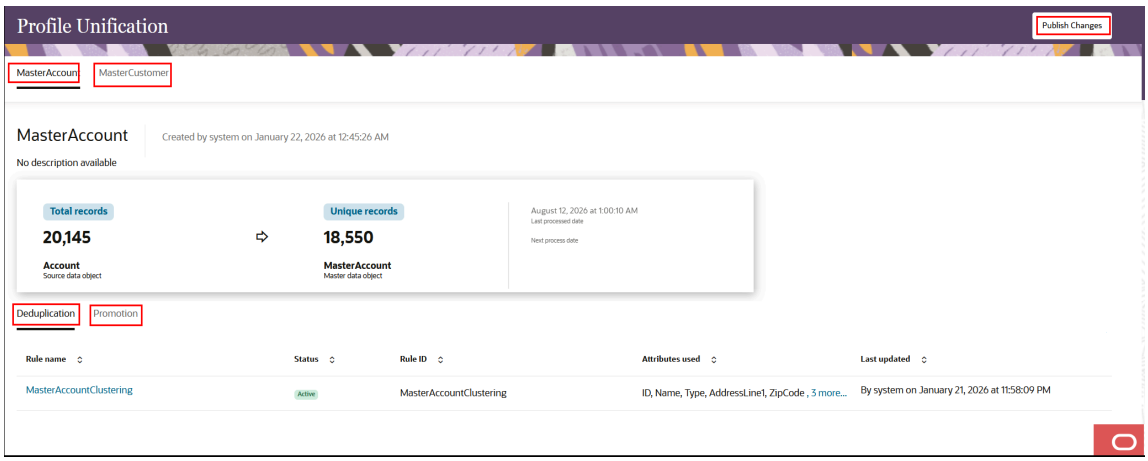
About Profile Unification

The Profile Unification feature is the process of identifying and merging multiple records that represent the same customer, account, or other business entity into a single, trusted profile. This unified profile serves as the canonical record for personalization, segmentation, analytics, and campaign activation.

Profile unification lets you search for customer profiles and view key profile, behavioral, and transactional data.

Here are the steps to access and use profile unification:

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Profile Unification access.
2. From the navigator, select **Customer Data Platform** > **Profile Unification** and a screen similar to the following is displayed.



The Profile Unification highlights the different sources that contribute toward a Master Customer record. Sources can be categorized into Marketing, Sales, Service, Commerce and Offline. These source categories are mapped to different sources using source names. To map sources to different categories, you'll need to provide the source names for the records that need to be mapped. For example, the source names can be *Responsys* and *Eloqua* for the Marketing category, *Oracle Sales* for the Sales category, and *Service Cloud* for the Service category.

How Profile Unification Works

Profile unification typically consists of three stages:

1. **Identity resolution (deduplication)**
   - Fusion Unity Data Platform compares records from multiple source systems (for example, CRM, ERP, web, commerce, loyalty, and marketing automation).
   - Matching rules determine which records belong to the same person or account, even when identifiers differ.
   - Matching can use attributes such as email address, customer ID, phone number, name, or other configured identifiers.
2. **Profile consolidation**
   - After matching related records, Fusion Unity Data Platform groups them under a single **MasterAccount**.
   - The master account maintains relationships back to the original source records while representing one unified customer or account.
3. **Promotion and enrichment**
   - When multiple source records contain conflicting values, promotion rules determine which value becomes the authoritative one.
   - Fusion Unity Data Platform can also compute derived attributes, aggregate behavioral metrics, and enrich the unified profile with intelligent attributes.

About Intelligent Attributes

You can create and manage custom views, intelligent attributes, and bucket attributes directly within the Unity Data Platform using the Intelligent Attributes Composer. It guides you through a clear, step-by-step workflow, from defining attribute metadata to configuring calculation logic on an interactive visual canvas.

Using governed data sources, aggregations, and functions you can build sophisticated attributes without needing technical expertise. The Data Workbench landing page then brings everything into one place, providing a single view of all attributes and surfacing essential metadata such as status, master entity alignment, lookback windows, and modification history to strengthen governance and operational transparency.

Access Requirements

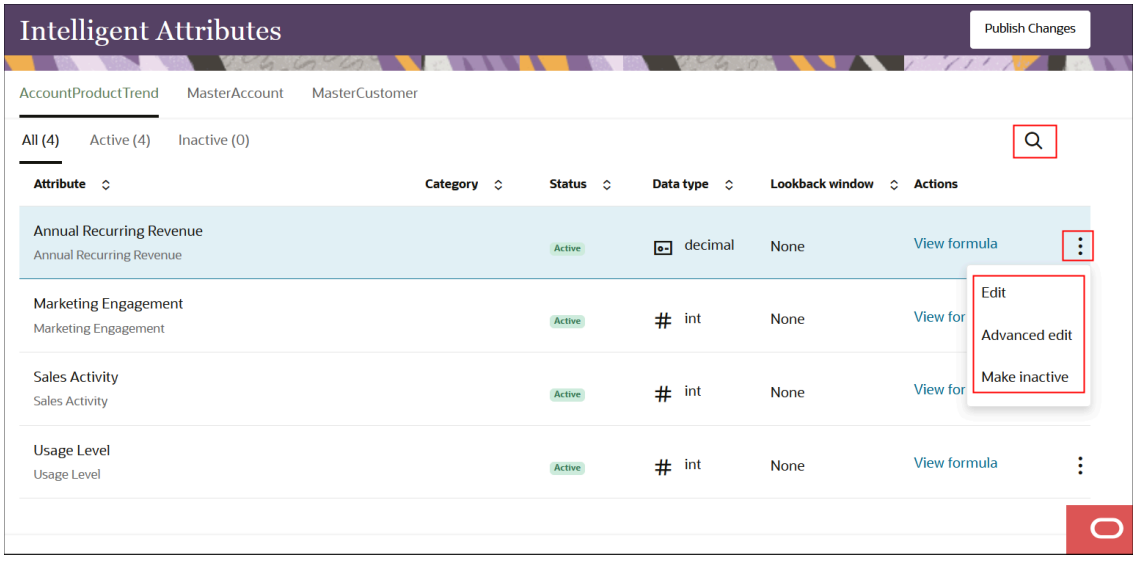
Ensure you've the appropriate roles:

- Customer Data Platform Administrator: Full control over configuration, publishing, and governance
- Customer Data Platform Manager: Create and manage attributes aligned to business strategy
- Customer Data Platform Specialist / Analyst: Build and maintain attributes for analytics and activation

Access and Use Intelligent Attributes

Here are the steps to access and use the Intelligent Attributes:

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Intelligent Attributes access.
2. From the navigator, select **Customer Data Platform** > **Intelligent Attributes** and a screen similar to the following is displayed.



3. Define basic details (name, data type, master entity, optional category, time window)
4. Build logic using the visual canvas:

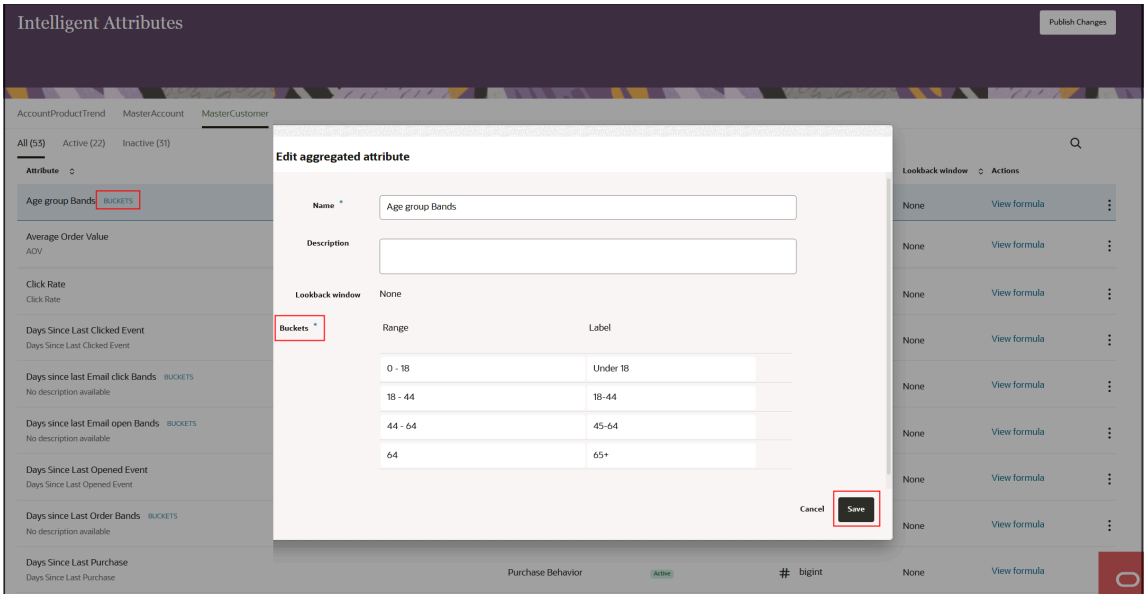
a. Select data sources
b. Apply aggregations and functions
c. Map to a destination (master entity)

5. Save your attribute modifications and **Publish Changes** the attribute.
6. Run the **Identity Resolution Pipeline Job** via Data Feeds to generate attribute values.
7. Use the attribute in segmentation and downstream workflows.

Edit Bucket Attributes

Here's how to edit a bucket attribute.

1. Select the **MasterCustomer** tab and a screen similar to the following is displayed.



2. From the Actions menu (horizontal ellipse), select **Edit.**
3. Select an attribute from the chosen Master entity and define the bucketing logic.
4. Save and Publish the bucket attribute.

After publishing:

- Only limited edits allowed (for example, name, description; restricted logic changes)
- Attributes must be published and pipeline jobs executed before values are available in segmentation

Publish Changes to the Fusion Unity Data Platform

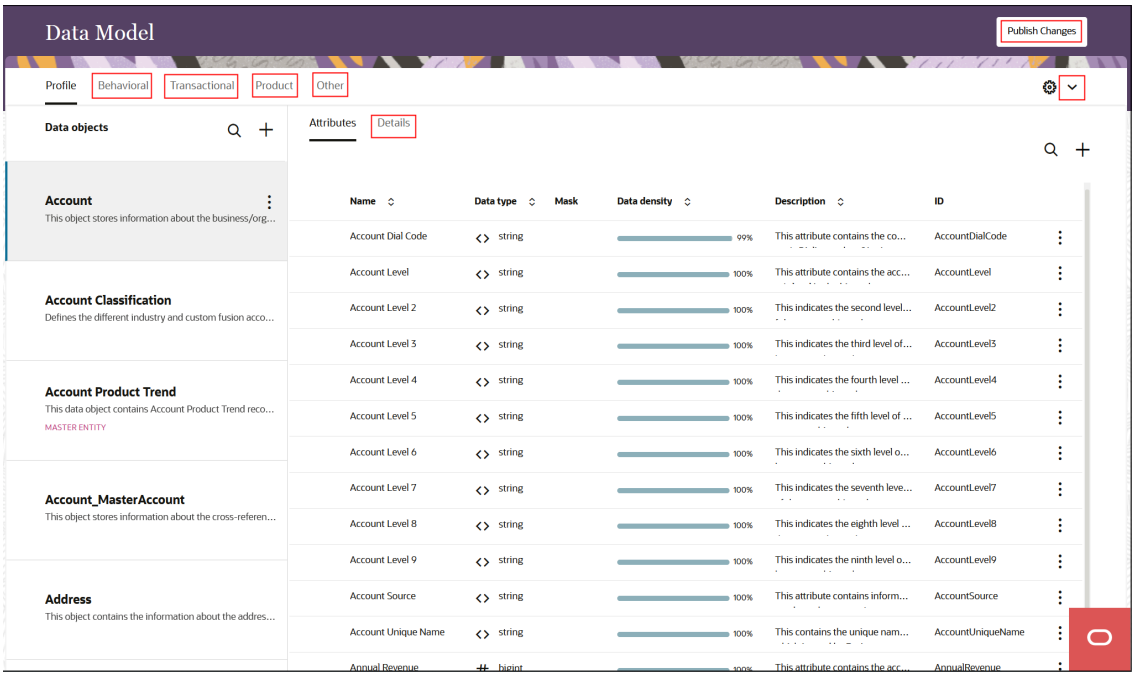
Any changes you make to the Fusion Unity Data Platform are pending until you publish those changes which can include any of the following:

- Create and edit data objects. Changes include when you add or update the following within data objects.
  - Attributes
  - Attribute groups

    - Relationships

- Create and edit attributes.
- Create and delete relationships.
- Create and edit data feeds.
- Create and edit sources and destinations.
- Create and edit segment deliveries.
- Create and edit master entities.
- Create and edit data science models.

After making a change, you'll see the **Unpublished** icon next to the item that was updated to indicate there are unpublished changes.



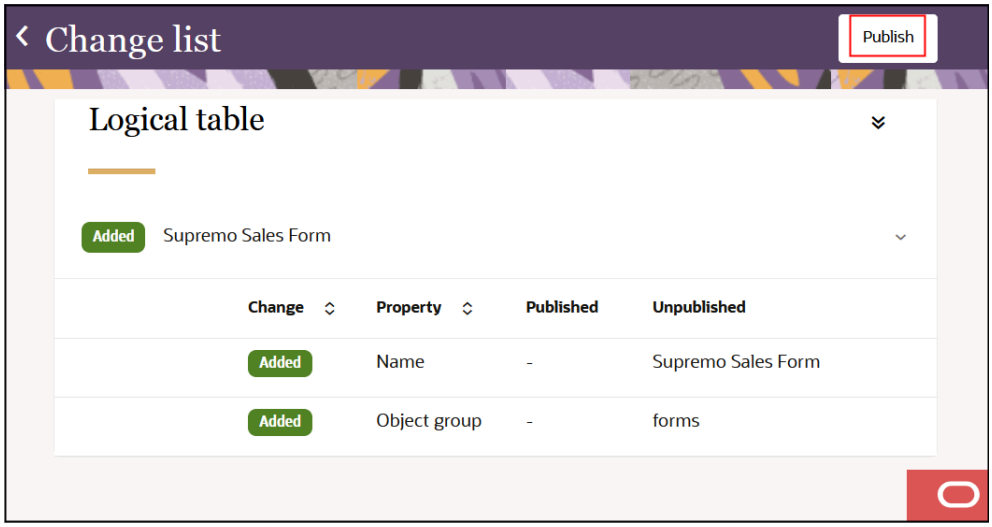
To publish changes:

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Data Model access.
2. From the navigator, select **Customer Data Platform** > **Data Model**.

   Or, if you're already in Customer Data Platform, select the **Oracle** icon and enter **Data Model**.

   > **Note:** Other pages, such as Events, Sources, and Data feeds, also allow you to publish changes.

3. Select **Publish Changes** to display the **Change list** page.



4. Review the list of changes for the publish job.
5. After reviewing all the changes, select **Publish**.
6. Enable the checkbox to confirm the publish job and select **Start publish job**.

   A notification will display to confirm the publish job request was received and the job is waiting to start. A second notification will display when the job starts running.
7. You can go to the jobs dashboard page to monitor the progress of the job. See *Manage Jobs* for more information.

6 Intelligence Workbench

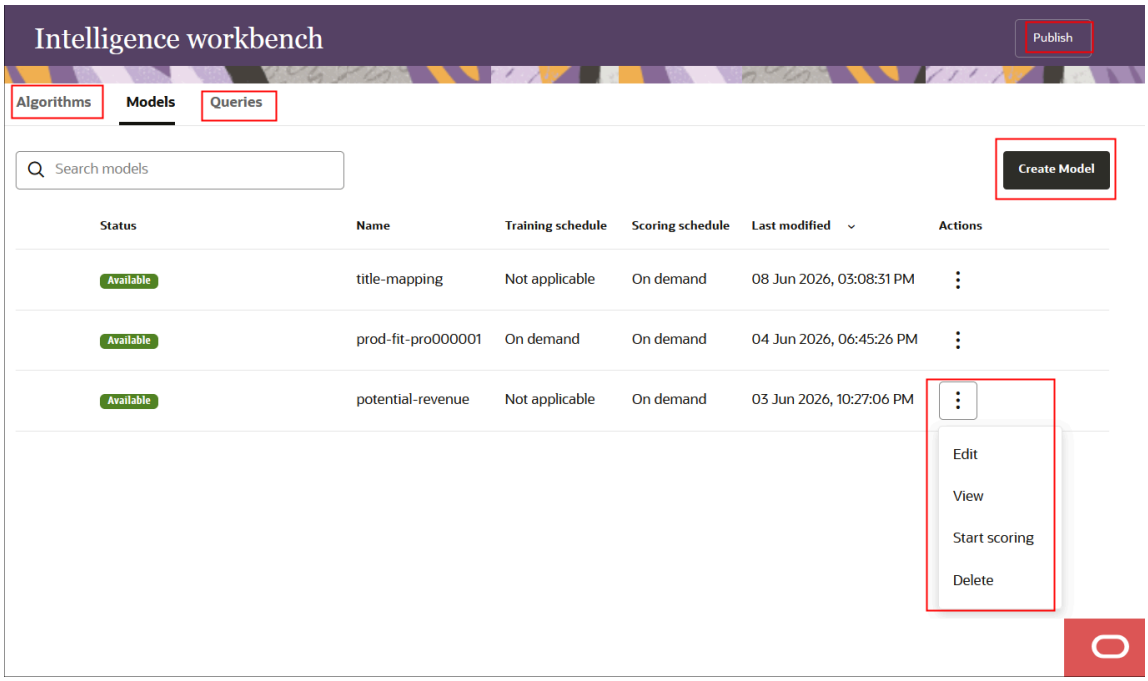
Create a model using the Intelligence Workbench

The Intelligence Workbench is the AI and machine learning workspace within the Fusion Unity Data Platform where marketers and data scientists create, train, manage, and run predictive models against unified customer and account data.

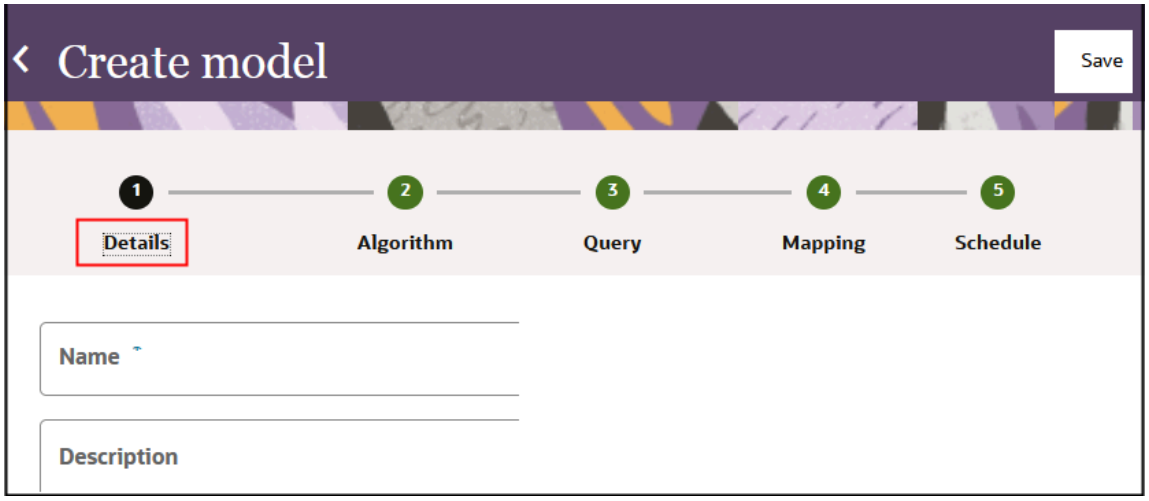
Rather than building models from scratch, it provides a library of ready-to-use machine learning algorithms for common marketing use cases, while also allowing organizations to configure models for their own business needs.

Here are the steps to access and use the Intelligence Workbench:

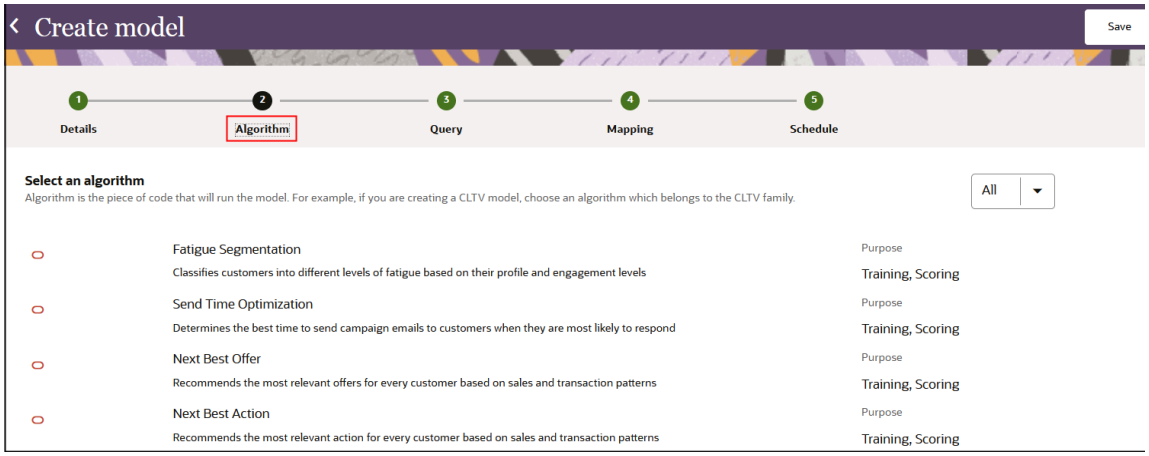
1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Intelligence Workbench access.
2. From the navigator, select **Customer Data Platform** > **Intelligence Workbench** and a screen similar to the following is displayed.



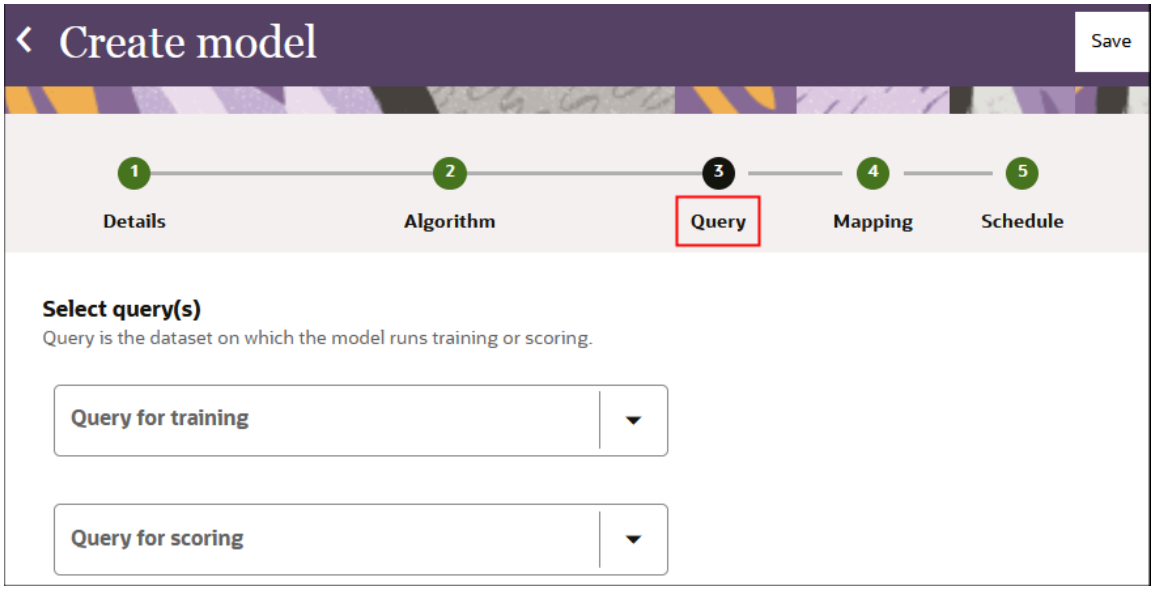
3. Select Create Model and the following guided process flow is displayed:



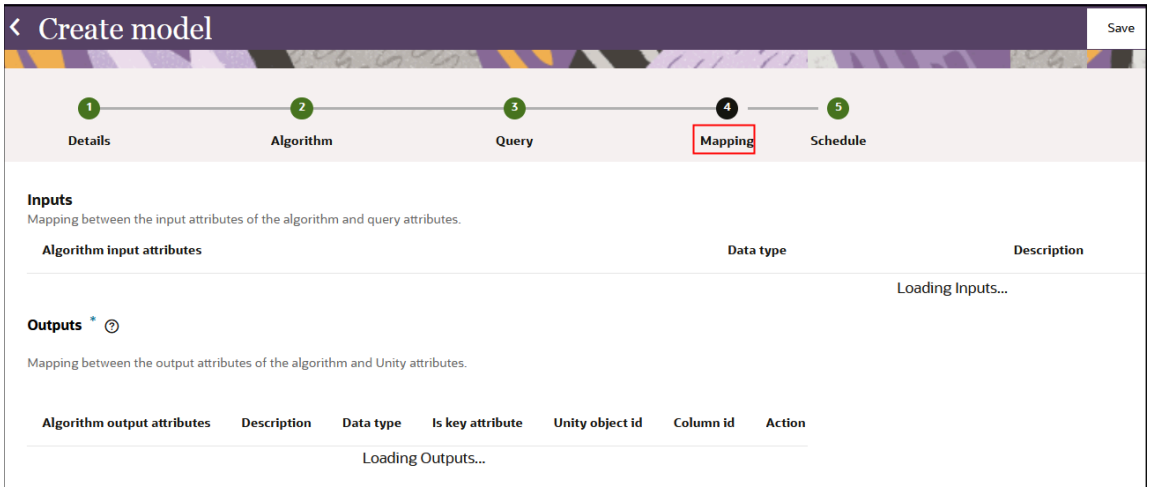
4. Enter a name and description for your model and select step 2 to display the Algorithm UI as follows:



5. Enter the algorithm details and select step 3 to Query the dataset on which the model runs training or scoring as follows:

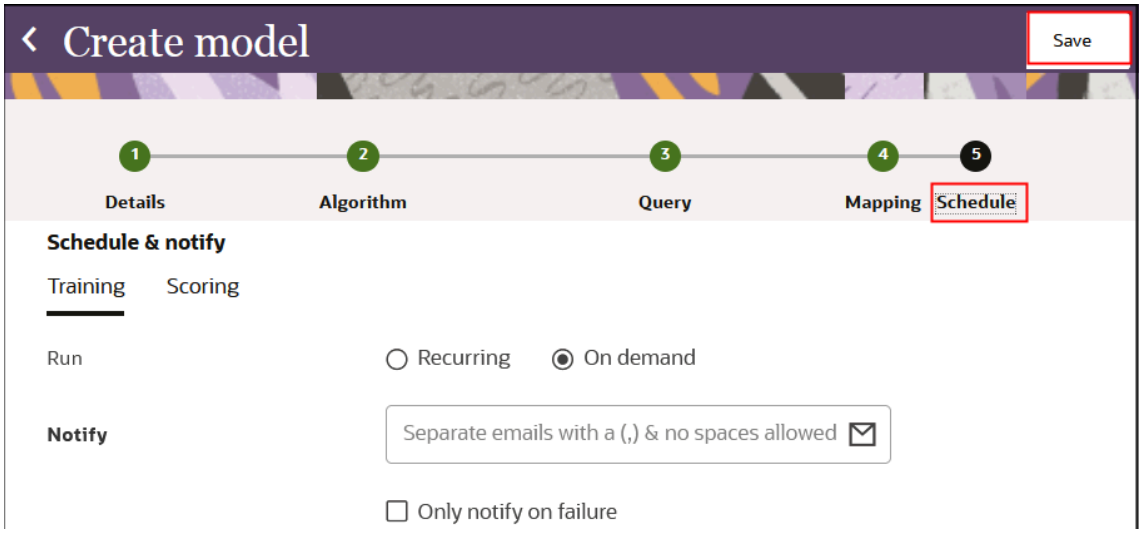


6. Select step 4 to display the Mapping step as follows:



- **Inputs** Mapping between the input attributes of the algorithm and query attributes.
- **Outputs** Mapping between the output attributes of the algorithm and the UDP attributes.

7. Select the final step 5 to enter the scheduling details as follows:



8. Select **Save**.

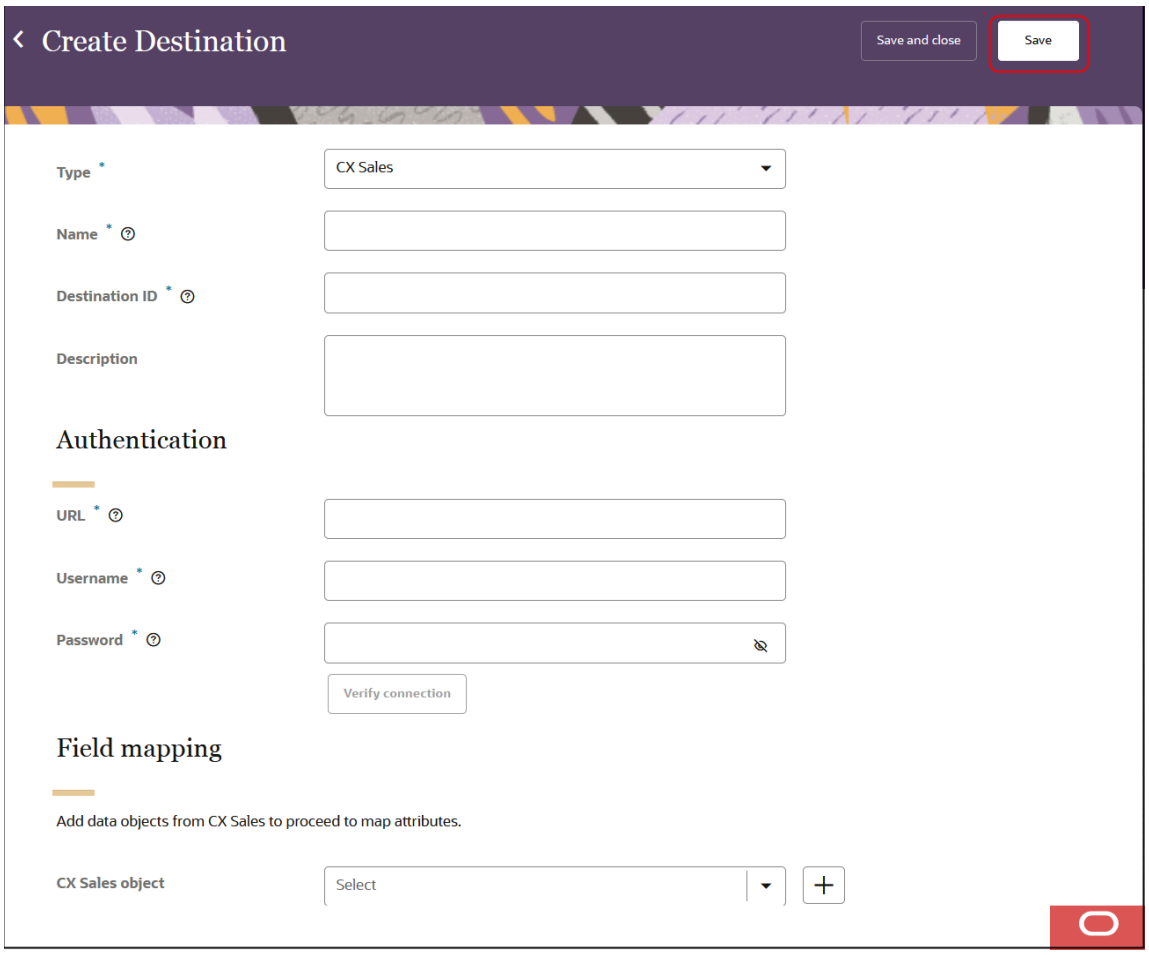
7 Destination Setup

Create a Destination

Destination is a configured connection that defines where Fusion Unity Data Platform exports data, segments, or audiences. A destination stores the connection details, authentication settings, field mappings, and delivery configuration required to send data to supported Oracle applications, cloud storage services, file transfer servers, or third-party systems for activation and downstream processing.

Here are the steps to create a Destination:

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Destination access.
2. From the navigator, select **Customer Data Platform** > **Destination** and a screen similar to the following is displayed.



3. In the Type field, select **CX Sales**
    a. Enter the details for the destination as follows:
        - **Name**: Enter a name. The name must be 1 or more characters, up to a maximum of 50. Use only letters (a–z and A–Z), numbers (0–9), underscores (_), hyphens (-), and spaces. The first character can't be a space.
        - **Destination ID**: When Fusion Unity Data Platform exports data using this destination, it uses this value for the Destination ID attribute of each object. The Destination ID is auto-populated from the destination name you enter. You can't change this value after you create the destination.
        - **Description**: Enter a description. This field is optional, but it's highly recommended to add descriptions for any entity created. This helps all other users get more context when using and navigating the Fusion Unity Data Platform. The description can have a maximum of 512 characters with no restrictions on characters used. You can use characters from all languages supported in the language settings.

Configure Authentication Settings

Enter the following information to allow Fusion Unity Data Platform to access the source:

1. **URL**: Enter the required base URL for your Oracle Sales instance in this format: `https://<Oracle Sales host name>`
2. **Username**: Enter the user name to access the URL.
3. **Password**: Enter the password to access the URL.

Once you enter all the details, select **Verify connection** to ensure that the Unity Data Platform can access the destination.

Note: If there are connection issues, ensure the base URL entered and the sign in credentials are correct.

Field mapping

After creating the data or segments you want to export and configuring the personalization attributes, you can then map the Fusion Unity Data Platform personalization attributes to CX Sales attributes. For example:

- You can create a master list of mappings in one file for multiple Unity Data Platform segments to one CX Sales object. Each Unity Data Platform segment delivery will use the appropriate mappings from this one mapping file.
- You can map one Unity Data Platform personalization attribute to multiple CX Sales attributes. For example, you can map the *Email* Unity Data Platform personalization attribute to more than one CX Sales attribute.

8 Data Ingest

About Data Ingestion

Data ingestion imports data from external source systems into Fusion Unity Data Platform, maps the data to one or more data objects, and stores it in the Data Warehouse for downstream processing and Profile Unification.

UDP supports multiple data ingestion methods, each designed for different integration scenarios.

You can ingest data using the following methods:

Ingest Jobs

Use ingest jobs to import data from external source systems, map source fields to UDP data objects, and apply transformations during ingestion. See *Define an Ingest Job* for more information.

Near Real-Time Ingestion API

Use the Near Real-Time Ingestion API to ingest data directly from your source system into the UDP data warehouse objects with minimal latency.

Stream API

Use the Stream API to stream data from your source system into UDP. After the data is received, run Data Warehouse jobs to process and make the data available for downstream use.

Define an Ingest Job

You can define how the ingest job will display in Fusion Unity Data Platform by selecting the source of the data that the Fusion Unity Data Platform will use. You can then define how the data from your source files are mapped to the attributes in the data model data.

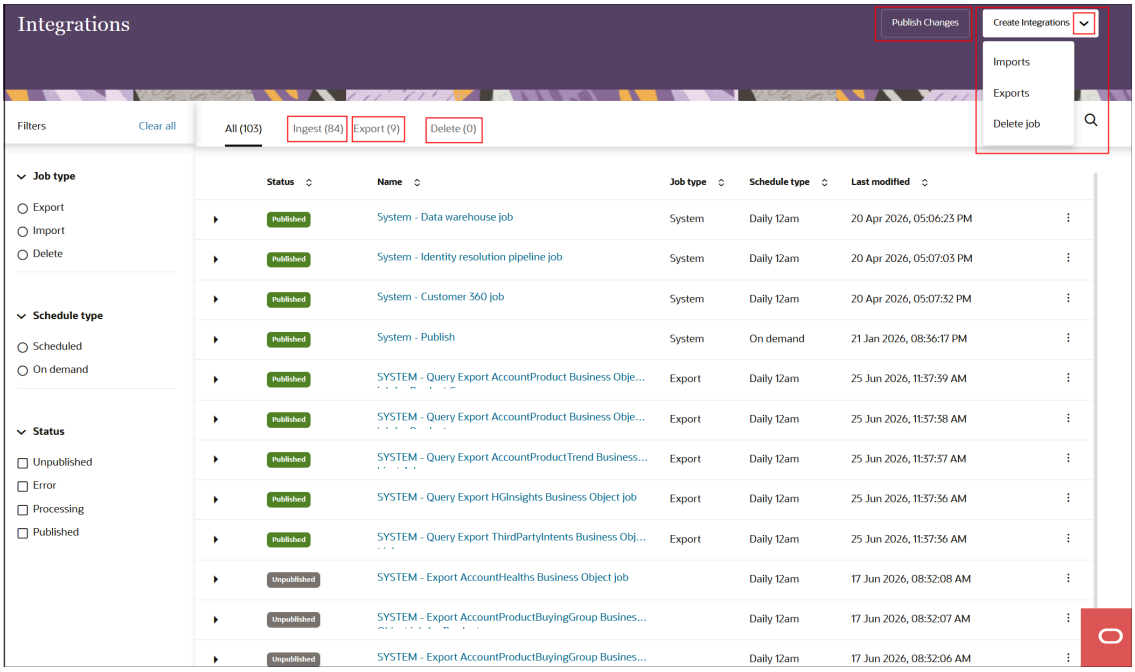
Here are the high-level steps:

1. Create an ingest job.
2. Define how the ingest job will display in Fusion Unity Data Platform.
3. Define how fields from your source files are mapped to the attributes in the data model.
4. Set up load field mappings.
5. Create a source object.
6. Map source object fields to data model attributes.

Create an Ingest Job

To create an ingest job:

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Integrations access.
2. From the navigator, select **Customer Data Platform** > **Integrations** and a screen similar to the following is displayed.



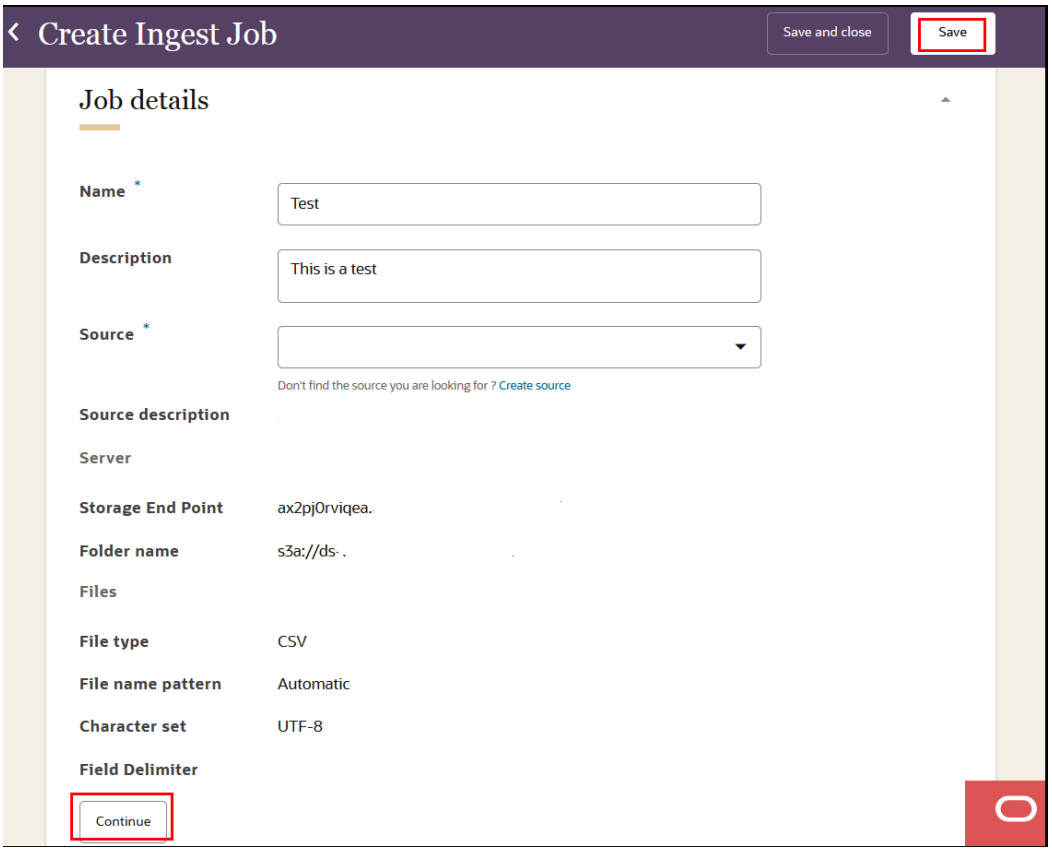
3. Select **Create Integrations** and select one of the job types from the drop-down list:
    - Imports
    - Exports
    - Delete job
4. For example, if you select **Imports**, the **Create Ingest Job** page is displayed.

> **Note:** You can open and close the different sections on the page by selecting the Arrow icon or by clicking anywhere in the section heading.

5. Enter a **Name** and **Description** and select and authenticate a **Destination**.

Define Job Details

The job details section lets you define how the ingest job will display in Fusion Unity Data Platform. You'll also need to select the source of the data that Fusion Unity Data Platform will use. Here's an example of the **Job details** area:

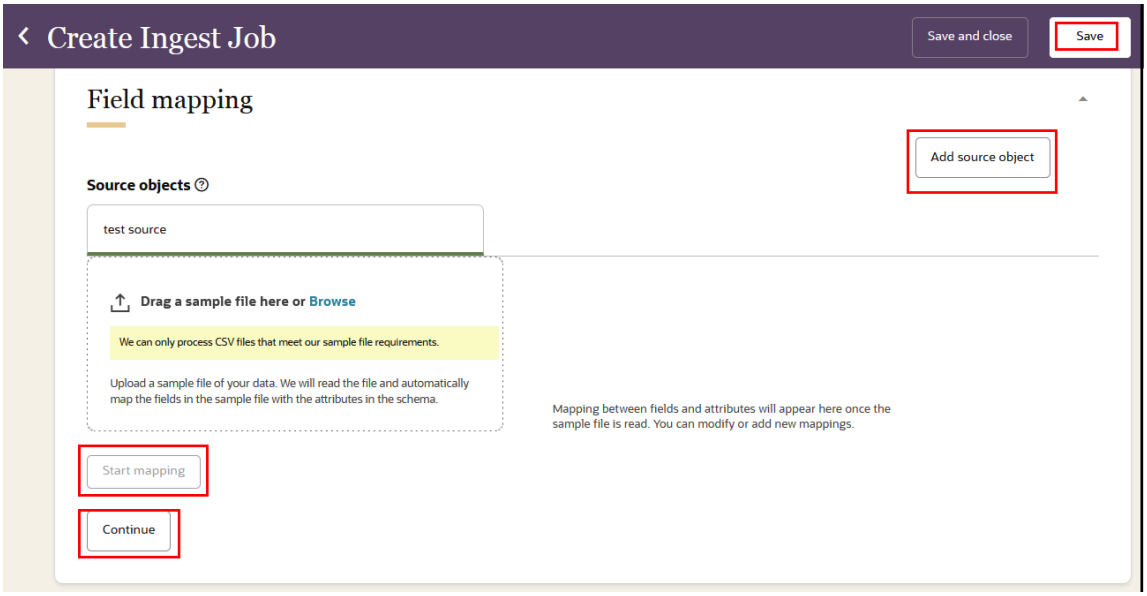


To define the job details:

1. Enter the details for the ingest job.
    - **Name**: Enter a name. The name must be 1 or more characters, up to a maximum of 50. Other than underscores (_) and hyphens (-), special characters aren't allowed. The first character can't be a space. You can use characters from all languages supported in the language settings.
    - **Description**: Enter a description. This field is optional, but it's highly recommended to add descriptions for any entity created. This helps all other users get more context when using and navigating Fusion Unity Data Platform. The description can have a maximum of 512 characters with no restrictions on characters used. You can use characters from all languages supported in the language settings.
    - **Source**: This is the source of the data you want to bring into Fusion Unity Data Platform. Use the drop-down list to view all the sources that have been created and make a selection. When you select a source, the details of the source will display. Review the details and make sure they're correct and up to date. You can also create a new source by selecting **Create source**. See the *Create a Source Object* section for more information.
2. Once you've confirmed that the details are correctly configured, select **Continue**.

Map Fields from Source Files to Data Model Attributes

Field mapping lets you define how fields from your source files are mapped to the attributes in the data model.



After loading the field mapping for the ingest job, you'll need to do the following:

- Review the configurations and make changes as needed.
- Define how the data that's ingested into Fusion Unity Data Platform will be formatted.

Based on the source type selected, you'll need to complete specific details for the destination.

- To select an **Oracle Sales** source, see *Set Up the Ongoing Import of Oracle Sales Data*.

Set Up Load Field Mapping

You can use automated or manual field mapping as follows:

1. **Automated** field mapping
2. **Manual** field mapping

   To set up manual field mapping, you'll need to do the following:

   - Create a source object
   - Add a sample file of the source fields

Create a Source Object

To create a source object:

1. From the Manual section, select **Create source object**.

2. Enter a name for the source object. The name must be 1 or more characters, up to a maximum of 50. Other than underscores (_) and hyphens (-), special characters aren't allowed. The first character must be a valid letter. You can use characters from all languages supported in the language settings.

   > **Note:** The name you give the source object will decide the files that are processed when the job runs. For example, to import address data, make sure to include "address" in the source object name so that all files with "address" in the file name will be identified for import. If you select an **Automatic** file name pattern when configuring the source, Fusion Unity Data Platform will use the source object name to create the file name pattern. Fusion Unity Data Platform will include compressed files and files with a prefix or suffix when matching and importing files. Be aware that the source object name you define is case sensitive.

If needed, you can edit or delete the source object. If you delete a source object, all field mappings configured for the source object will be deleted as well.

To edit or delete the source object:

1. Next to the source object name, select the **Action** menu (the horizontal 3 dots).
2. Select **Edit** or **Delete**.

To complete manual field mapping, prepare a sample file that meets the following requirements:

- The sample file is in CSV or TXT format.
- The delimiter defined in the custom regular expression for the source file matches the delimiter in the sample file.
- The sample file is less than 100MB.

To add a sample file:

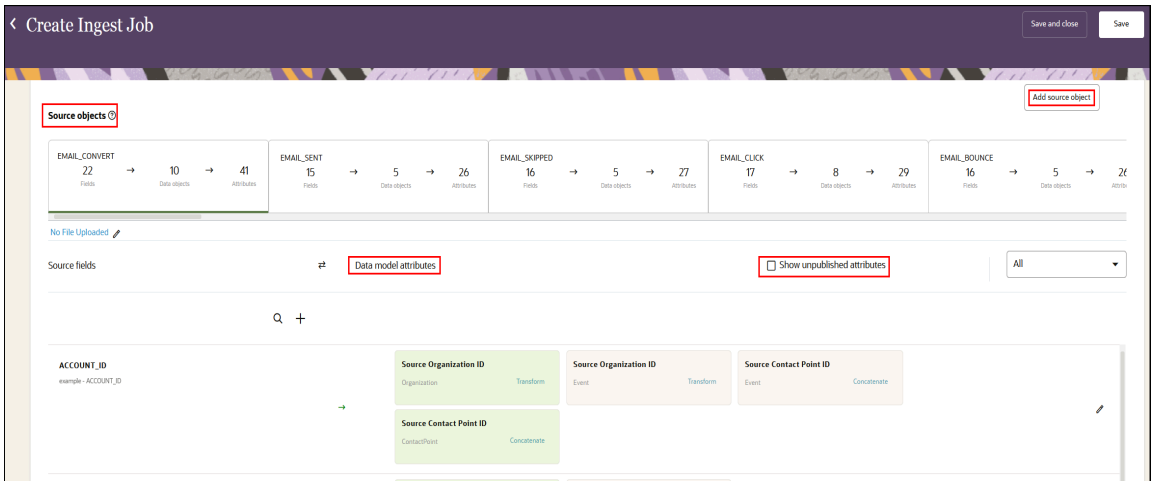
1. Drag the sample file to the sample file section or select **Browse** and select the file on your computer. You have the option to add sample values.
2. Select **Start mapping**.
3. Follow the steps in the Map Source Object Fields to Data Model Attributes section to start mapping source object fields to data model attributes.

Map Source Object Fields to Data Model Attributes

To map source object fields to data model attributes:

1. For each of the mapped source fields, select **Edit** to start adding attributes from the data model.
2. A list of recommended attributes might display for you to add. You can also use the search field to find attributes to add. You can search by data object name, attribute name, or attribute description.

3. If you need to add an attribute that isn't currently part of the data model, select **Create attribute**. Attributes you create will need to be published before the ingest job runs. You can review attributes that need to be published by selecting the **Show unpublished attributes** checkbox.



4. To add the attribute, select the **plus sign (+)**
5. To add a transformation on an attribute, select **Transform**.

   The following transformations are available:

Name	Description
Concatenation	Transform data from the incoming file into a concatenation, where each value is joined together with the delimiter you enter. For example, you could concatenate "Last Name" and "First Name" and store it in an attribute called "Full Name".
Date	Transform data from the incoming file into the Timestamp data type. For example, you can store source field "Date of Birth" in the correct type for data model attribute "Birth Date", which has a data type of Timestamp.
Lookup/static	Transform values from the source field to a new value in the data model attribute.
URL	Tansform data from the incoming file into a URL transform. A URL transform concatenates a set of key-value pairs using an ampersand character, which can then be used in URL personalization. For example, if your incoming fields are "Last_Name" and "First_Name", and you give them a key name of "lastname" and "firstname", then the URL transform stored in data model attribute "Full Name" would be in the format "firstname=First_Name&lastname=Last_Name". **Note**: If the field name contains a space, it will be encoded with "%20" in the actual URL.
Hash	Transform data from the incoming file into a hash value. Hash transformations can be used for attribute values such as email addresses. You can only use the hash transformation for data that has the *string* or *text* data type. You have the option of selecting one of the following algorithms for the hash transformation. o **SHA-256**: Generates a 256-bit hash value.

Name	Description
	○ **MD-5**: Generates a 128-bit hash value.
Prefix-Suffix	Transform data from the incoming file by adding characters to the beginning (prefix) and/or to the end (suffix) of a string.
Replace	Transform data from the incoming file by replacing all occurrences of a defined value in a string, or only the first occurrence of a value in a string. For example, if you replace all occurrences of "J" with "j" in "John James", you get "john james". If you select to replace the first occurrence in this string, you'll get "john James" .
Substring	Transform data from the incoming file by selecting a subset of the string. The value for Start position is required and defines the start position of the string. The value for End position is optional and defines the end position of the string. The value of the end position must be higher than the value of the start position. The start position is inclusive, so zero is the start position for the first character of a string. The end position is exclusive.
Trim	Transform data from the incoming file by removing unnecessary space from strings. You have the option of trimming space from the beginning and end of strings.
Padding	Transform data from the incoming file by adding padding to strings. You can use this transformation if the incoming string is shorter than the desired length. Set the desired length and padding character for the output string. The padding character is added to the beginning of strings.
RegEx Advanced	Transform data from the incoming file by following the Regular Expression (RegEx) pattern. You have the option of replacing all characters, or only the first or last character, and truncating your data.

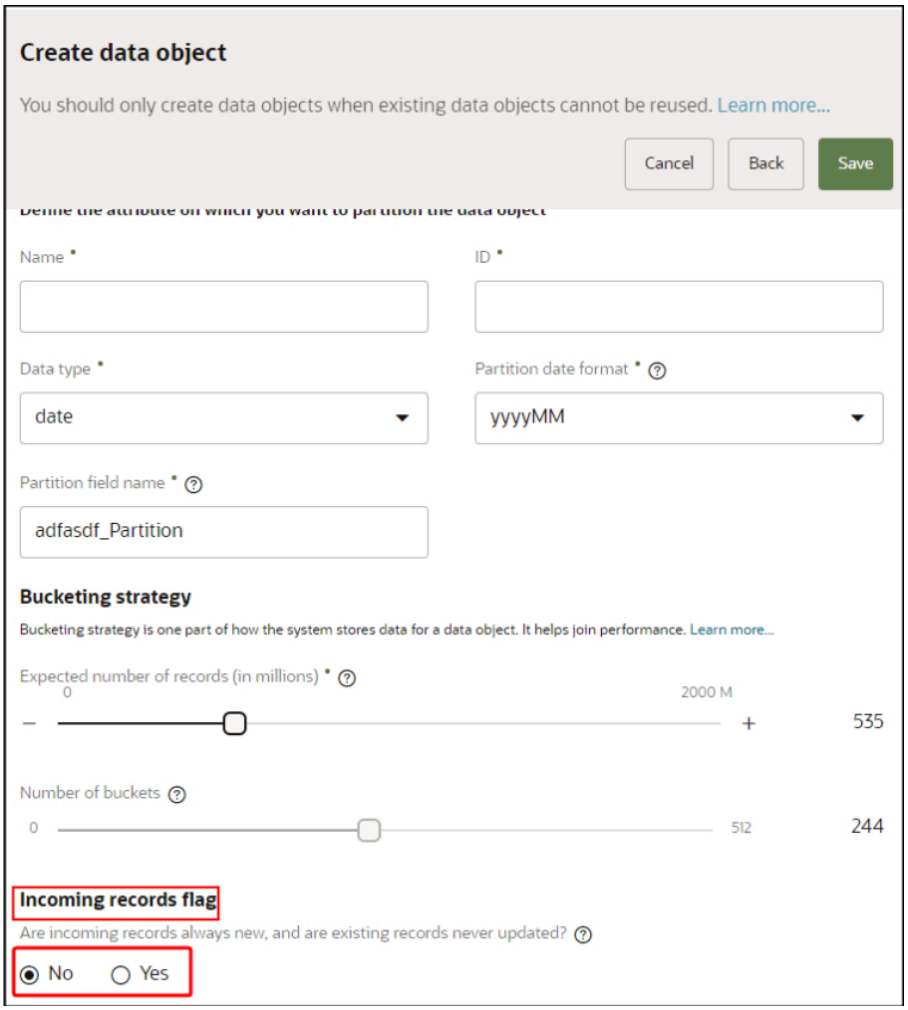
6. To add another source object to be mapped, select **Add source object**.

Note:

- A single source field can be mapped to one or more data model attributes. Conversely, one or more source fields can be mapped to a single data model attribute. If you map multiple source fields to a single data model attribute, you want Fusion Unity Data Platform to store multiple values in that one data model attribute. Because of this, you need to ensure you select the appropriate transformation, so that Fusion Unity Data Platform can correctly combine those multiple values.
- A notification will display if not every data object used in a mapping has its source mapped to an incoming field. Mapping all source data object IDs ensures that duplicate data is removed before it's stored in the application. Review the **Source data object IDs not mapped** notification before completing field mapping. The notification will identify each unmapped data object with a color.

.

- A red circle indicates that the unmapped source data object ID (`SourceXID` attribute) won't import the data successfully, even if the ingest job successfully completes. This is because the **Incoming records flag** for the data object is set to **No** which means the `(insertOnly)` parameter is set to **false**.
- **Example**: You map the `First name` attribute from the Customer data object to the `FirstName` source field in the sample file. You must also map the corresponding `SourceCustomerID` attribute in the Customer data object to a source field in the sample file so that the data can be successfully imported. This is because the **Incoming records flag** for the Customer data object is set to **No**.



- A yellow circle indicates that the source data object ID (`SourceXID` attribute) is unmapped, but the ingest job will still successfully import the data. This is because the **Incoming records flag** for the data object is set to **Yes** which means the `insertOnly` parameter set to true. If the `SourceXID` attribute isn't mapped, Fusion Unity Data Platform will automatically add a unique identifier to the `SourceXID` attribute when the data is imported.
- **Example**: You map the `Order Total` attribute from the Event data object to the `Order Total`source field in the sample file, but you don't map the `SourceXID`attribute to a source field. You'll receive a warning the source data object ID is unmapped, but the ingest job will still import the data successfully. This is because the **Incoming records flag** for the Event data object is set to **Yes**.

Managing Source Fields

You can create source fields if you need to update the field mapping for an existing ingest job. To search through the existing list of source fields, select **Find** next to **Source fields**.

You can also edit and delete existing source fields if you need to update the name of the field or remove fields that you no longer need for the ingest job. Source fields you delete will also remove any field mappings you configured for that field.

To create source fields:

1. Next to **Source fields**, select **Add**.
2. Enter the name of the source field. You can use characters from all languages supported in the language settings.
3. Update the source field as needed.

To edit source fields:

1. Hover your mouse over the source field name you want to update and select **Edit**.
2. Enter the new source field name and select the check mark. You can use characters from all languages supported in the language settings.

To delete source fields:

1. Hover your mouse over the source field name you want to remove and select **Delete**.
2. Review the confirmation message and select **Yes**.

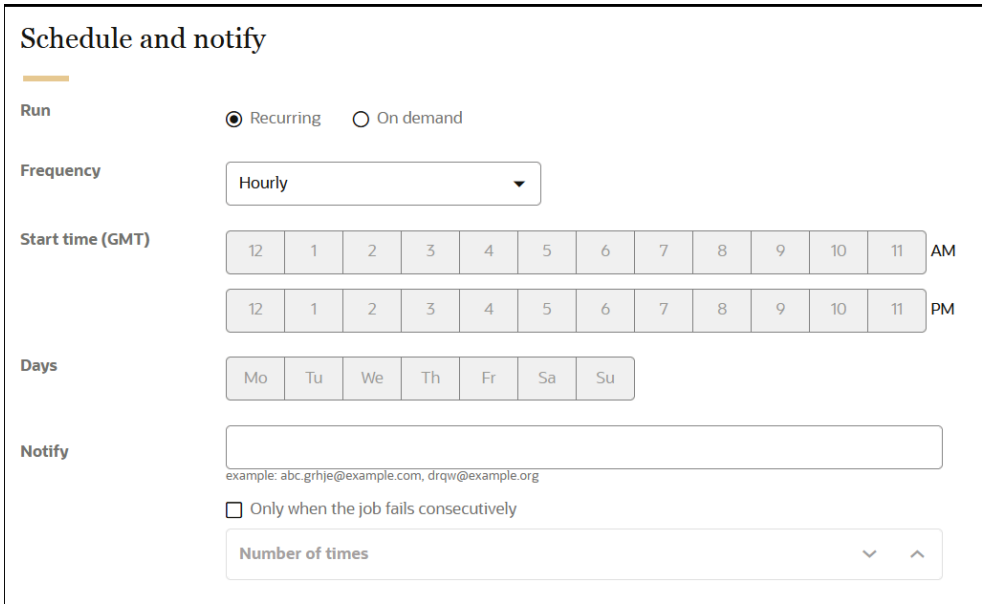
Schedule and Notify Settings for the Ingest Job

You'll need to configure the schedule and notification settings for the ingest job.

To schedule the ingest job and define the notification settings:

1. Configure the schedule for the ingest job:
   - Select **Recurring** to automatically run the job on a regular schedule. If a job is still running while the next one is scheduled to run, the next scheduled run will not start until the current one completes. Two scheduled instances of the same ingest job can't run simultaneously.
   - Select **On demand** to run the job as needed.

   Here's an sample of the Schedule and notify section of the Create Ingest Job.



2. If the job is recurring, select the **Frequency**, **Start time**, and **Days** it will run.
3. In the field for **Notify**, enter the email addresses of people to be notified when the job runs. You can use characters from all languages supported in the language settings. Separate multiple emails with a comma.

> **Note:** The metrics for ingest jobs in notification emails are approximations and won't always be 100% correct.

4. If you only want a notification if the job fails, select the **Only when the job fails consecutively** checkbox.

Save and Publish the Ingest Job

After saving the ingest job you'll need to publish the changes before it can run.

To save and publish the ingest job:

1. Select **Save** or **Save and close**.
2. Select **Publish changes** to display the **Change list** page.
3. Review the list of changes for the publish job.
4. After reviewing all the changes, select **Publish**.
5. Enable the checkbox to confirm the publish job and select **Start publish job**.

   A notification will display to confirm the publish job request was received and the job is waiting to start. A second notification will display when the job starts running.

When the publishing task is completed, the ingest job can run.

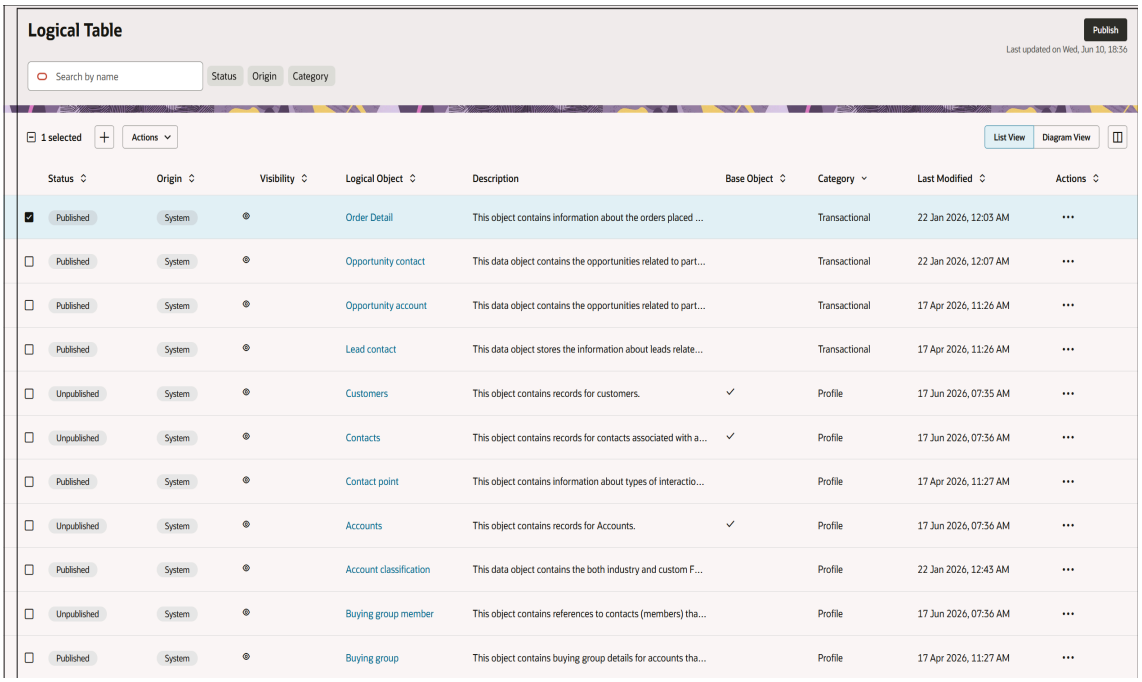
9 Logical Table Management

About Logical Tables

Logical tables help you work with customer data by combining information from multiple physical data sources into a single, business-friendly view. Instead of navigating complex technical schemas, you can access unified entities that are ready to use in segmentation, personalization, and other marketing workflows.

Here's a sample of the Logical table UI. By presenting data in a way that aligns with real business concepts, Logical Tables:

- Simplify data exploration
- Improve marketer productivity
- Reduce dependence on technical resources for data access and query creation.



Manage Logical Objects

The logical objects used in Fusion Marketing segmentation can be classified as primary or secondary.

Primary objects represent the profiles you want to target, such as Contacts, Accounts, or Customers. They are created from a unified (master) data object and include links to source data and cross-reference information. A primary object

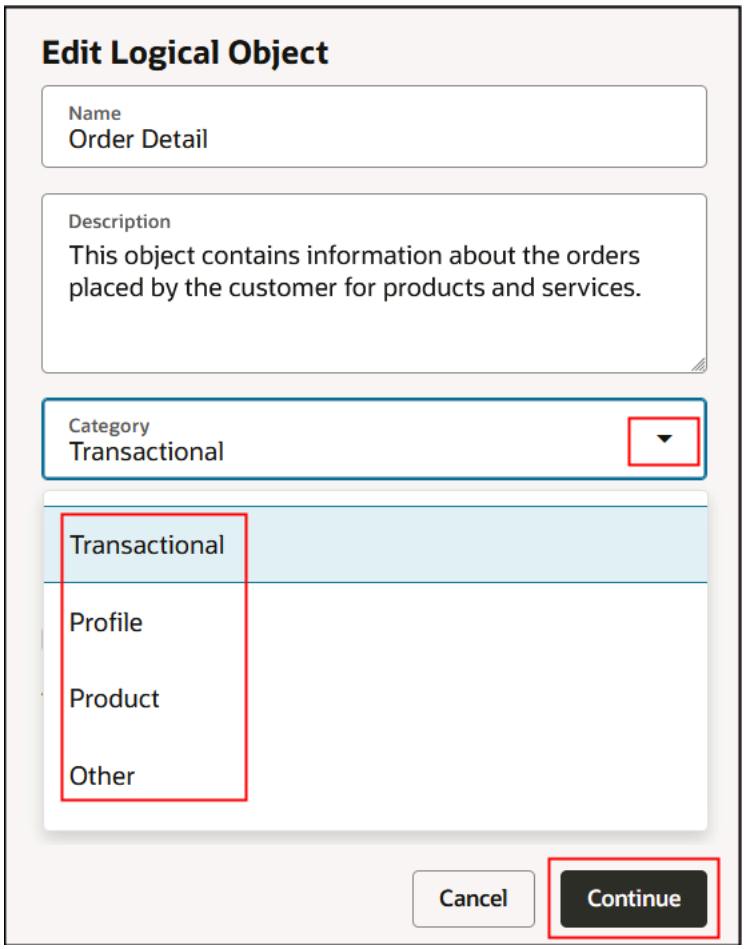
can be related as a child of another primary object, but relationships can't be configured in a way that creates a circular dependency (cycle) in the data model.

Secondary tables store additional information related to your profiles, such as a customer's order history. They are built from one or more physical data objects and can combine data from multiple sources. A secondary table is always linked as a child of at least one primary table.

Considerations for Updating the Logical Model

Simply loading data into the physical data model isn't enough. You also need to think about the audience segments your users want to create and update the logical data model to support those needs. Start by building sample segments and identifying the attributes required for segmentation and data orchestration. If any needed data is missing, add the appropriate custom objects or attributes to the logical model. At the same time, hide objects and attributes that aren't relevant so marketers have a simpler and more efficient view of the data.

Here's an example of the Edit Logical Object from where you can change the name, description and category of your logical object.



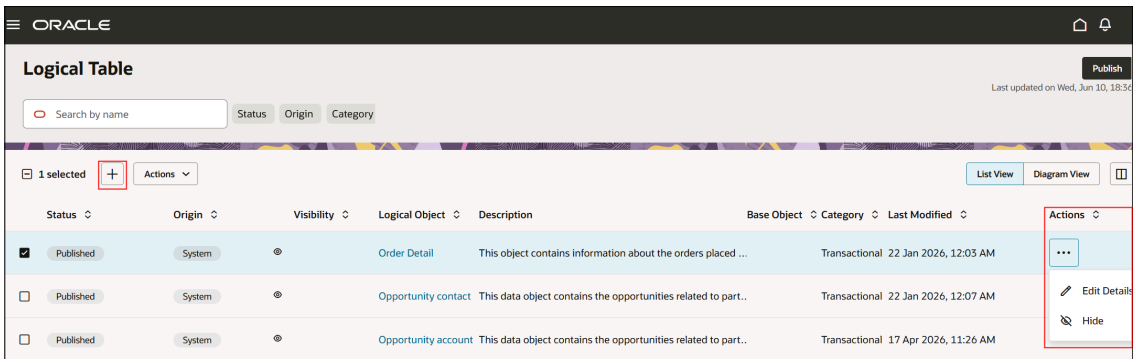
Get Started with Logical Tables

Logical tables provide both List View and Diagram View that enables you browse tables or visually explore relationships between entities. Built-in search and filtering make it easy to find the tables you want, while self-service creation helps you build new logical tables without relying on technical teams.

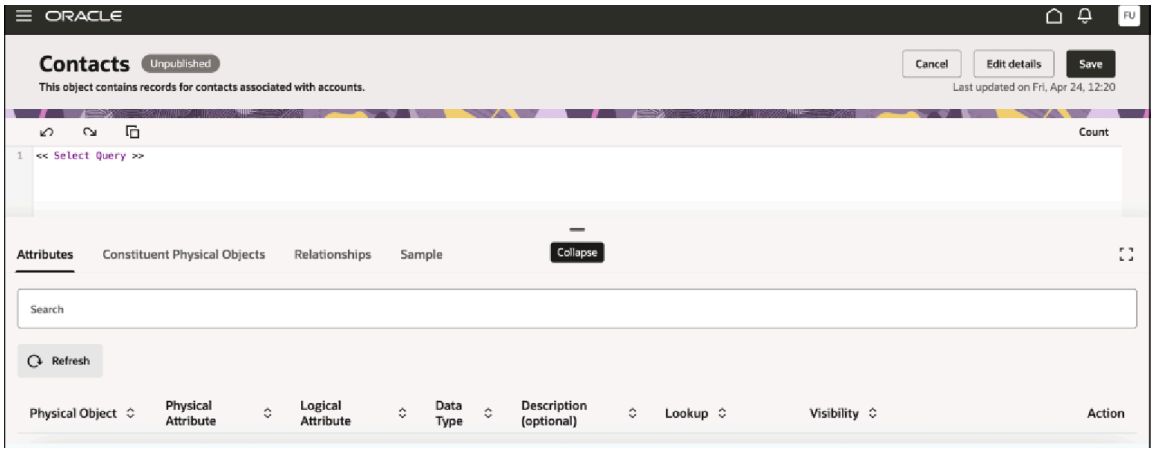
You can also manage which tables are available for segmentation, view detailed information such as attributes, relationships, source objects, and sample data, and configure your workspace to fit your needs.

Follow these steps to get started with using logical tables:

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Logical Tables access.
2. Go to **Navigator** > **Customer Data Platform** > **Logical Tables**.
3. On the Logical Tables landing page, select the **+** icon as shown:



4. In the **Edit Logical Object** panel enter the basic details such as Name, Description, and Category and select **Continue**.
5. In the next screen, add your query definition based on your business requirement.



6. Select **Save** to validate and store the logical table definition.
7. Select **Publish** to make the logical table available for use.

   Once published, logical table/columns defined in the query are available for Segmentation purposes.

10 Streaming Data Collection

About Streaming Data Collection

The streaming data collection feature lets you create and administer data collection tags within Fusion Marketing. A tag is a JavaScript (.js) file that's embedded in a client's website or other web-enabled property. It's used to collect minimal data, such as page loads, page title, domain name, and similar metadata, through a base tag.

After you publish the data collection tag and apply it to your web page, then visitor interaction with that page is collected. Users can use the streamed data collected to help better understand content effectiveness, respond in real-time to behavioral signals of interest, and drive more personalized experiences.

Access Requirements

Access to this feature requires the following duty roles:

Duty Role Name	Duty Role Code for UI Usage Authorization	Duty Role Code for Server Authorization	Role Description
Data Collection Tag Usage	ORA_DR_FMK_DATACOLLECTIONTAG_USAGE_DUTY	ORA_DR_FMK_DATACOLLECTIONTAG_USAGE_DUTY	Provides view-only access to all tags created for the account, allowing viewing the list of tags along with their metadata, configuration details, and plugins (as applicable).
Data Collection Tag Management	ORA_DR_FMK_DATACOLLECTIONTAG_MANAGEMENT_DUTY	ORA_DR_FMK_DATACOLLECTIONTAG_MANAGEMENT_DUTY	Creates and edits tags, clones containers and their modules, and all related configurations.
Data Collection Tag Publishing	ORA_DR_FMK_DATACOLLECTIONTAG_PUBLISHING_DUTY	ORA_DR_FMK_DATACOLLECTIONTAG_PUBLISHING_DUTY	Manages tags through capabilities such as creating tags, deleting tags or modules, and publishing a container to production.

Access to the streaming data collection feature requires the following Customer Data Platform (CDP) job roles:

Job Role Name	Job Role Code	Job Role Description
Customer Data Platform Administrator	ORA_FMK_CUSTOMER_DATA_PLATFORM_ADMINISTRATOR_JOB	Manages and optimizes the CDP to ensure accurate data collection, integration, and analysis. This role involves configuring the platform and overseeing data governance and quality. Collaborates with marketing, sales, and IT teams to use customer data for strategic decision-making.
Customer Data Platform Manager	ORA_FMK_CUSTOMER_DATA_PLATFORM_MANAGER_JOB	Consumes reporting content in a read-only capacity. Interacts with existing workbooks but can't create or edit content. Supports basic reporting needs without access to advanced features.

Job Role Name	Job Role Code	Job Role Description
Customer Data Platform Specialist	ORA_FMK_CUSTOMER_DATA_PLATFORM_SPECIALIST_JOB	Works with corporate customer data managers to examine data streams, monitors data collection parameters to ensure accuracy and consistency, identifies trends or anomalies, and presents findings to relevant stakeholders to inform decision-making. Analyzes customer data to provide insights for marketing teams to aid campaign personalization and execution.

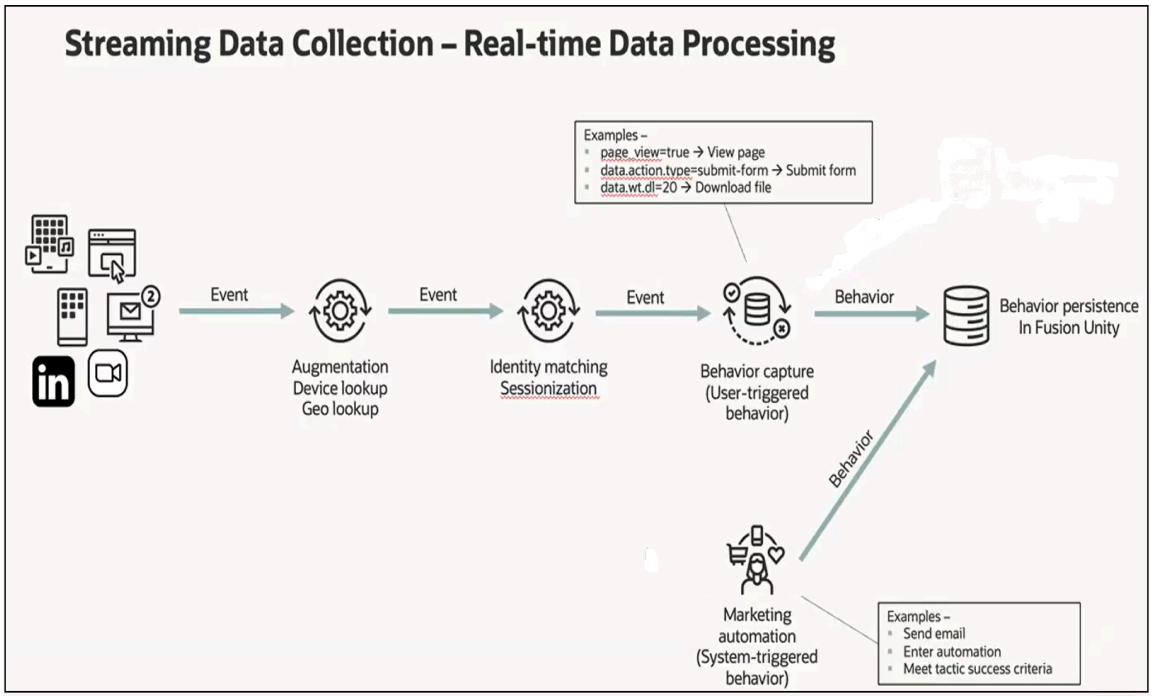
Real-Time Data Processing

You can collect data from your web pages, web applications, or any other digital property where the tag is applied. You can use the predefined collection tag that's readily available to track all engagements with marketing assets. This default tag collects important behavioral signals in real-time, and provides critical insights about visitor engagement to marketers and other business users.

Some key concepts of data streams include the following:

- Event - A single data record representing a user action or system interaction.
- Session - A sequence of events associated with a single user interaction.
- Payload - The raw data associated with an event, typically in JSON format.
- Stream - A continuous flow of events processed in real time.

Here's a diagram that represents the real-time data stream collection process flow.



The streaming collection workflow captures and processes customer behavior data in real time. The real-time activation workflow listens for these signals and immediately triggers marketing actions, such as sending messages or delivering data.

The contextual personalization workflow uses real-time customer activity to tailor marketing messages during customer interactions.

About Streaming Data Collection Tags

Tags enable you to unobtrusively collect user behavioral data on your websites or web applications that users have accessed. User behavioral data is information about visitors to a website, their activity, page clicks, purchases, engagement, and so on.

This topic outlines some key concepts about streaming data collection tags.

Tags

A tag is a JavaScript-based code snippet that's deployed on a website, application, or other web-enabled property to collect user interaction and behavioral data. Tags capture information about how users engage with digital assets and send that data to marketing and personalization systems for processing.

Tags are widely used to support digital marketing and analytics use cases, including web analytics, campaign measurement, audience tracking, email engagement tracking, web page personalization, A/B testing, behavioral retargeting, and conversion tracking. Depending on the implementation and industry terminology, tags might also be referred to as page tags, tracking tags, tracking pixels, pixel tags, web bugs, marketing tags, clear GIFs, or 1×1 GIFs. When implemented using JavaScript, they're commonly referred to as JavaScript tags.

Data Collection Tag

The Data Collection Tag provides a unified tag framework for collecting behavioral data for Oracle Fusion Marketing applications. Instead of deploying separate tags for each collection need, you can configure one Data Collection Tag with the modules required for a particular web-enabled property.

Within the Data Collection application, a tag uses modules that can be configured independently. Each module includes configuration options that control how data is collected and processed. Certain modules, such as Web and Apps, also provide configurable plugins that collect user behavior data for specific conditions and use cases.

Tag Containers

Each tag includes two containers that support configuration management and deployment:

- **Test Container**: Used to configure, validate, and test changes before they're published to production.
- **Production Container**: Contains the active, active configuration that's used in production environments. This container is read-only and reflects the currently published settings.

Plugins

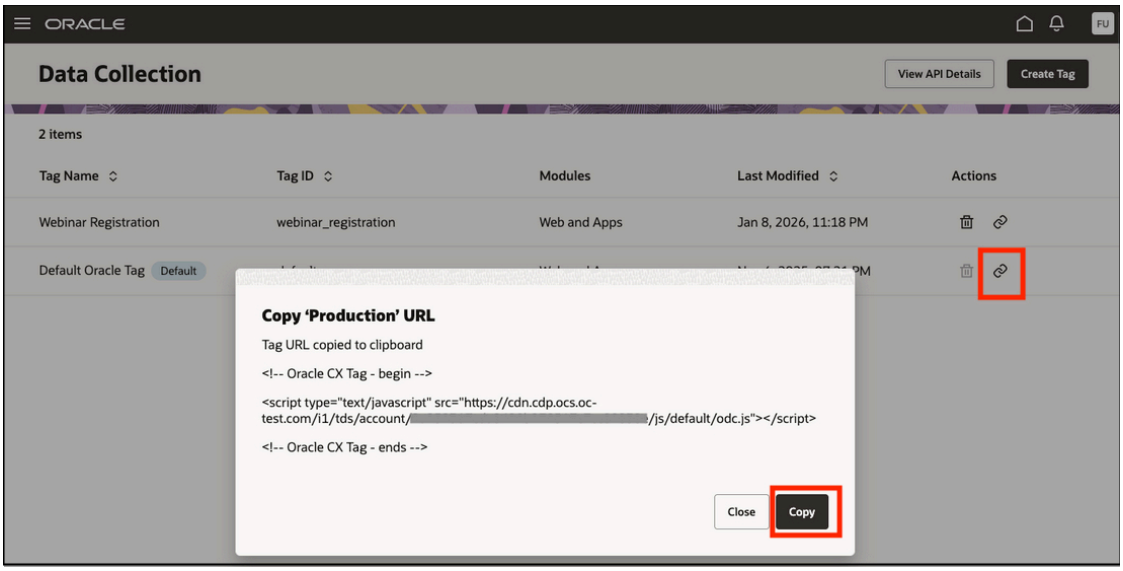
Plugins extend a tag only when additional types of behavioral data need to be collected. This modular approach keeps the base tag as lightweight as possible. For example, enable only the plugins needed for a given web-enabled property. Plugins are configured within supported modules and can capture interactions and events that the base tag doesn't collect.

Get Started with Streaming Data Collection

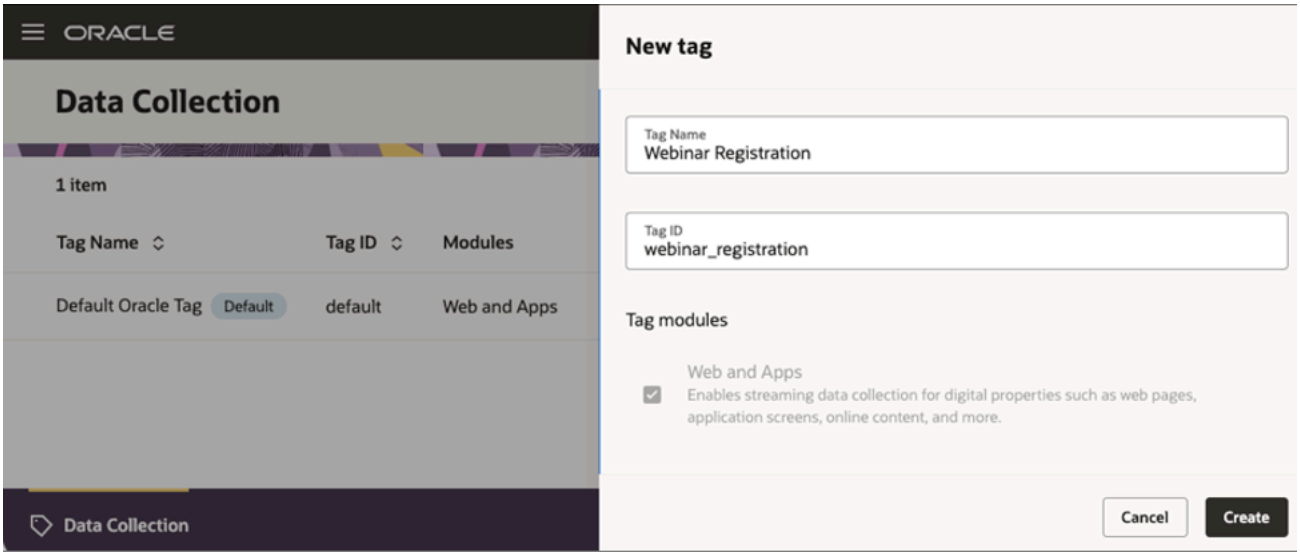
Here's how to get started using Streaming Data Collection:

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Data Collection Tag access.
2. Go to **Navigator** > **Customer Data Platform** > **Data Streams**
3. Select the **Data Collection** tab.
4. From the Data Collection list page, select **Default Oracle Tag** to use the default tag.
5. In the **Actions** column, select the **Link** icon.

   From here you can copy the JavaScript tag and apply it to the web pages or web applications you want to track.



6. You can also create your own tag by selecting **Create Tag**.

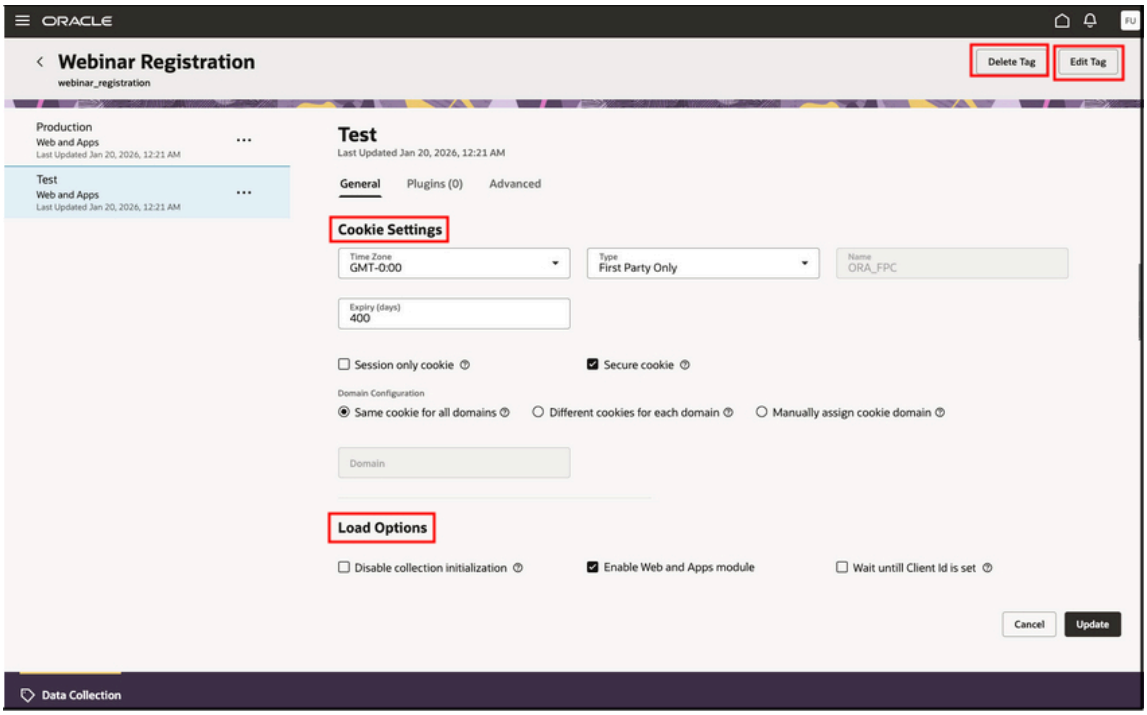


- Enter a Tag Name and specify a unique Tag ID.
- Select the required modules, then select **Create**.

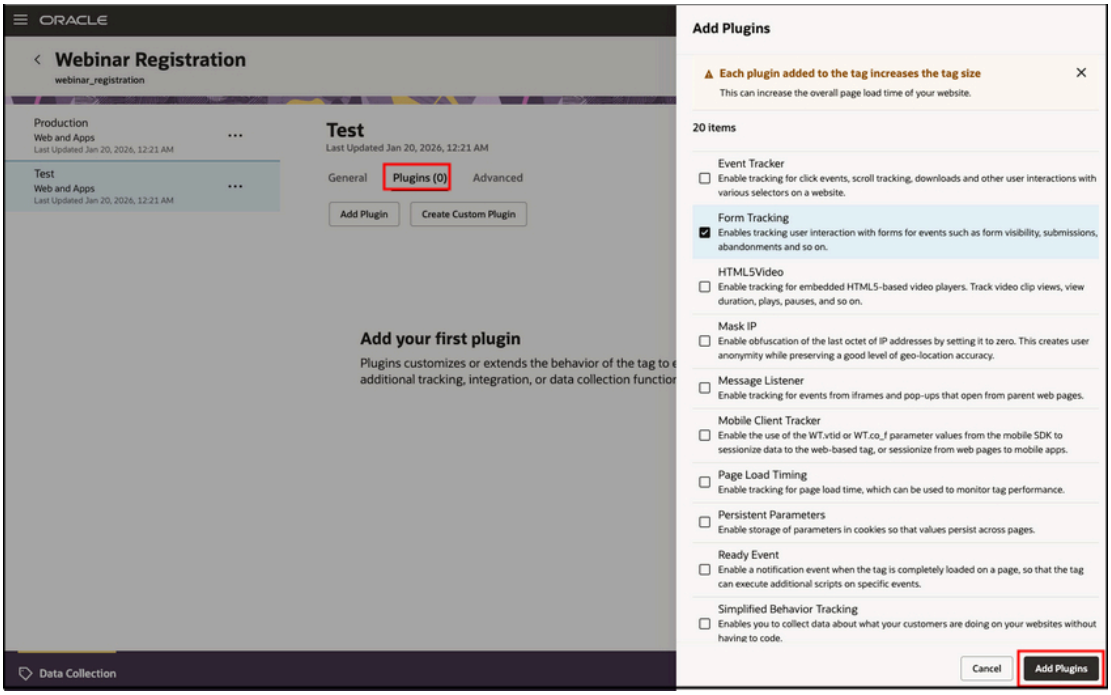
> **Note:** The Tag ID can't be changed after creation.

7. Select a tag to open its details page. Update the Test container settings, such as cookie settings and load options, as needed for your web-enabled property, then save your changes.

   From here you can set cookies and load options and perform general update actions and create and delete tags.



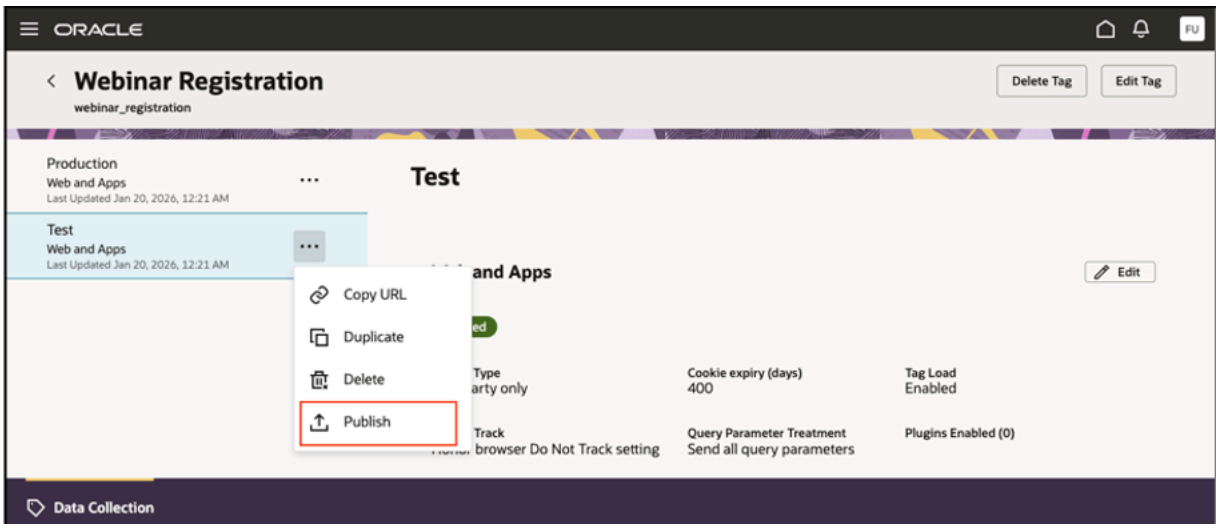
8. To add plugins to your tag, select the **Plugins** tab.



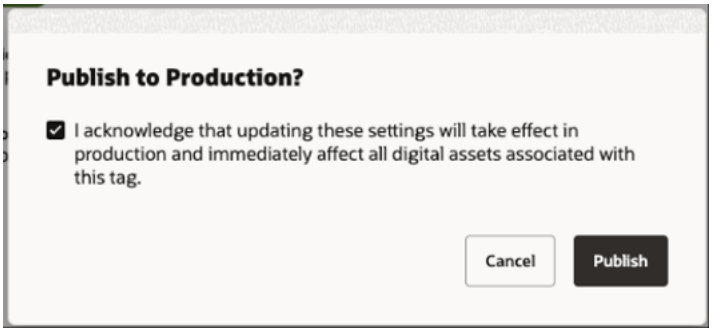
9. Select the plugin you need, configure it, and then enable it.

   Note: Plugins are disabled by default.

10. Review and validate the tag configuration in the Test container on the web-enabled property where you plan to use it.
11. When validation is complete, you can select the **Publish** option in the container options.



12. In the publishing confirmation, confirm your selection to make the updated configuration available in production.



11 Data Workbench

About Data Warehouse Transformations

Data Warehouse Transformations provides an interface for designing and managing data transformations within Fusion Unity Data Platform (UDP). It helps organizations create a trusted customer profile by ingesting, cleansing, enriching, and transforming data before making it available for business users and downstream applications.

As part of UDP, the Data Warehouse feature stores curated, analytics-ready data objects that support reporting, segmentation, and activation. You can use the Visual Editor for Data Warehouse Transformations to create data transformations that run after data ingestion.

The visual editor lets you refine and prepare data after it has been loaded into the warehouse. This approach supports multistage data processing by separating data standardization during ingestion from business-specific enrichment within the warehouse.

Key Features of Data Warehouse Transformations

Transformations allow data engineers to preprocess, clean, enrich, filter, and join data during the data ingestion process before it's used for segmentation and activation. Some key features include:

- Transformations support joins, filters, expressions, and attribute mapping without requiring users to manually write SQL.
- Published, active transformations execute automatically as part of Data Warehouse jobs.
- Execution order is configurable when multiple transformations target the same object.
- The platform includes built-in safeguards through role-based access, supported SQL functions/operators, and limits on joins and active transformations.

User Roles

The feature is available to users with the following roles:

- Data Engineer
- Data Master
- Instance Admin

See *Overview of Job Roles and Duty Roles for Fusion Marketing* for more information.

Get Started with Data Workbench

The Data Workbench has a visual editor that enables you to join data objects, apply filters and conditional logic, and create calculated and derived attributes. You can also define transformation sequences to prepare and enrich data before they run as part of the Data Warehouse job.

It provides the following benefits:

- Low-code, visual transformation design experience.
- Centralized management of transformation logic.
- Improved data quality through reusable business rules

Access Requirements

To create and manage Data Warehouse transformations, you must have one of the following roles:

Customer Data Platform Administrator	`ORA_FMK_CUSTOMER_DATA_PLATFORM_ADMINISTRATOR`
Customer Data Platform Manager	`ORA_FMK_CUSTOMER_DATA_PLATFORM_MANAGER`
Customer Data Platform Specialist	`ORA_FMK_CUSTOMER_DATA_PLATFORM_SPECIALIST`

Supported Functions

The transformation engine supports common SQL-style functions, including:

SQL-style	Function
String	`CONCAT, LOWER, UPPER, TRIM, SUBSTR, REPLACE, LPAD, RPAD`
Conversion:	`TO_CHAR, TO_DATE`
Mathematical	`ABS, ROUND, CEIL, FLOOR, POWER, SQRT, MOD`
Date/Time:	`CURRENT_DATE, CURRENT_TIMESTAMP, ADD_MONTHS, EXTRACT, TRUNC`
Conditional	`CASE, COALESCE, NULLIF, IFNULL, GREATEST, LEAST`

Supported Operators

Supported operators include:

- Arithmetic (+, -, *, /, %)
- Comparison (=, !=, >, >=, <, <=)
- Logical (AND, OR, NOT)
- SQL operators such as LIKE, IN, BETWEEN, IS NULL, and their negations.

Create a Data Warehouse Transformation

From the Data Workbench UI, you can view existing transformations, including their status, destination object, type, and last modified information.

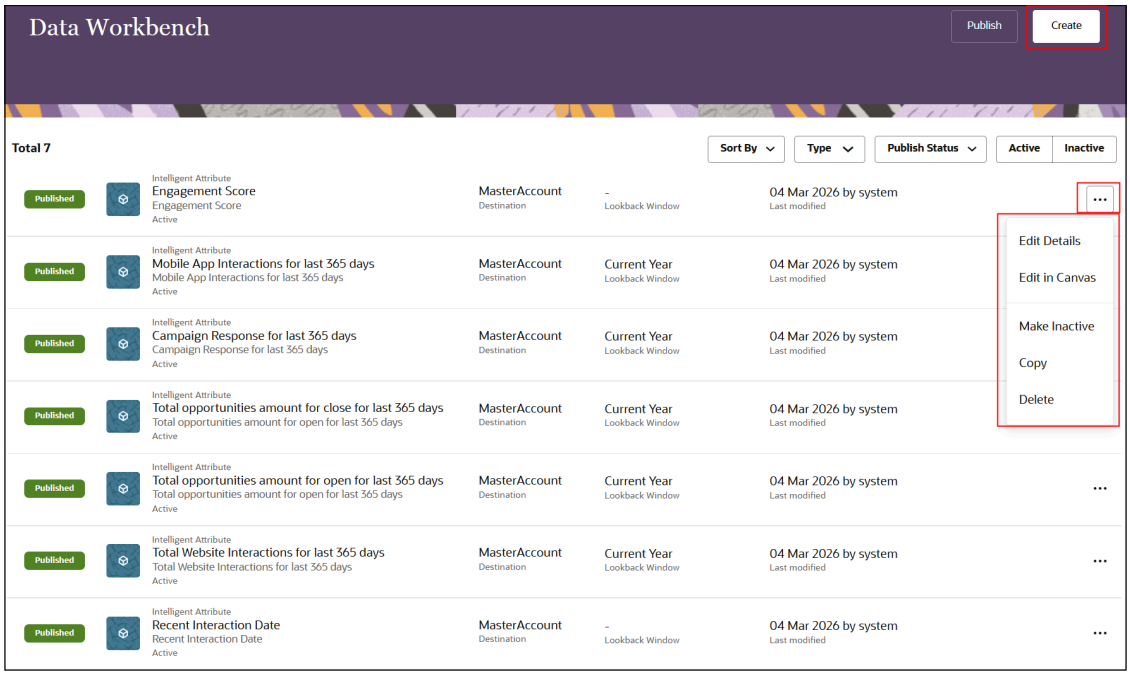
This section explains how to create, manage, and monitor Data Warehouse Transformations in Oracle Fusion Unity Data Platform.

Follow these steps to create a data warehouse transformation.

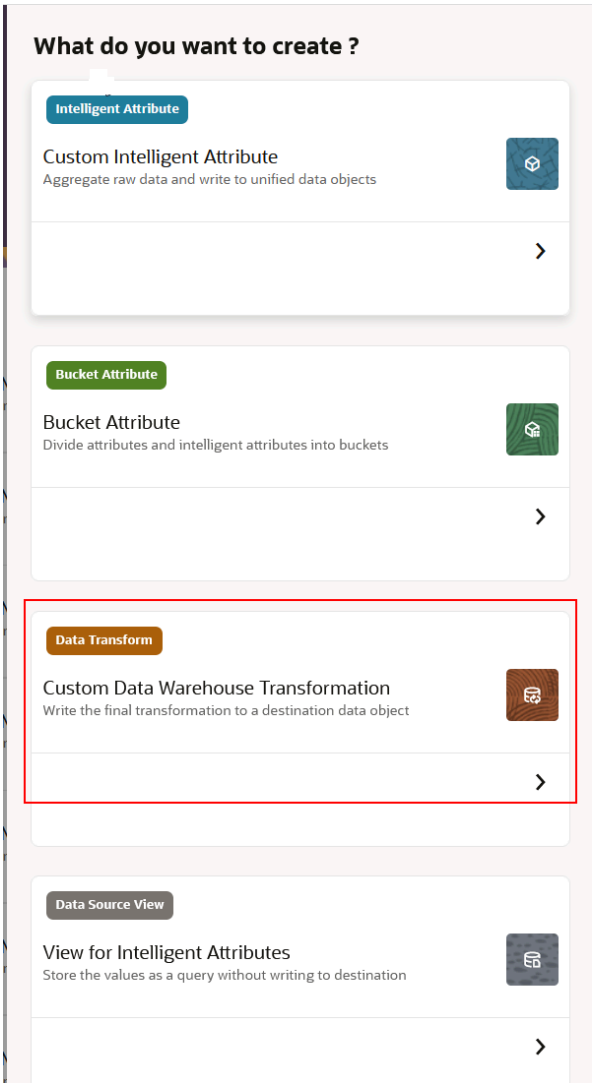
1. From the navigator, select **Customer Data Platform** > **Data Workbench** and a navigation menu similar to the following is displayed.



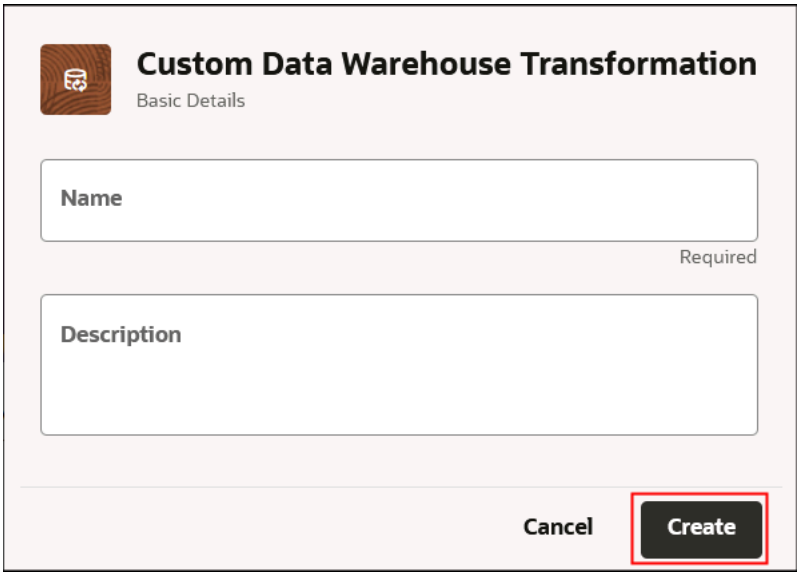
2. From the navigation menu, select **Data Workbench**.



3. Click **Create**, then select **Custom Data Warehouse Transformation**.



4. Enter a name and description for the transformation.



5. Use the visual editor to configure the transformation:
    - Select one or more source data objects.
    - Configure joins and filters.
    - Define transformation logic and expressions.
    - Map attributes to the destination data object.
6. Select **Save**.
7. Select **Publish**.

Build Data Warehouse Transformation Logic

After you select **Create**, the transformation design canvas will be displayed. This is where you define the logic and structure of your transformation using a visual canvas. You can click the plus (+) icon at the center of the canvas to begin adding transformation steps.

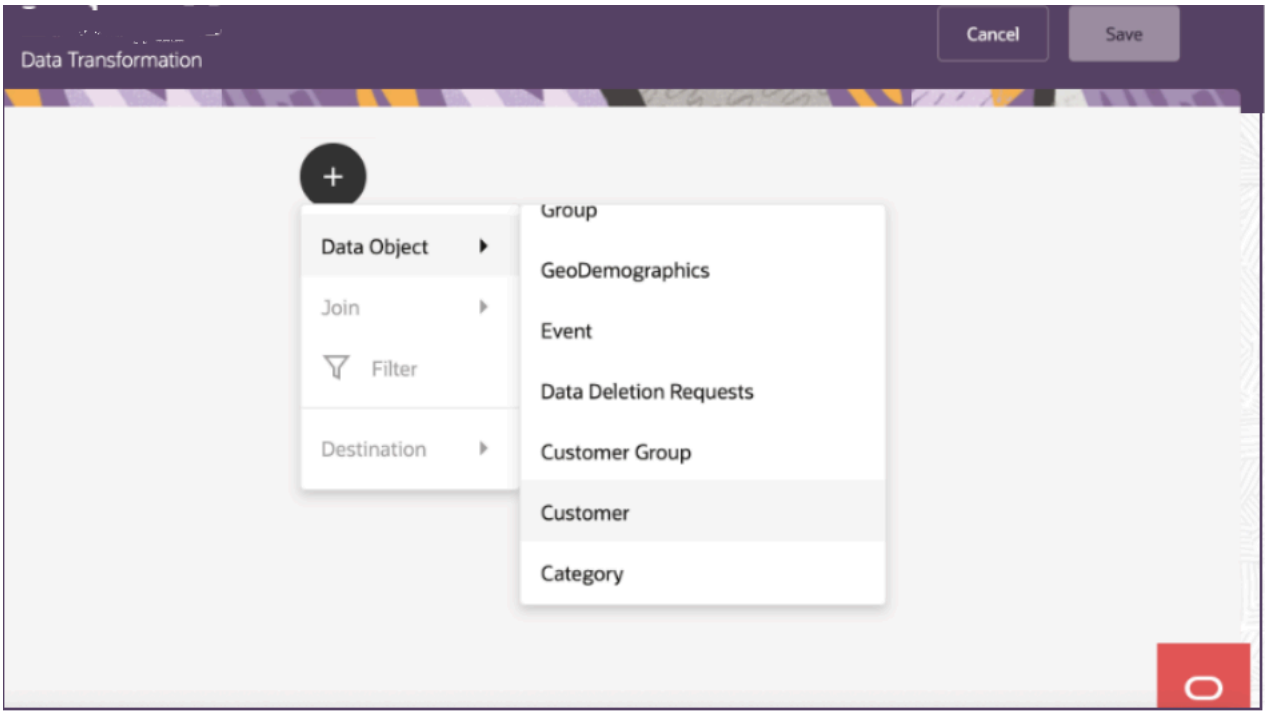
You use the visual canvas to:

- Select the primary data object (which becomes the destination object)
- Choose source attributes
- Automatically generate table and attribute aliases
- Add joined data objects
- Configure join conditions (Inner, Left Outer, Right Outer)
- Build expressions using an expression editor with syntax highlighting and smart prompts
- Apply filters (WHERE clauses)
- Map transformed attributes to destination fields

Follow these steps:

1. Select a **Data Object** to define the primary source for the transformation.

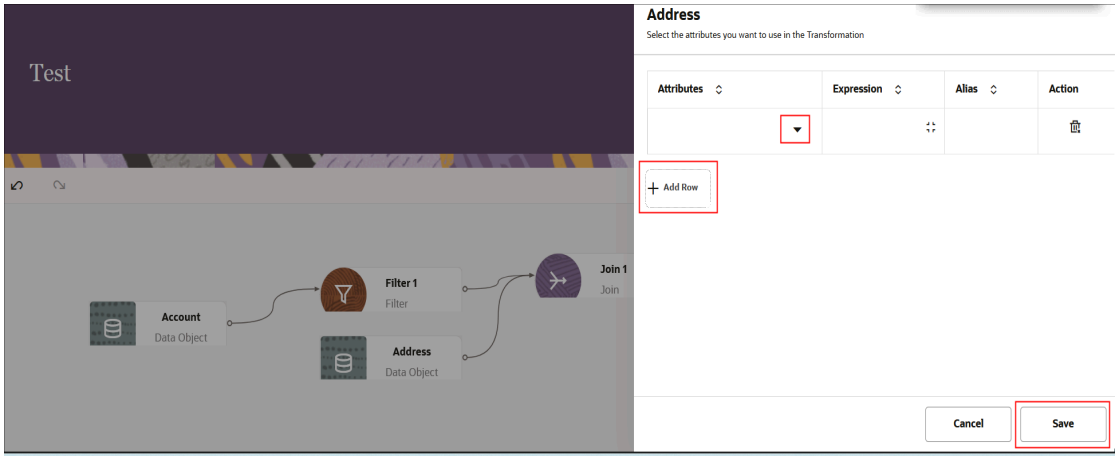
   The first data object you select, such as Customer, becomes the destination object for the transformation.



   This data object is available later in the flow as the destination.

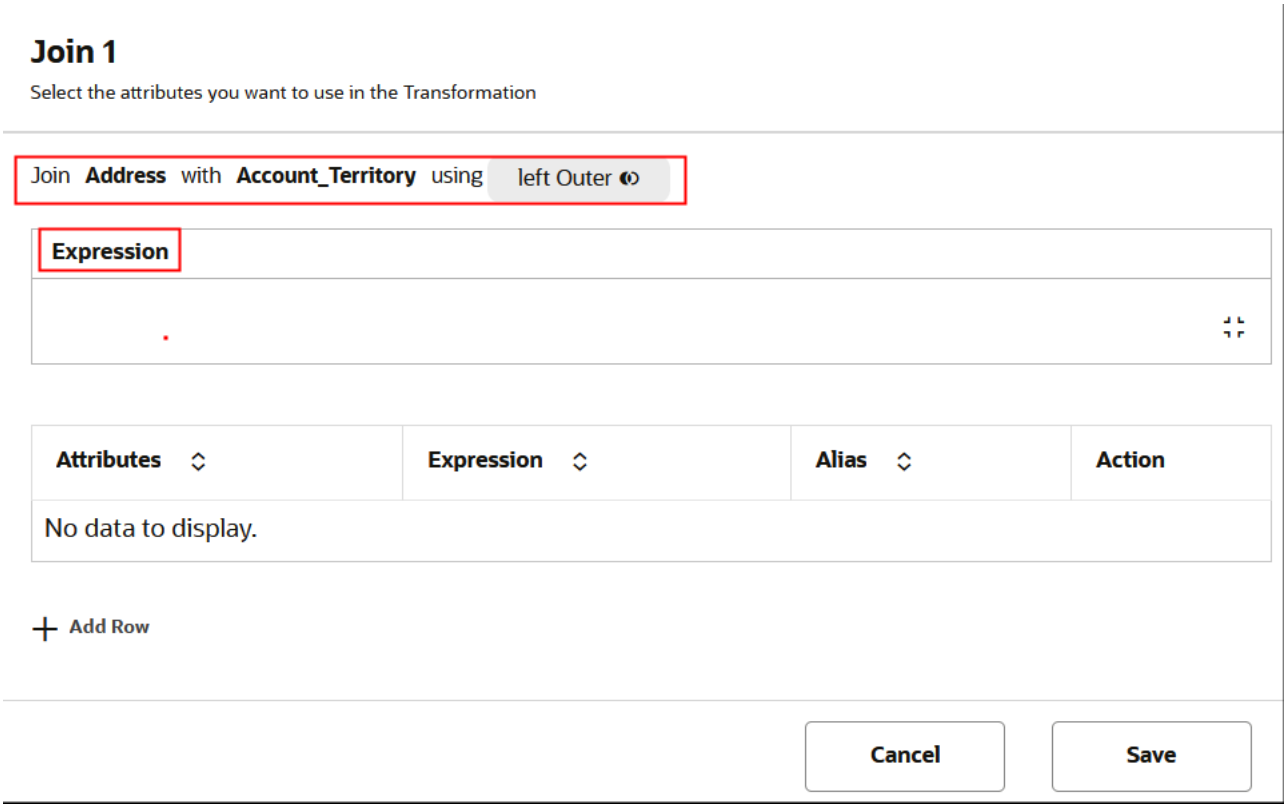
2. Select the attributes to use in the transformation logic.
    a. Add the required attribute rows.
    b. Use **Add row** to include additional attributes.
    c. Use **Delete row** to remove attributes.
    d. An alias is automatically generated based on the table name to simplify use in expressions and joins.
    e. Click **Save** to confirm the selection and return to the visual canvas.

Here's a sample screenshot of the Address attribute panel.



3. Add a secondary data object.
    a. Select **Join** from the next available step.
    b. Choose the object, such as **Address**.
    c. Select the required attributes.
    d. Use the expression builder as needed:
        i. Press **#** to view tables.
        ii. Press **$** to view columns.
        iii. Press **@** to view functions.
    e. Use syntax highlighting to help build the query.

Here's a sample screenshot of the Join panel.



4. Apply a filter, if required.
    a. Select **Filter**.
    b. Define a **WHERE** clause using attribute values or logical expressions.
    c. Records that match the filter are excluded from the transformation logic and aren't written to the destination Data Warehouse table.
5. Add the destination.
    a. Select the **plus (+)** icon.
    b. Select the primary data object, such as **Customer**.
    c. This defines where the transformed data is written.

6. Map the transformed fields.
    a. Select **Attributes**.
    b. Map the transformed fields to the corresponding attributes in the destination data object.
    c. Verify that the output is written to the correct fields and aligned to the data model.
7. Select **Save** after the transformation logic is complete.

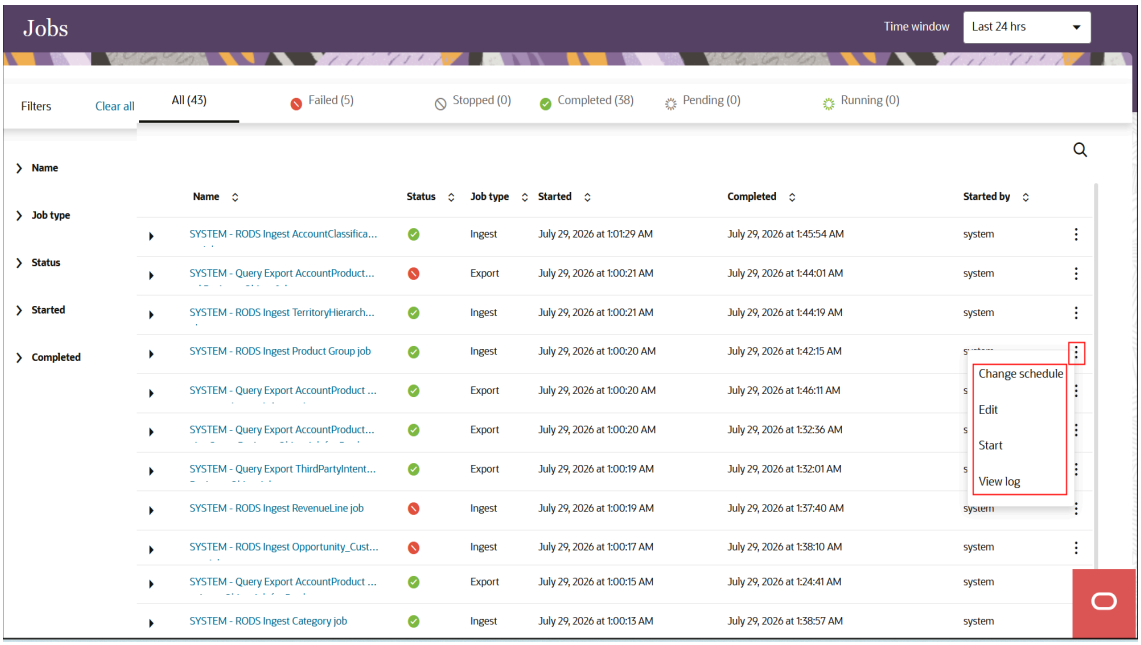
Order and Monitor Data Warehouse Transformations

You can also manage existing Data Warehouse transformations from the Data Workbench. You can edit the transformation details, change the transformation logic in the visual canvas, monitor and change the execution priority.

When multiple transformations write to the same destination object, Fusion Unity Data Platform executes them in a defined order of priority. You can change the execution order using drag-and-drop. Only active transformations are run, while inactive transformations remain visible to preserve the sequence. Any change to the order requires republishing for the update to take effect.

Using the Jobs dashboard, you can monitor Data Warehouse transformations after they're published and active. For example, you can activate or deactivate a transformation, create a copy, or delete a transformation. Any changes to a transformation set its status to Unpublished. Republish the transformation before the changes take effect.

Here's a sample screenshot of the Jobs page:



12 Behavior Management

About Behaviors

In Fusion Marketing, behaviors help you define events and conditions associated with visitors, users, or customers across a digital property. Behaviors use business-friendly labels instead of technical event definitions or expressions, making them easier to understand and use in business workflows.

A behavior can represent either a visitor-generated event, such as submitting a form or viewing a page, or a system-generated event, such as sending an email or entering an automation.

Behaviors also include attributes that occur as part of the same event, known as *event attributes*. For example, a **Submit form** behavior might include the form name or the title of the page where the form was submitted. Other attributes can be retrieved from related data stored in Fusion Unity Data Platform through a foreign key. These are known as *lookup attributes*.

For example, for a **View page** behavior, the page might be an Oracle-hosted landing page presented as part of a marketing program. Lookup attributes could include the marketing program name, retrieved using the program identifier, or the visitor's first name, retrieved using a visitor or participant identifier.

Behaviors and their attributes can be used to:

- Define rules that trigger marketing tactics
- Determine when participants meet tactic objectives
- Define segment conditions
- Trigger data orchestration workflows
- Personalize marketing content such as landing pages, banners, and other content delivered to web-enabled properties.

You must have View, or Create and Edit Behavior permissions to access the Behaviors page. See *How to Create a User and Assign Job Roles for Fusion Marketing* for more information. You can define and manage both standard and custom behaviors to identify when a behavior occurs. For example, you can configure the behavior's expression which are rules that help:

- Identify the occurrence of a behavioral signal
- Capture detailed behavior attributes, and
- Enrich the behavior with more lookup attributes from related data objects.

Behavior Examples

Behaviors are signals of interest used to drive marketing decisions and personalization. Behaviors can include actions such as:

Behavior Type	Example
Email Engagement	• Send email • Click email link

Behavior Type	Example
	• Bounce email
Web Activity	• View page • Close web session • Search for phrase
Content Consumption	• View page • Download file • Play video
Commerce Activity	• View product • Add product to cart • Purchase product • View advertisement
Product Usage	• Sign in • Sign out
Form Activity	• View form • Submit form

Behavior Event and Lookup Attributes

Event attributes are parameters (metadata) associated with the occurrence of a behavior. For example, if the behavior is **Submit form**, an event attribute is the name of the form or the page where the form is accessed. Some event attributes might be `Browser Name, City, Country, Device Type, Page Title,` and so on. Event attributes are retrieved from the occurrence of an event, or after an event that's gone through post-processing.

Lookup attributes are database fields from the Unity Data Platform (UDP) that enrich a behavior with additional information. For example, if a customer identifier is collected on the occurrence of the behavior, the ID can be used to look up the customer's first name or email address.

Behavior Workbook

The ready to use behaviors workbook contains definition, category, behavior type, detection expression, API name when supplied, and the complete list of associated behavior attributes. The archived content-group behaviors aren't included in the workbook. The following table outlines how to read a behavior entry:

Field	Meaning
Behavior type	User-triggered identifies an action initiated by a person. System-triggered identifies an event produced by a platform or process. Rules evaluation identifies an outcome produced when configured criteria are met.
Expression	The event condition used to identify the behavior. Expressions are shown as defined in the source workbook.

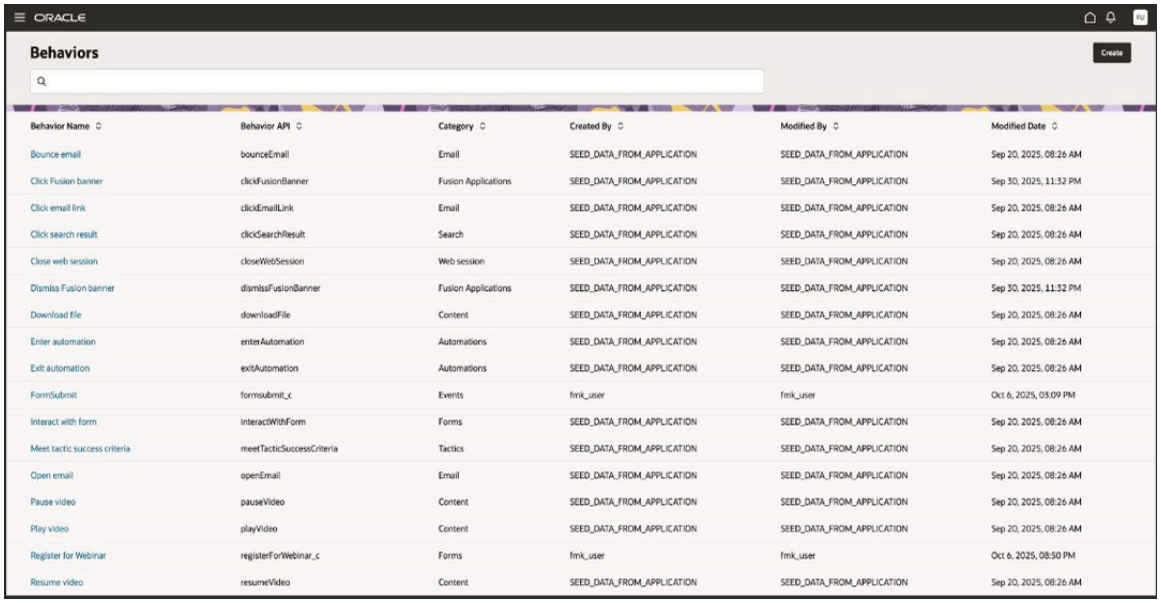
Field	Meaning
API name	The programmatic identifier for the behavior. If the workbook doesn't provide one, the guide states that it isn'tm specified
Attribute expression	The source expression used to populate or resolve the behavior attribute.
Foreign key	The related identifier used to connect the event to another UDP data object. Not specified means the workbook doesn't define a foreign-key mapping for that attribute.
26C	An attribute labeled 26C is marked Added in 26C in the source workbook.

Note: Attribute availability and enrichment depend on the event data and related UDP data objects configured in your environment. A delivered attribute can therefore be empty for an individual event.

Access Predefined Behaviors

Here's how to get started using behaviors:

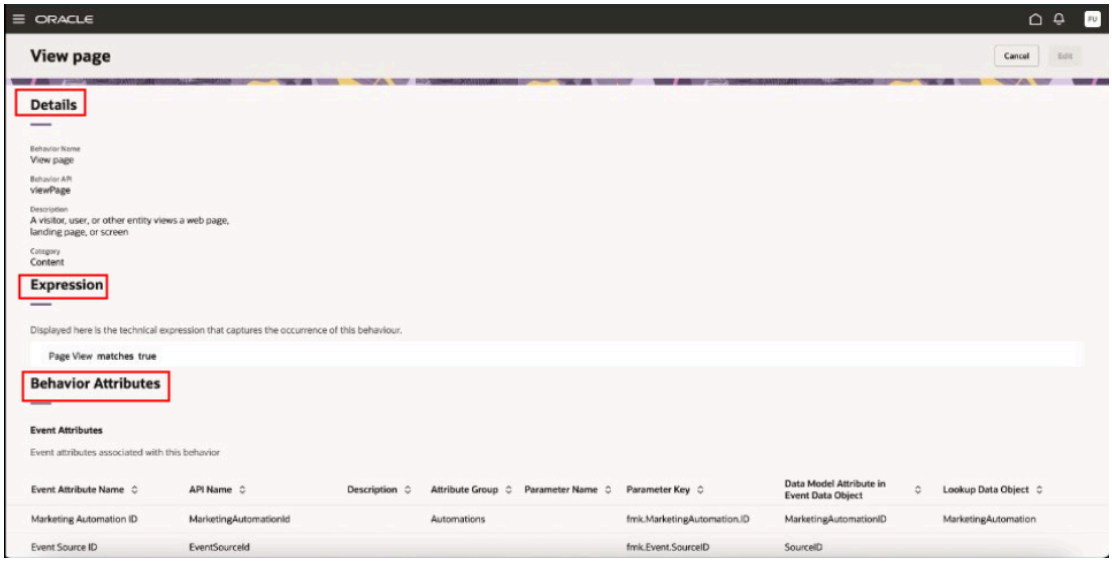
1. Sign in to Oracle Applications Cloud with the required permissions.
2. Go to **Navigator** > **Customer Data Platform** > **Behaviors**.
3. The Behaviors list page is displayed as follows:



4. Select the behavior name to view comprehensive information about the selected behavior, such as:
    - Basic Details
    - Capture Expression
    - Event Attributes
    - Lookup Attributes

    The Behavior Details page provides a comprehensive view of a selected behavior, including its definition, logic that identifies the occurrence of the behavior, and associated attributes.

    This screenshot show an example of behavior details:



Here's a sample listing of standard behaviors that come with user-friendly names, capture expression, and event attributes. These are made available when a new tenant is provisioned.

Send email	Unsubscribe from channel	View product	Click search result
Click email link	Skip email	Add product to cart	View advertisement
Meet tactic success criteria	Open email	Purchase product	Click advertisement
Bounce email	Subscribe to channel	View products in shopping cart	Play video
View page	Send spam complaint	View order status	Pause video
Close web session	View form	Download file	Resume video
Enter automation	Submit form	Search for phrase	Sign in
Exit automation	Interact with form	View search results	Sign out

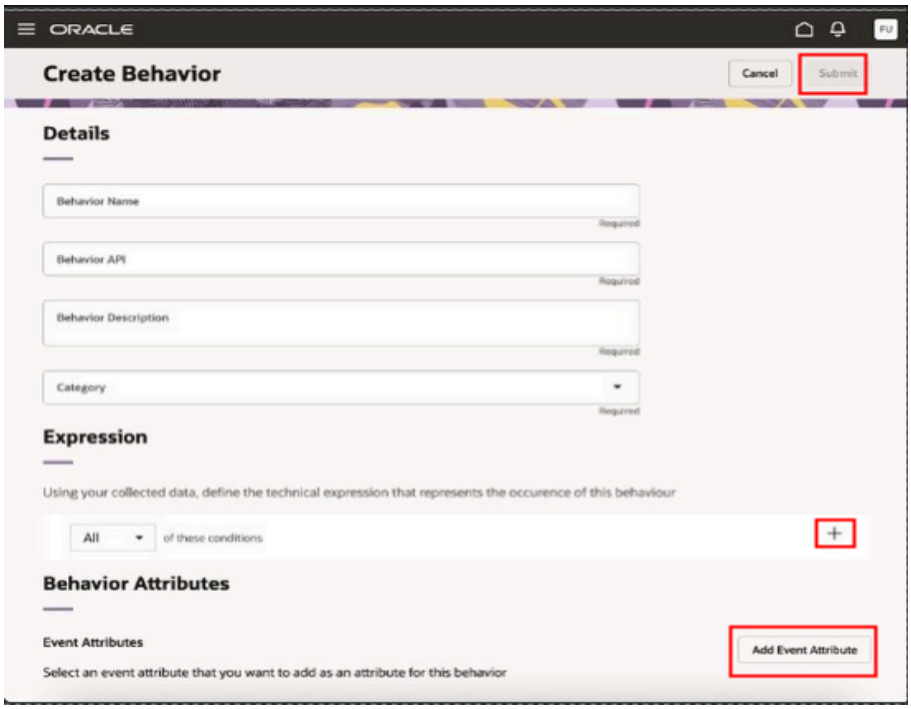
Some standard behaviors might have limited edit capabilities.

Create a Behavior

The **Create Behavior** page lets you define a new custom behavior by specifying its details, configuring the logic that identifies the occurrence of the behavior, and associating relevant attributes.

The primary use of behaviors and behavior attributes is to use them in the rules that trigger entry into a tactic and for identifying tactic success criteria. Here's how to create a behavior:

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Behaviors access.
2. Go to **Navigator** > **Customer Data Platform** > **Behaviors**.
3. Select **Create** from the Behaviors list page and the **Create Behavior** screen is displayed as follows:



4. Enter basic details about the behavior such as a user-friendly name and a brief description that explains what event or action is being captured.
5. The **Behavior API** is automatically generated by the application based on the **Behavior name** you entered.

   The application converts the Behavior name into camelCase format and a suffix `_c` is appended to indicate that it's a custom behavior.

   Example:

   - Behavior Name: **Download File**
   - Generated API Name: `downloadFile_c`

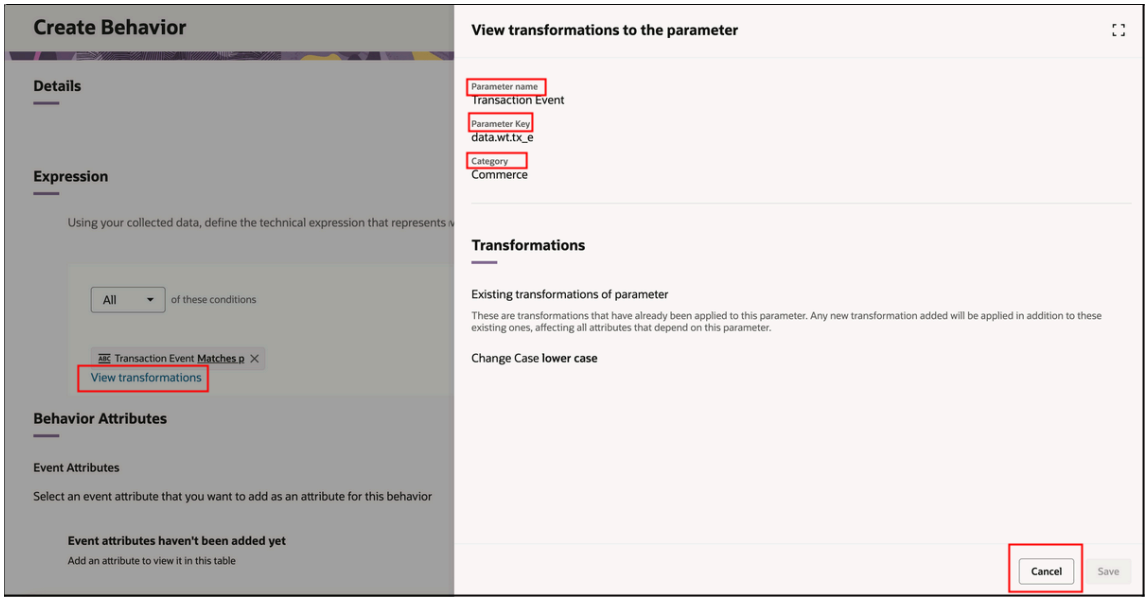
   You can change the generated API name if needed. However:

   - The `_c` suffix can't be removed

- The API name must be unique across all behaviors

  > **Note:** Ensure the API name follows naming conventions and doesn't conflict with existing behaviors.

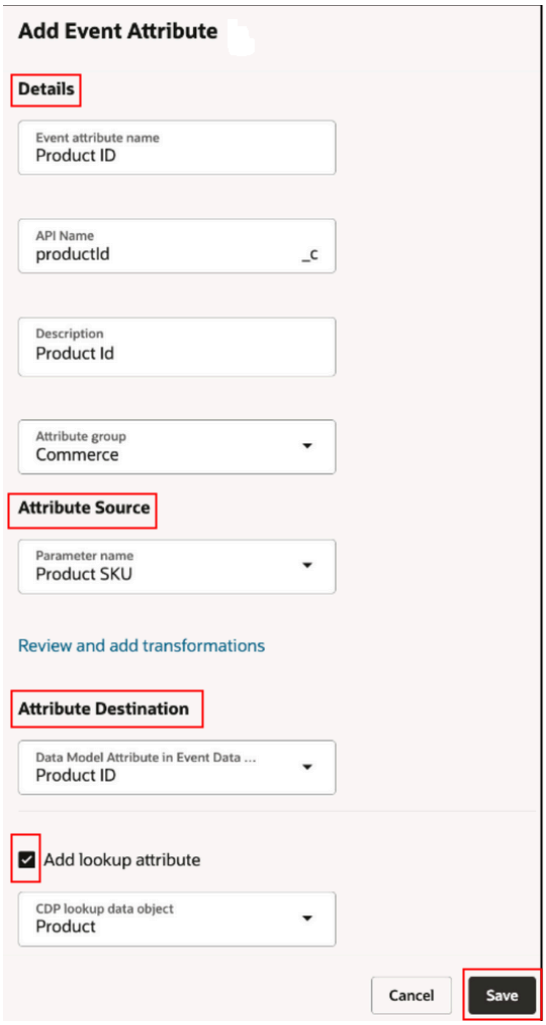
6. Select a **Category** for the behavior from one of the values in the drop-down list such as Commerce, Email, Content, Automations, and so on.
7. From the **Expression** section, define the rules used to identify when a behavior occurs. You can capture an expression as follows:
   - Select the **+** icon within the expression dialog.
   - Choose a parameter from the list of available named parameters.
   - Select an operator and enter the value needed for the condition.
   - Specify whether all conditions must be met (**All**) or if meeting any single condition (**Any**) is enough.
8. Select **View transformations** to view transformations applied to a parameter used in the behavior logic. A side panel opens, displaying details of the selected parameter.



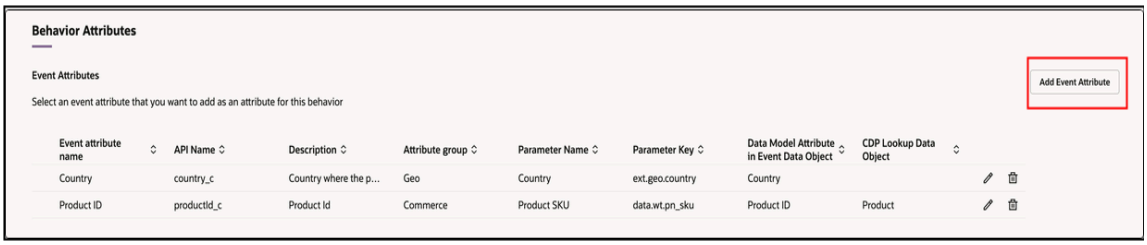
Note:

- Transformations affect how parameter values are processed and matched in expressions
- Any new transformation added will be applied in addition to existing transformations
- Changes to transformations might impact:
  - Behavior triggering logic
  - Data consistency
  - Downstream processing

9. Select **Add Event Attribute** to open a side panel where basic details of the attribute can be provided such as:
    - Basic details
    - Event attribute source defines where the attribute value is sourced from
    - Attribute destination defines where the attribute is mapped in the data model



You add event attributes to capture relevant data points and appear in the table as follows immediately after being saved.



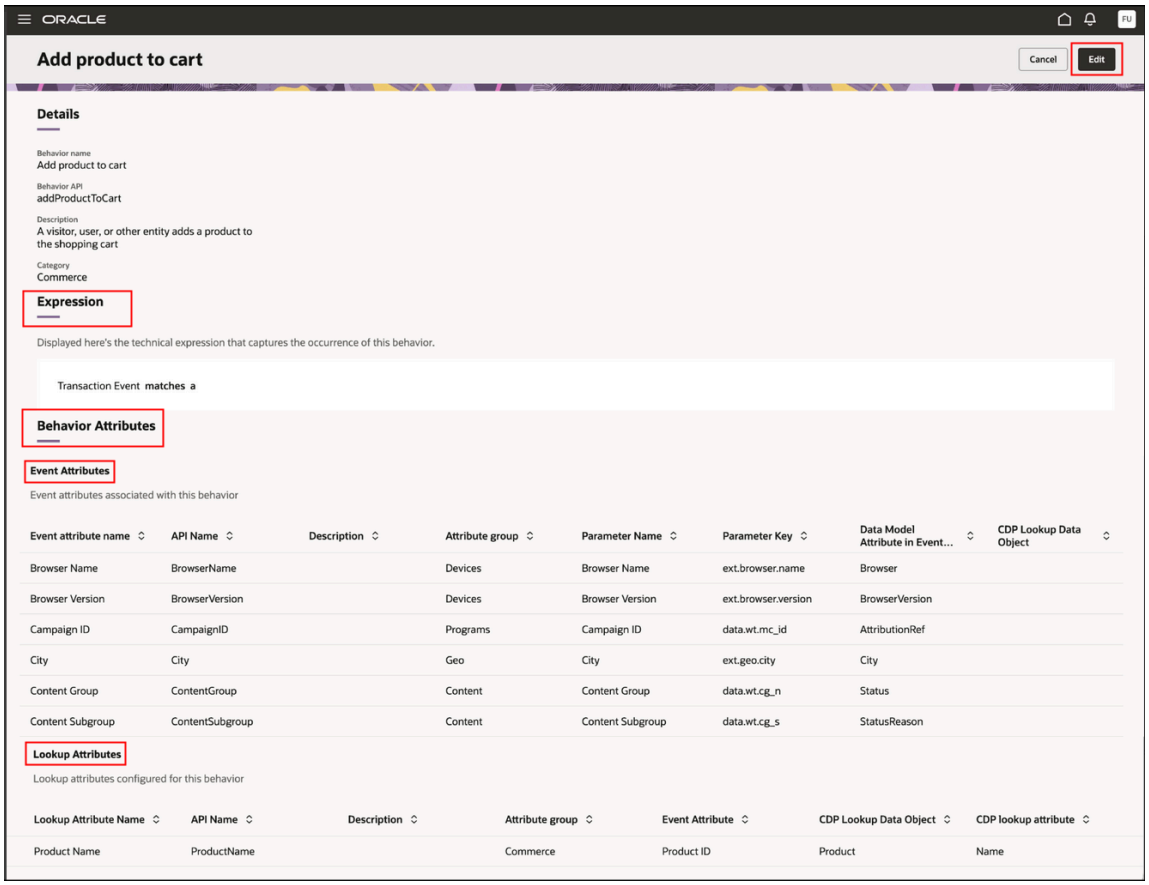
10. Optionally, enable the **Add Lookup Attribute** checkbox to enrich data from Fusion Unity Data Platform (UDP) objects.

    Other attributes stored in UDP data objects can be added to the behavior. For example, if a customer identifier is collected on the occurrence of the behavior, the ID can be used to look up the customer's first name or email address. These extra attributes are valuable for personalization.
11. Select **Save** to add the event attribute and optional lookup attributes to the behavior.
12. Select **Submit** when you're ready to create the behavior.

> **Note:** The **Submit** button is enabled only after all required fields are completed.

Edit a Behavior

You can change an existing behavior configuration by selecting the behavior name from the **Behaviors** list page and select **Edit**. Then, based on your permissions, you'll see a screen similar to the following.



> **Note:** This page is read-only unless you've edit permissions.

If the behavior is standard, then the UI might be read-only and won't allow updates. If it's a custom behavior and you've the necessary privileges, then you can select **Update** after making any changes.

From the **Behavior Attributes** section, the **Event Attributes** represent the data captured directly at the time of the event while the optional **Lookup Attributes** provide enriched data by referencing related Fusion Unity Data Platform data objects.

This table briefly describes the event attributes:

Column Name	Description
Event attribute name	User-friendly name of the event attribute
API Name	Internal identifier
Description	More details about the event attribute, if available
Attribute group	Logical attribute grouping such as: • **Device**: Browser Name, Browser Version, Device Type • **Geo**: City, Country • **Content**: Content Group, Domain • **Program**: Campaign ID • **Time**: Event Date
Parameter Name	Name used for mapping.
Parameter Key	Key used in event payloads such as `ext.browser.name`
Data Model Attribute in Event Data Object	Mapping to internal data model
CDP Lookup Data Object	Associated lookup object (if applicable)

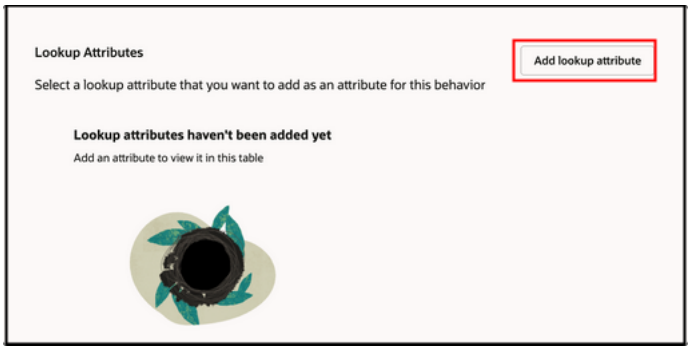
This table briefly describes the lookup attributes:

Column Name	Description
Lookup attribute name	User-friendly name of the lookup event attribute
API Name	Internal identifier
Description	More details about the event attribute, if available
Attribute group	Logical lookup attribute grouping such as Commerce.
Event attribute	Source attribute used for lookup, such as Product ID.
CDP Data Object	Target object used for lookup, such as Product.
CDP Lookup Attribute	Attribute retrieved from the lookup object, such as Name

Adding Lookup Attributes

When you add event attributes while creating a behavior you can optionally configure lookup attributes for data enrichment.

The **Lookup Attributes** section isn't visible by default. The section appears dynamically only after adding at least one event attribute and when the **Add lookup attribute** checkbox is enabled. You must also have selected a **CDP Lookup Data Object** object to have the Lookup Attribute section available for the behavior.



To add a lookup attribute:

1. Select **Add lookup attribute**.
2. A configuration panel (similar to Event Attribute panel) will open.
3. Define the lookup attribute details.

Note: Multiple lookup attributes can be added for a single behavior.

Standard Behaviors Detailed Definitions

Advertisement

The following behaviors and behavior attributes for the Advertisement category are available to help you get started.

There are 2 standard behaviors in this category:

- Click advertisement
- View advertisement

Click advertisement

A visitor, user, or other entity clicks an advertisement.

Category	Behavior type	API name
Advertisement	User-triggered	`clickAdvertisement`

Detection expression

```
exists data.wt.ac
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Ad Name	AdName	String	`data.wt.ac`	Not specified
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
Campaign ID	CampaignID	String	`data.wt.mc_id`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTrackingI`	Not specified
Landing Page Name	LandingPageName	String	`cdp.Message.Name`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Landing Page ID	MarketingLandingPageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

View advertisement

A visitor, user, or other entity views advertisement.

Category	Behavior type	API name
Advertisement	User-triggered	`viewAdvertisement`

Detection expression

```
exists data.wt.ad
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Ad Name	AdName	String	`data.wt.ad`	Not specified
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
Campaign ID	CampaignID	String	`data.wt.mc_id`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTrackingI`	Not specified
Landing Page Name	LandingPageName	String	`cdp.Message.Name`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Landing Page ID	MarketingLandingPageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified

Display name	API name	Type	Expression	Foreign key
Page URL	PageURL	String	`data.wt.es`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Automations

The following behaviors and behavior attributes for the Automations category are available to help you get started.

There are 2 standard behaviors in this category:

- Enter automation
- Exit automation

Enter automation

A contact, account, or other entity enters into an automation.

Category	Behavior type	API name
Automations	User-triggered	`enterAutomation`

Detection expression

```
data.action.type=enter-automation
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Entry Time	AutomationEntryTime	Timestamp	`fmk.participantEntry`	Not specified
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified

Display name	API name	Type	Expression	Foreign key
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking1`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Automation Stage ID	MarketingAutomationStageId	String	`fmk.MarketingAutomationStage.`	`Stage.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Exit automation

A contact, account, or other entity exits or completes the final stage of an automation.

Category	Behavior type	API name
Automations	User-triggered	`exitAutomation`

Detection expression

```
data.action.type=exit-automation
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Entry Time	AutomationEntryTime	Timestamp	`fmk.participantEntry`	Not specified
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Automation Stage ID	MarketingAutomationStageId	String	`fmk.MarketingAutomationStage`	`Stage.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Reason	ReasonType	String	`fkm.Event.Reason`	Not specified

Display name	API name	Type	Expression	Foreign key
Tactic Status	TacticStatus	String	`fmk.Event.Status`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplat`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Commerce

The following behaviors and behavior attributes for the Commerce category are available to help you get started.

There are 5 standard behaviors in this category:

- Add product to cart
- Purchase product
- View order status
- View product
- View products in shopping cart

Add product to cart

A visitor, user, or other entity adds a product to the shopping cart.

Category	Behavior type	API name
Commerce	User-triggered	`addProductToCart`

Detection expression

```
data.wt.tx_e=a
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
Campaign ID	CampaignID	String	`data.wt.mc_id`	Not specified
City	City	String	`ext.geo.city`	Not specified
Content Group	ContentGroup	String	`data.wt.cg_n`	Not specified
Content Subgroup	ContentSubgroup	String	`data.wt.cg_s`	Not specified
Country	Country	String	`ext.geo.country`	Not specified

Display name	API name	Type	Expression	Foreign key
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Product ID	ProductID	String	`fmk.Product.ID`	`Product.ID`
Product Name	ProductName	String	`cdp.Product.Name`	Not specified
Product SKU	ProductSKU	String	`data.wt.pn_sku`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Shopping Cart ID	ShoppingCartID	String	`data.wt.tx_cartid`	Not specified
Transaction Subtotal	TransactionSubtotal	Numeric	`data.wt.tx_s`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Units	Units	Numeric	`data.wt.tx_u`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Purchase product

A visitor, user, or other entity purchases a product.

Category	Behavior type	API name
Commerce	User-triggered	`purchaseProduct`

Detection expression

```
data.wt.tx_e=p
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
Campaign ID	CampaignID	String	`data.wt.mc_id`	Not specified
City	City	String	`ext.geo.city`	Not specified
Content Group	ContentGroup	String	`data.wt.cg_n`	Not specified
Content Subgroup	ContentSubgroup	String	`data.wt.cg_s`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Product ID	ProductID	String	`fmk.Product.ID`	`Product.ID`
Product Name	ProductName	String	`cdp.Product.Name`	Not specified
Product SKU	ProductSKU	String	`data.wt.pn_sku`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Shopping Cart ID	ShoppingCartID	String	`data.wt.tx_cartid`	Not specified
Transaction Subtotal	TransactionSubtotal	Numeric	`data.wt.tx_s`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Units	Units	Numeric	`data.wt.tx_u`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

View order status

A visitor, user, or other entity views the status of an order or invoice.

Category	Behavior type	API name
Commerce	User-triggered	`viewOrderStatus`

Detection expression

```
data.wt.ev=$ViewOrderStatus OR data.action.type=view-order-status
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
Invoice ID	InvoiceID	String	`data.wt.tx_i`	Not specified
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

View product

A visitor, user, or other entity views a product.

Category	Behavior type	API name
Commerce	User-triggered	`viewProduct`

Detection expression

```
data.wt.tx_e=v
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
Campaign ID	CampaignID	String	`data.wt.mc_id`	Not specified
City	City	String	`ext.geo.city`	Not specified
Content Group	ContentGroup	String	`data.wt.cg_n`	Not specified
Content Subgroup	ContentSubgroup	String	`data.wt.cg_s`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Product ID	ProductID	String	`fmk.Product.ID`	`Product.ID`
Product Name	ProductName	String	`cdp.Product.Name`	Not specified
Product SKU	ProductSKU	String	`data.wt.pn_sku`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified

Display name	API name	Type	Expression	Foreign key
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

View products in shopping cart

A visitor, user, or other entity views products added to a shopping cart.

Category	Behavior type	API name
Commerce	User-triggered	`viewProductsInShoppingCart`

Detection expression

```
data.wt.ev=$ViewShoppingCartItems OR data.action.type=view-shopping-cart
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified

Display name	API name	Type	Expression	Foreign key
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Shopping Cart ID	ShoppingCartID	String	`data.wt.tx_cartid`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Communication Goverance

The following requirements are for additions to the set of standard behaviors with focus on behaviors and behavior attributes needed to support Communication Governance.

There are 2 standard behaviors for this Communication Governance category:

- Suppress email per policy
- Suppress SMS per policy

Suppress email per policy

A contact or recipient isn't sent an email message because of a communication governance policy reaching its limit.

Category	Behavior type	API name
Email	System-triggered	`suppressEmailPerPolicy`

Detection expression

```
data.action.type=suppress-email
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Automation Name	`AutomationName`	String	`cdp.Automation.Name`	Not specified
Contact Point ID	`ContactPointId`	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Email Address	`EmailAddress`	String	`cdp.ContactPoint.Emai`	Not specified
Email Send Date	`EmailSendDate`	Timestamp	`fmk.Event.MessageSent`	Not specified
Event Date	`EventDate`	Timestamp	`datetime_utc`	Not specified

Display Name	API Name	Type	Expression	Foreign Key
Event Source ID	`EventSourceId`	String	`fmk.Event.SourceID`	Not specified
Marketing Automation ID	`MarketingAutomationId`	String	`fmk.MarketingAutomati`	`Automation.ID`
Marketing Automation Stage ID	`MarketingAutomationSt`	String	`fmk.MarketingAutomati`	`Stage.ID`
Marketing Message ID	`MarketingMessageId`	String	`fmk.MarketingMessage.`	`Message.ID`
Marketing Program ID	`MarketingProgramId`	String	`fmk.MarketingProgram.`	`Program.ID`
Message Name	`MessageName`	String	`cdp.Message.Name`	Not specified
Message Purpose	`MessagePurpose`	String	`cdp.Message.Purpose`	Not specified
Message Subject Line	`MessageSubjectLine`	String	`cdp.Message.Subject`	Not specified
Program Name	`ProgramName`	String	`cdp.Program.Name`	Not specified
Reason	`Reason`	String	`fmk.Event.Reason`	Not specified
Sender From	`SenderFrom`	String	`fmk.Event.SenderFrom`	Not specified
Sender Name	`SenderName`	String	`fmk.Event.SenderName`	Not specified
Sender Reply To	`SenderReplyTo`	String	`fmk.Event.SenderReply`	Not specified
Tactic Template Name	`TacticTemplateName`	String	`cdp.Automation.Tactic`	Not specified
Unified ID	`UnifiedId`	String	`fmk.Customer.ID`	Not specified

Suppress SMS per policy

A contact or recipient isn't sent an SMS message because of a communication governance policy reaching its limit.

Category	Behavior type	API name
SMS	System-triggered	`suppressSMSPerPolicy`

Detection expression

```
data.action.type=suppress-SMS
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Automation Name	`AutomationName`	String	`cdp.Automation.Name`	Not specified
Contact Point ID	`ContactPointId`	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Event Date	`EventDate`	Timestamp	`datetime_utc`	Not specified

Display Name	API Name	Type	Expression	Foreign Key
Event Source ID	`EventSourceId`	String	`fmk.Event.SourceID`	Not specified
Marketing Automation ID	`MarketingAutomationId`	String	`fmk.MarketingAutomati`	`Automation.ID`
Marketing Automation Stage ID	`MarketingAutomationSt`	String	`fmk.MarketingAutomati`	`Stage.ID`
Marketing Message ID	`MarketingMessageId`	String	`fmk.MarketingMessage.`	`Message.ID`
Marketing Program ID	`MarketingProgramId`	String	`fmk.MarketingProgram.`	`Program.ID`
Message Name	`MessageName`	String	`cdp.Message.Name`	Not specified
Mobile Country	`MobileCountryCode`	String	`fmk.Event.Country`	Not specified
Mobile Number	`MobileNumber`	String	`cdp.ContactPoint.Mobi`	`ContactPoint.ID`
Mobile Sender Code	`MobileSenderCode`	String	`fmk.Event.SenderFrom`	Not specified
Mobile Sender Name	`MobileSenderName`	String	`fmk.Event.SenderName`	Not specified
Program Name	`ProgramName`	String	`cdp.Program.Name`	Not specified
Reason	`Reason`	String	`fmk.Event.Reason`	Not specified
SMS Send Date	`SMSSendDate`	Timestamp	`fmk.Event.MessageSent`	Not specified
Tactic Template Name	`TacticTemplateName`	String	`cdp.Automation.Tactic`	Not specified

Content

The following behaviors and behavior attributes for the Content category are available to help you get started.

There are 5 standard behaviors in this category:

- Download file
- Pause video
- Play video
- Resume video
- View page

Download file

A visitor, user, or other entity downloads a file from a web page or screen.

Category	Behavior type	API name
Content	User-triggered	`downloadFile`

Detection expression

```
data.wt.dl=20 or data.action.type=download
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTrackingI`	Not specified
File Name	FileName	String	`data.wt.ti`	Not specified
Landing Page Name	LandingPageName	String	`cdp.Message.Name`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Landing Page ID	MarketingLandingPageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Display name	API name	Type	Expression	Foreign key
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Pause video

A visitor, user, or other entity pauses a video.

Category	Behavior type	API name
Content	User-triggered	`pauseVideo`

Detection expression

```
data.wt.clip_ev=pause
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTrackingI`	Not specified
Landing Page Name	LandingPageName	String	`cdp.Message.Name`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Landing Page ID	MarketingLandingPageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified

Display name	API name	Type	Expression	Foreign key
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Video ID	VideoId	String	`data.wt.clip_id`	Not specified
Video Name	VideoName	String	`data.wt.clip_n`	Not specified
Video Player Name	VideoPlayerName	String	`data.wt.clip_player`	Not specified
Video URL	VideoURL	String	`data.wt.clip_src`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Play video

A visitor, user, or other entity plays a video.

Category	Behavior type	API name
Content	User-triggered	`playVideo`

Detection expression

```
data.wt.clip_ev=play
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified

Display name	API name	Type	Expression	Foreign key
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTrackingI`	Not specified
Landing Page Name	LandingPageName	String	`cdp.Message.Name`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Landing Page ID	MarketingLandingPageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Video ID	VideoId	String	`data.wt.clip_id`	Not specified
Video Name	VideoName	String	`data.wt.clip_n`	Not specified
Video Player Name	VideoPlayerName	String	`data.wt.clip_player`	Not specified
Video URL	VideoURL	String	`data.wt.clip_src`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Resume video

A visitor, user, or other entity resumes a video.

Category	Behavior type	API name
Content	User-triggered	`resumeVideo`

Detection expression

```
data.wt.clip_ev=resume
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking1`	Not specified
Landing Page Name	LandingPageName	String	`cdp.Message.Name`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Landing Page ID	MarketingLandingPageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified

Display name	API name	Type	Expression	Foreign key
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Video ID	VideoId	String	`data.wt.clip_id`	Not specified
Video Name	VideoName	String	`data.wt.clip_n`	Not specified
Video Player Name	VideoPlayerName	String	`data.wt.clip_player`	Not specified
Video URL	VideoURL	String	`data.wt.clip_src`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

View page

A visitor, user, or other entity views a web page, landing page, or screen.

Category	Behavior type	API name
Content	User-triggered	`viewPage`

Detection expression

```
page_view=true
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Client IP Address	ClientIPAddress	String	`data.client-ip`	Not specified
Content Group	ContentGroup	String	`data.wt.cg_n`	Not specified
Content Subgroup	ContentSubgroup	String	`data.wt.cg_s`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified

Display name	API name	Type	Expression	Foreign key
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTrackingI`	Not specified
Landing Page Name	LandingPageName	String	`cdp.Message.Name`	Not specified
Language	Language	String	`data.wt.ul`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Landing Page ID	MarketingLandingPageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Email

The following behaviors and behavior attributes for the Email category are available to help you get started.

There are 6 standard behaviors in this category:

- Bounce email
- Click email link
- Open email
- Send email
- Send spam complaint
- Skip email

Bounce email

An email bounces after sending because it couldn't be delivered to recipient.

Category	Behavior type	API name
Email	User-triggered	`bounceEmail`

Detection expression

```
data.action.type=bounce-email
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Bounce Reason	ReasonType	String	`fmk.Event.StatusReason`	Not specified
Bounce Type	BounceType	String	`fmk.Event.Status`	Not specified
Contact Point ID	ContactPointId	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Email Address	EmailAddress	String	`cdp.ContactPoint.Email`	Not specified
Email Send Date	EmailSendDate	Timestamp	`fmk.Event.MessageSentTS`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking1`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Automation Stage ID	MarketingAutomationStageId	String	`fmk.MarketingAutomationStage.`	`Stage.ID`
Marketing Message ID	MarketingMessageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Message Name	MessageName	String	`cdp.Message.Name`	Not specified
Message Purpose	MessagePurpose	String	`cdp.Message.Purpose`	Not specified
Message Subject Line	MessageSubjectLine	String	`cdp.Message.Subject`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Sender From	SenderFrom	String	`fmk.Event.SenderFrom`	Not specified
Sender Name	SenderName	String	`fmk.Event.SenderName`	Not specified
Sender Reply To	SenderReplyTo	String	`fmk.Event.SenderReplyTo`	Not specified

Display name	API name	Type	Expression	Foreign key
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Click email link

A contact or recipient clicks a link in email.

Category	Behavior type	API name
Email	User-triggered	`clickEmailLink`

Detection expression

```
data.action.type=click-email
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
City	City	String	`ext.geo.city`	Not specified
Client IP Address	ClientIPAddress	String	`data.client-ip`	Not specified
Contact Point ID	ContactPointId	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Email Address	EmailAddress	String	`cdp.ContactPoint.Email`	Not specified
Email Send Date	EmailSendDate	Timestamp	`fmk.Event.MessageSentTS`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking1`	Not specified
Language	Language	String	`data.wt.ul`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Automation Stage ID	MarketingAutomationStageId	String	`fmk.MarketingAutomationStage.`	`Stage.ID`
Marketing Link ID	MarketingLinkId	String	`fmk.MarketingLink.ID`	`Link.ID`

Display name	API name	Type	Expression	Foreign key
Marketing Message ID	MarketingMessageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Message Link ID	MessageLinkId	String	`cdp.Link.SourceMarketingLinkI`	Not specified
Message Link Name	MessageLinkName	String	`cdp.Link.Name`	Not specified
Message Link Type	MessageLinkType	String	`cdp.Link.Type`	Not specified
Message Link URL	MessageLinkURL	String	`cdp.Link.URL`	Not specified
Message Name	MessageName	String	`cdp.Message.Name`	Not specified
Message Purpose	MessagePurpose	String	`cdp.Message.Purpose`	Not specified
Message Subject Line	MessageSubjectLine	String	`cdp.Message.Subject`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
User Agent	UserAgent	String	`data.user-agent`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Open email

A contact or recipient opens an email.

Category	Behavior type	API name
Email	User-triggered	`openEmail`

Detection expression

```
data.action.type=open-email
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified

Display name	API name	Type	Expression	Foreign key
Client IP Address	ClientIPAddress	String	`data.client-ip`	Not specified
Contact Point ID	ContactPointId	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Email Address	EmailAddress	String	`cdp.ContactPoint.Email`	Not specified
Email Send Date	EmailSendDate	Timestamp	`fmk.Event.MessageSentTS`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking1`	Not specified
Language	Language	String	`data.wt.ul`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Automation Stage ID	MarketingAutomationStageId	String	`fmk.MarketingAutomationStage.`	`Stage.ID`
Marketing Message ID	MarketingMessageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Message Name	MessageName	String	`cdp.Message.Name`	Not specified
Message Purpose	MessagePurpose	String	`cdp.Message.Purpose`	Not specified
Message Subject Line	MessageSubjectLine	String	`cdp.Message.Subject`	Not specified
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
User Agent	UserAgent	String	`data.user-agent`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Send email

An email is sent to a contact or recipient.

Category	Behavior type	API name
Email	User-triggered	`sendEmail`

Detection expression

```
data.action.type=send-email
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Contact Point ID	ContactPointId	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Email Address	EmailAddress	String	`cdp.ContactPoint.Email`	Not specified
Email Send Date	EmailSendDate	Timestamp	`fmk.Event.MessageSentTS`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTrackingI`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Automation Stage ID	MarketingAutomationStageId	String	`fmk.MarketingAutomationStage.`	`Stage.ID`
Marketing Message ID	MarketingMessageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Message Name	MessageName	String	`cdp.Message.Name`	Not specified
Message Purpose	MessagePurpose	String	`cdp.Message.Purpose`	Not specified
Message Subject Line	MessageSubjectLine	String	`cdp.Message.Subject`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Sender From	SenderFrom	String	`fmk.Event.SenderFrom`	Not specified
Sender Name	SenderName	String	`fmk.Event.SenderName`	Not specified
Sender Reply To	SenderReplyTo	String	`fmk.Event.SenderReplyTo`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Send spam complaint

A contact marks an email in their inbox as spam and the email provider notifies the sender of the complaint.

Category	Behavior type	API name
Email	User-triggered	`sendSpamComplaint`

Detection expression

```
data.action.type=spam-complaint
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Complaint Date (26C)	ComplaintDate	Timestamp	`fmk.Event.ComplaintDate`	Not specified
Contact Point ID	ContactPointId	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Email Address (26C)	EmailAddress	String	`fmk.Event.Email`	Not specified
Email Address of Contact (26C)	EmailAddressOfContact	String	`cdp.ContactPoint.Email`	Not specified
Email ISP (26C)	EmailISP	String	`fmk.Event.Email ISP`	Not specified
Email Send Date	EmailSendDate	Timestamp	`fmk.Event.MessageSentTS`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Message ID	MarketingMessageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Message Name	MessageName	String	`cdp.Message.Name`	Not specified
Message Purpose	MessagePurpose	String	`cdp.Message.Purpose`	Not specified
Message Subject Line	MessageSubjectLine	String	`cdp.Message.Subject`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Sender From	SenderFrom	String	`fmk.Event.SenderFrom`	Not specified
Sender Name	SenderName	String	`fmk.Event.SenderName`	Not specified
Sender Reply To	SenderReplyTo	String	`fmk.Event.SenderReplyTo`	Not specified
Spam Type (26C)	SpamType	String	`fmk.Event.SpamType`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplat`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Skip email

A contact or recipient is skipped when attempting to send email.

Category	Behavior type	API name
Email	User-triggered	`skipEmail`

Detection expression

```
data.action.type=skip-email
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Contact Point ID	ContactPointId	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Email Address	EmailAddress	String	`cdp.ContactPoint.Email`	Not specified
Email Send Date	EmailSendDate	Timestamp	`fmk.Event.MessageSentTS`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking1`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Automation Stage ID	MarketingAutomationStageId	String	`fmk.MarketingAutomationStage.`	`Stage.ID`
Marketing Message ID	MarketingMessageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Message Name	MessageName	String	`cdp.Message.Name`	Not specified
Message Purpose	MessagePurpose	String	`cdp.Message.Purpose`	Not specified
Message Subject Line	MessageSubjectLine	String	`cdp.Message.Subject`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Reason	Reason	String	`fmk.Event.Reason`	Not specified
Sender From	SenderFrom	String	`fmk.Event.SenderFrom`	Not specified
Sender Name	SenderName	String	`fmk.Event.SenderName`	Not specified
Sender Reply To	SenderReplyTo	String	`fmk.Event.SenderReplyTo`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified

Display name	API name	Type	Expression	Foreign key
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Forms

The following behaviors and behavior attributes for the Forms category are available to help you get started.

There are 3 standard behaviors in this category:

- Interact with form
- Submit form
- View form

Interact with form

A visitor, user, contact, or other entity interacts with a form.

Category	Behavior type	API name
Form	User-triggered	`interactWithForm`

Detection expression

```
data.action.type=interact-form
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Client IP Address	ClientIPAddress	String	`data.client-ip`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
DOM Selector	DomSelector	String	`data.wt.nv`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified

Display name	API name	Type	Expression	Foreign key
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking`	Not specified
Form Name from HTML	FormNameFromHTML	String	`data.wt.form_name`	Not specified
Landing Page Name	LandingPageName	String	`cdp.Message.Name`	Not specified
Language	Language	String	`data.wt.ul`	Not specified
Last Form Field Name	LastFormFieldName	String	`data.wt.form_last_interacted_field_name`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Landing Page ID	MarketingLandingPageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Reference Marketing Automation ID	ReferenceMarketingAutomationI	String	`fmk.Event.Target`	Not specified
Reference Marketing Automation Stage ID	ReferenceMarketingAutomationS	String	`fmk.Event.TargetRef`	Not specified
Reference Marketing Message ID	ReferenceMarketingMessageID	String	`fmk.Event.Medium`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplat`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Submit form

A visitor, user, contact, or other entity submits a form.

Category	Behavior type	API name
Form	User-triggered	`submitForm`

Detection expression

```
data.action.type=submit-form
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Client IP Address	ClientIPAddress	String	`data.client-ip`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
DOM Selector	DomSelector	String	`data.wt.nv`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking`	Not specified
Form Name from HTML	FormNameFromHTML	String	`data.wt.form_name`	Not specified
Landing Page Name	LandingPageName	String	`cdp.Message.Name`	Not specified
Language	Language	String	`data.wt.ul`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Landing Page ID	MarketingLandingPageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified

Name	API name	Type	Expression	Foreign key
Page URL	PageURL	String	`data.wt.es`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Reference Marketing Automation ID	ReferenceMarketingAutomationI	String	`fmk.Event.Target`	Not specified
Reference Marketing Automation Stage ID	ReferenceMarketingAutomationS	String	`fmk.Event.TargetRef`	Not specified
Reference Marketing Message ID	ReferenceMarketingMessageID	String	`fmk.Event.Medium`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplat`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

View form

A visitor, user, contact, or other entity views a form.

Category	Behavior type	API name
Form	User-triggered	`viewForm`

Detection expression

```
data.action.type=view-form
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Client IP Address	ClientIPAddress	String	`data.client-ip`	Not specified

Display name	API name	Type	Expression	Foreign key
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
DOM Selector	DomSelector	String	`data.wt.nv`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking`	Not specified
Form Name from HTML	FormNameFromHTML	String	`data.wt.form_name`	Not specified
Landing Page Name	LandingPageName	String	`cdp.Message.Name`	Not specified
Language	Language	String	`data.wt.ul`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Landing Page ID	MarketingLandingPageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Reference Marketing Automation ID	ReferenceMarketingAutomationI	String	`fmk.Event.Target`	Not specified
Reference Marketing Automation Stage ID	ReferenceMarketingAutomationS	String	`fmk.Event.TargetRef`	Not specified
Reference Marketing Message ID	ReferenceMarketingMessageID	String	`fmk.Event.Medium`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplat`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Display name	API name	Type	Expression	Foreign key
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Fusion App Channel

The following requirements are for additions to the set of standard behaviors with focus on behaviors and behavior attributes needed to support the Fusion app channel.

There are 4 standard behaviors for this Oracle Applications category:

- View page with Oracle banner slot
- View Oracle banner
- Click Oracle banner
- Dismiss Oracle banner

View page with Oracle banner slot

A user views an Oracle application page that contains a slot wherein an Oracle application banner may appear.

Note: This behavior won't be predefined as a standard behavior and will not be persisted in CDP.

Category	Behavior type	API name
Oracle Applications	System-triggered	`viewPageWithFusionBannerSlot`

Detection expression

```
data.action.type=view-fusion-banner-slot
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
City	`City`	String	`ext.geo.city`	Not specified
Client IP Address	`ClientIPAddress`	String	`data.client-ip`	Not specified
Country	`Country`	String	`ext.geo.country`	Not specified
Event Date	`EventDate`	Timestamp	`datetime_utc`	Not specified
Event Source ID	`EventSourceId`	String	`fmk.Event.SourceID`	Not specified
External Tracking ID	`ExternalTrackingId`	String	`cdp.Program.ExternalTrackingID`	Not specified
Language	`Language`	String	`data.wt.ul`	Not specified

Display Name	API Name	Type	Expression	Foreign Key
Oracle Account ID	FusionAccountId	String	fmk.Account.ID	Account.ID
Oracle Account Name	FusionAccountName	String	cdp.Account.Name	Not specified
Oracle Page ID	FusionPageId	String	fmk.MarketingWebPage.ID	MarketingPage.ID
Oracle Page Name	FusionPageName	String	fmk.MarketingWebPage.Name	Not specified
Oracle Page Type	FusionPageType	String	fmk.MarketingWebPage.Type	Not specified
Oracle Pod Name	FusionPodName	String	fmk.Event.Target	Not specified
Oracle Pod Region	FusionPodRegion	String	fmk.Event.TargetRef	Not specified
Oracle Product Name	FusionProductName	String	fmk.MarketingWebPage.FusionPro	Not specified
Oracle User ID	UserId	String	fmk.Event.FusionUserID	FusionUser.ID
Page Title	PageTitle	String	fmk.Event.Title	Not specified
Page URL	PageURL	String	fmk.Event.URL	Not specified
Region	Region	String	ext.geo.region	Not specified
Unified ID	UnifiedId	String	fmk.Customer.ID	Customer.ID

View Oracle banner

A user views a banner displayed on an Oracle application page

Category	Behavior type	API name
Oracle Applications	User-triggered	viewFusionBanner

Detection expression

```
data.action.type=view-fusion-banner
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Automation Name	AutomationName	String	cdp.Automation.Name	Not specified
City	City	String	ext.geo.city	Not specified
Client IP Address	ClientIPAddress	String	data.client-ip	Not specified
Country	Country	String	ext.geo.country	Not specified
Event Date	EventDate	Timestamp	datetime_utc	Not specified
Event Source ID	EventSourceId	String	fmk.Event.SourceID	Not specified

Display Name	API Name	Type	Expression	Foreign Key
External Tracking ID	ExternalTrackingId	String	cdp.Program.ExternalTrackingID	Not specified
Language	Language	String	data.wt.ul	Not specified
Marketing Automation ID	MarketingAutomationId	String	fmk.MarketingAutomation.ID	Automation.ID
Marketing Automation Stage ID	MarketingAutomationSt	String	fmk.MarketingAutomationStage.I	Stage.ID
Marketing Program ID	MarketingProgramId	String	fmk.MarketingProgram.ID	Program.ID
Oracle Account ID	FusionAccountId	String	fmk.Account.ID	Account.ID
Oracle Account Name	FusionAccountName	String	cdp.Account.Name	Not specified
Oracle Banner ID	FusionBannerId	String	fmk.MarketingMessage.ID	Message.ID
Oracle Banner Name	FusionBannerName	String	cdp.Message.Name	Not specified
Oracle Page ID	FusionPageId	String	fmk.MarketingWebPage.ID	MarketingWebPage.ID
Oracle Page Name	FusionPageName	String	fmk.MarketingWebPage.Name	Not specified
Oracle Page Type	FusionPageType	String	fmk.MarketingWebPage.Type	Not specified
Oracle Pod Name	FusionPodName	String	fmk.Event.Target	Not specified
Oracle Pod Region	FusionPodRegion	String	fmk.Event.TargetRef	Not specified
Oracle Product Name	FusionProductName	String	fmk.MarketingWebPage.FusionPro	Not specified
Oracle User ID	UserId	String	fmk.Event.FusionUserID	FusionUser.ID
Page Title	PageTitle	String	fmk.Event.Title	Not specified
Page URL	PageURL	String	fmk.Event.URL	Not specified
Program Name	ProgramName	String	cdp.Program.Name	Not specified
Region	Region	String	ext.geo.region	Not specified
Tactic Template Name	TacticTemplateName	String	cdp.Automation.TacticTemplateN	Not specified

Click Oracle banner

A user clicks a banner displayed on an Oracle application page.

Category	Behavior type	API name
Oracle Applications	User-triggered	clickFusionBanner

Detection expression

```
data.action.type=click-fusion-banner
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Automation Name	AutomationName	String	cdp.Automation.Name	Not specified
City	City	String	ext.geo.city	Not specified
Client IP Address	ClientIPAddress	String	data.client-ip	Not specified
Country	Country	String	ext.geo.country	Not specified
Event Date	EventDate	Timestamp	datetime_utc	Not specified
Event Source ID	EventSourceId	String	fmk.Event.SourceID	Not specified
External Tracking ID	ExternalTrackingId	String	cdp.Program.ExternalTrackingID	Not specified
Language	Language	String	data.wt.ul	Not specified
Marketing Automation ID	MarketingAutomationId	String	fmk.MarketingAutomation.ID	Automation.ID
Marketing Automation Stage ID	MarketingAutomationSt	String	fmk.MarketingAutomationStage.I	Stage.ID
Marketing Program ID	MarketingProgramId	String	fmk.MarketingProgram.ID	Program.ID
Oracle Account ID	FusionAccountId	String	fmk.Account.ID	Account.ID
Oracle Account Name	FusionAccountName	String	cdp.Account.Name	Not specified
Oracle Banner ID	FusionBannerId	String	fmk.MarketingMessage.ID	Message.ID
Oracle Banner Name	FusionBannerName	String	cdp.Message.Name	Not specified
Oracle Page ID	FusionPageId	String	fmk.MarketingWebPage.ID	MarketingWebPage.ID
Oracle Page Name	FusionPageName	String	fmk.MarketingWebPage.Name	Not specified
Oracle Page Type	FusionPageType	String	fmk.MarketingWebPage.Type	Not specified
Oracle Pod Name	FusionPodName	String	fmk.Event.Target	Not specified
Oracle Pod Region	FusionPodRegion	String	fmk.Event.TargetRef	Not specified
Oracle Product Name	FusionProductName	String	fmk.MarketingWebPage.FusionPro	Not specified
Oracle User ID	UserId	String	fmk.Event.FusionUserID	FusionUser.ID
Page Title	PageTitle	String	fmk.Event.Title	Not specified
Page URL	PageURL	String	fmk.Event.URL	Not specified
Program Name	ProgramName	String	cdp.Program.Name	Not specified
Region	Region	String	ext.geo.region	Not specified
Tactic Template Name	TacticTemplateName	String	cdp.Automation.TacticTemplateN	Not specified

Dismiss Oracle banner

A user dismisses a banner displayed on an Oracle application page.

Category	Behavior type	API name
Oracle Applications	User-triggered	`dismissFusionBanner`

Detection expression

```
data.action.type=dismiss-fusion-banner
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Automation Name	`AutomationName`	String	`cdp.Automation.Name`	Not specified
City	`City`	String	`ext.geo.city`	Not specified
Client IP Address	`ClientIPAddress`	String	`data.client-ip`	Not specified
Country	`Country`	String	`ext.geo.country`	Not specified
Event Date	`EventDate`	Timestamp	`datetime_utc`	Not specified
Event Source ID	`EventSourceId`	String	`fmk.Event.SourceID`	Not specified
External Tracking ID	`ExternalTrackingId`	String	`cdp.Program.ExternalTrackingID`	Not specified
Language	`Language`	String	`data.wt.ul`	Not specified
Marketing Automation ID	`MarketingAutomationId`	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Automation Stage ID	`MarketingAutomationSt`	String	`fmk.MarketingAutomationStage.I`	`Stage.ID`
Marketing Program ID	`MarketingProgramId`	String	`fmk.MarketingProgram.ID`	`Program.ID`
Oracle Account ID	`FusionAccountId`	String	`fmk.Account.ID`	`Account.ID`
Oracle Account Name	`FusionAccountName`	String	`cdp.Account.Name`	Not specified
Oracle Banner ID	`FusionBannerId`	String	`fmk.MarketingMessage.ID`	`Message.ID`
Oracle Banner Name	`FusionBannerName`	String	`cdp.Message.Name`	Not specified
Oracle Page ID	`FusionPageId`	String	`fmk.MarketingWebPage.ID`	`MarketingWebPage.ID`
Oracle Page Name	`FusionPageName`	String	`fmk.MarketingWebPage.Name`	Not specified
Oracle Page Type	`FusionPageType`	String	`fmk.MarketingWebPage.Type`	Not specified
Oracle Pod Name	`FusionPodName`	String	`fmk.Event.Target`	Not specified
Oracle Pod Region	`FusionPodRegion`	String	`fmk.Event.TargetRef`	Not specified
Oracle Product Name	`FusionProductName`	String	`fmk.MarketingWebPage.FusionPro`	Not specified
Oracle User ID	`UserId`	String	`fmk.Event.FusionUserID`	`FusionUser.ID`
Page Title	`PageTitle`	String	`fmk.Event.Title`	Not specified

Display Name	API Name	Type	Expression	Foreign Key
Page URL	PageURL	String	fmk.Event.URL	Not specified
Program Name	ProgramName	String	cdp.Program.Name	Not specified
Region	Region	String	ext.geo.region	Not specified
Tactic Template Name	TacticTemplateName	String	cdp.Automation.TacticTemplateN	Not specified

LinkedIn Channel

The following requirements are for additions to the set of standard behaviors with focus on behaviors and behavior attributes needed to support the LinkedIn channel.

There's 1 standard behaviors for this LinkedIn category:

- Submit LinkedIn lead gen form

Submit LinkedIn lead gen form

A responder or contact submits a lead gen form as part of a LinkedIn advertisement.

Category	Behavior type	API name
LinkedIn	User-triggered	submitLinkedInLeadGenForm

Detection expression

```
data.action.type=view-fusion-banner-slot
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Email Address	EmailAddress	String	data.fmk.email	Not specified
Event Date	EventDate	Timestamp	datetime_utc	Not specified
Event Source ID	EventSourceId	String	fmk.Event.SourceID	Not specified
External Tracking ID	ExternalTrackingId	String	cdp.Program.ExternalT	Not specified
LinkedIn Account ID	LinkedInAccountId	String	data.ora.account_id	Not specified
LinkedIn Campaign ID	LinkedInCampaignId	String	data.ora.ad_id	Not specified
LinkedIn Form ID	LinkedInFormId	String	data.wt.form_id	Not specified
LinkedIn Form Name	LinkedInFormName	String	data.wt.form_name	Not specified
LinkedIn Form Submit Date	LinkedInFormSubmitDat	Timestamp	data.ora.submit_time	Not specified

Display Name	API Name	Type	Expression	Foreign Key
LinkedIn Form Submit ID	`LinkedInFormSubmitId`	String	`data.ora.submit_id`	Not specified
Mobile Number	`MobileNumber`	String	`data.fmk.phone`	Not specified
Unified ID	`UnifiedId`	String	`fmk.Customer.ID`	Not specified
Marketing Automation ID	`MarketingAutomationId`	String	`fmk.MarketingAutomati`	`Automation.ID`

Messages

The following behaviors and behavior attributes for the Messages category are available to help you get started.

There are 2 standard behaviors in this category:

- Subscribe to channel
- Unsubscribe from channel

Subscribe to channel

A contact has subscribed to receiving messages for a channel.

Category	Behavior type	API name
Messages	User-triggered	`subscribeToChannel`

Detection expression

```
data.action.type=subscribe-channel
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Channel Type	ChannelType	String	`cdp.ContactPoint.ChannelType`	Not specified
Contact Point ID	ContactPointId	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Email Address	EmailAddress	String	`cdp.ContactPoint.Email`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking1`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`

Display name	API name	Type	Expression	Foreign key
Marketing Message ID	MarketingMessageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Message Name	MessageName	String	`cdp.Message.Name`	Not specified
Message Purpose	MessagePurpose	String	`cdp.Message.Purpose`	Not specified
Message Send Date	MessageSendDate	Timestamp	`fmk.Event.MessageSentTS`	Not specified
Message Subject Line	MessageSubjectLine	String	`cdp.Message.Subject`	Not specified
Mobile Number	MobileNumber	String	`cdp.ContactPoint.MobileNumber`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Sender From	SenderFrom	String	`fmk.Event.SenderFrom`	Not specified
Sender Name	SenderName	String	`fmk.Event.SenderName`	Not specified
Sender Reply To	SenderReplyTo	String	`fmk.Event.SenderReplyTo`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Unsubscribe from channel

A contact has unsubscribed from receiving messages for a channel.

Category	Behavior type	API name
Messages	User-triggered	`unsubscribeFromChannel`

Detection expression

```
data.action.type=unsubscribe-channel
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Channel Type	ChannelType	String	`cdp.ContactPoint.ChannelType`	Not specified
Contact Point ID	ContactPointId	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Email Address	EmailAddress	String	`cdp.ContactPoint.Email`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified

Display name	API name	Type	Expression	Foreign key
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking1`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Message ID	MarketingMessageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Message Name	MessageName	String	`cdp.Message.Name`	Not specified
Message Purpose	MessagePurpose	String	`cdp.Message.Purpose`	Not specified
Message Send Date	MessageSendDate	Timestamp	`fmk.Event.MessageSentTS`	Not specified
Message Subject Line	MessageSubjectLine	String	`cdp.Message.Subject`	Not specified
Mobile Number	MobileNumber	String	`cdp.ContactPoint.MobileNumber`	Not specified
Opt-In Status	OptInStatus	String	`cdp.ContactPoint.OptInStatus`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Reason	Reason	String	`fmk.Event.Reason`	Not specified
Sender From	SenderFrom	String	`fmk.Event.SenderFrom`	Not specified
Sender Name	SenderName	String	`fmk.Event.SenderName`	Not specified
Sender Reply To	SenderReplyTo	String	`fmk.Event.SenderReplyTo`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Search

The following behaviors and behavior attributes for the Search category are available to help you get started.

There are 3 standard behaviors in this category:

- Click search result
- Search for phrase
- View search results

Click search result

A visitor, user, or other entity clicks a search result.

Category	Behavior type	API name
Search	User-triggered	`clickSearchResult`

Detection expression

`data.action.type=click-search-result`

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
Onsite Search Phrase	OnsiteSearchPhrase	String	`data.wt.oss`	Not specified
Onsite Search Results	OnsiteSearchResults	Numeric	`data.wt.oss_r`	Not specified
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Search for phrase

A visitor, user, or other entity searches for a phrase.

Category	Behavior type	API name
Search	User-triggered	`searchForPhrase`

Detection expression

```
data.wt.oss exists
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
Onsite Search Phrase	OnsiteSearchPhrase	String	`data.wt.oss`	Not specified
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

View search results

A visitor, user, or other entity views the results of searching for a phrase.

Category	Behavior type	API name
Search	User-triggered	`viewSearchResults`

Detection expression

```
data.wt.oss_r > 0
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
Onsite Search Phrase	OnsiteSearchPhrase	String	`data.wt.oss`	Not specified
Onsite Search Results	OnsiteSearchResults	Numeric	`data.wt.oss_r`	Not specified
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

SMS Channel

The following requirements are for additions to the set of standard behaviors with focus on behaviors and behavior attributes needed to support the SMS channel.

There are 6 standard behaviors for this SMS category:

- Send SMS
- Bounce SMS
- Click SMS link
- Skip SMS
- Receive SMS
- Unsubscribe from channel
- Subscribe to channel

Send SMS

An SMS message is sent to a contact or recipient

Note: This behavior isn't captured from ECS. It's system-generated by the FMK platform.

Category	Behavior type	API name
SMS	System-triggered	`sendSMS`

Detection expression

```
data.action.type=send-sms
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Automation Name	`AutomationName`	String	`cdp.Automation.Name`	Not specified
Contact Point ID	`ContactPointId`	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Event Date	`EventDate`	Timestamp	`datetime_utc`	Not specified
Event Source ID	`EventSourceId`	String	`fmk.Event.SourceID`	Not specified
External Tracking ID	`ExternalTrackingId`	String	`cdp.Program.ExternalT`	Not specified
Marketing Automation ID	`MarketingAutomationId`	String	`fmk.MarketingAutomati`	`Automation.ID`
Marketing Automation Stage ID	`MarketingAutomationSt`	String	`fmk.MarketingAutomati`	`Stage.ID`

Display Name	API Name	Type	Expression	Foreign Key
Marketing Message ID	MarketingMessageId	String	fmk.MarketingMessage.I	Message.ID
Marketing Program ID	MarketingProgramId	String	fmk.MarketingProgram.I	Program.ID
Message Name	MessageName	String	cdp.Message.Name	Not specified
Message Purpose	messagePurpose	String	cdp.Message.Purpose	Not specified
Mobile Country	MobileCountryCode	String	fmk.Event.Country	Not specified
Mobile Number	MobileNumber	String	cdp.ContactPoint.Mobi	ContactPoint.ID
Mobile Sender Code	MobileSenderCode	String	fmk.Event.SenderFrom	Not specified
Mobile Sender Name	MobileSenderName	String	fmk.Event.SenderName	Not specified
Program Name	ProgramName	String	cdp.Program.Name	Not specified
SMS Send Date	SMSSendData	Timestamp	fmk.Event.MessageSent	Not specified
Tactic Template Name	TacticTemplateName	String	cdp.Automation.Tactic	Not specified
SMS Split Count	SMSSplitCount	Int	fmk.Event.SMSMsgSplit	Not specified
SMS message	SMSmessage	String	cdp.Message.Content	Not specified

Bounce SMS

An SMS message is bounced when a delivery receipt status is received from a mobile operator.

Category	Behavior type	API name
SMS	User-triggered	bounceBanner

Detection expression

```
data.action.type=bounce-sms
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Automation Name	AutomationName	String	cdp.Automation.Name	Not specified
Bounce Reason	ReasonType	String	fmk.Event.StatusReaso	Not specified
Bounce Type	BounceType	String	fmk.Event.Status	Not specified
Contact Point ID	ContactPointId	String	fmk.ContactPoint.ID	ContactPoint.ID
Event Date	EventDate	Timestamp	datetime_utc	Not specified
Event Source ID	EventSourceId	String	fmk.Event.SourceID	Not specified

Display Name	API Name	Type	Expression	Foreign Key
External Tracking ID	ExternalTrackingId	String	cdp.Program.ExternalT:	Not specified
Marketing Automation ID	MarketingAutomationId	String	fmk.MarketingAutomati	Automation.ID
Marketing Automation Stage ID	MarketingAutomationSt:	String	fmk.MarketingAutomati	Stage.ID
Marketing Message ID	MarketingMessageId	String	fmk.MarketingMessage.:	Message.ID
Marketing Program ID	MarketingProgramId	String	fmk.MarketingProgram.:	Program.ID
Message Name	MessageName	String	cdp.Message.Name	Not specified
Mobile Country	MobileCountryCode	String	fmk.Event.Country	Not specified
Mobile Number	MobileNumber	String	cdp.ContactPoint.Mobi:	ContactPoint.ID
Mobile Sender Code	MobileSenderCode	String	fmk.Event.SenderFrom	Not specified
Mobile Sender Name	MobileSenderName	String	fmk.Event.SenderName	Not specified
Program Name	ProgramName	String	cdp.Program.Name	Not specified
SMS Send Date	SMSSendData	Timestamp	fmk.Event.MessageSent:	Not specified
Tactic Template Name	TacticTemplateName	String	cdp.Automation.Tactic:	Not specified

Click SMS link

A contact or recipient clicks a short URL link in SMS.

Category	Behavior type	API name
SMS	User-triggered	clickSMSLink

Detection expression

```
data.action.type=click-sms
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	Name	Data Type	Expression	Foreign Key
Automation Name	automationName	String	cdp.Automation.Name	Not specified
Contact Point ID	contactPointId	String	fmk.ContactPoint.ID	ContactPoint.ID
Event Date	eventDate	Timestamp	datetime_utc	Not specified
Event Source ID	eventSourceId	String	fmk.Event.SourceID	Not specified
External Tracking ID	ExternalTrackingId	String	cdp.Program.ExternalT:	Not specified

Display Name	Name	Data Type	Expression	Foreign Key
Marketing Automation ID	MarketingAutomationId	String	fmk.MarketingAutomati	Automation.ID
Marketing Automation Stage ID	MarketingAutomationSt	String	fmk.MarketingAutomati	Stage.ID
Marketing Link ID	marketingLinkId	String	fmk.MarketingLink.ID	Link.ID
Marketing Message ID	MarketingMessageId	String	fmk.MarketingMessage.	Message.ID
Marketing Program ID	MarketingProgramId	String	fmk.MarketingProgram.	Program.ID
Message Link ID	messageLinkId	String	cdp.Link.SourceMarket	Not specified
Message Link Name	messageLinkName	String	cdp.Link.Name	Not specified
Message Link ShortURL	messageLinkShortURL	String	cdp.Link.ShortURL	Not specified
Message Link Type	messageLinkType	String	cdp.Link.Type	Not specified
Message Link URL	messageLinkURL	String	cdp.Link.URL	Not specified
Message Name	messageName	String	cdp.Message.Name	Not specified
Mobile Country	MobileCountryCode	String	fmk.Event.Country	Not specified
Mobile Number	MobileNumber	String	cdp.ContactPoint.Mobi	ContactPoint.ID
Mobile Sender Code	MobileSenderCode	String	fmk.Event.SenderFrom	Not specified
Mobile Sender Name	MobileSenderName	String	fmk.Event.SenderName	Not specified
Program Name	programName	String	cdp.Program.Name	Not specified
SMS Send Date	SMSSendDate	Timestamp	fmk.Event.MessageSent	Not specified
Tactic Template Name	tacticTemplateName	String	cdp.Automation.Tactic	Not specified
User Agent	userAgent	String	data.user-agent	Not specified

Skip SMS

A contact or recipient is skipped when attempting to send SMS

Category	Behavior type	API name
SMS	User-triggered	skipSMS

Detection expression

```
data.action.type=skip-sms
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Automation Name	`AutomationName`	String	`cdp.Automation.Name`	Not specified
Contact Point ID	`ContactPointId`	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Event Date	`EventDate`	Timestamp	`datetime_utc`	Not specified
Event Source ID	`EventSourceId`	String	`fmk.Event.SourceID`	Not specified
External Tracking ID	`ExternalTrackingId`	String	`cdp.Program.ExternalT`	Not specified
Marketing Automation ID	`MarketingAutomationId`	String	`fmk.MarketingAutomati`	`Automation.ID`
Marketing Automation Stage ID	`MarketingAutomationSt`	String	`fmk.MarketingAutomati`	`Stage.ID`
Marketing Message ID	`MarketingMessageId`	String	`fmk.MarketingMessage.`	`Message.ID`
Marketing Program ID	`MarketingProgramId`	String	`fmk.MarketingProgram.`	`Program.ID`
Message Name	`MessageName`	String	`cdp.Message.Name`	Not specified
Mobile Country	`MobileCountryCode`	String	`fmk.Event.Country`	Not specified
Mobile Number	`MobileNumber`	String	`cdp.ContactPoint.Mobi`	`ContactPoint.ID`
Mobile Sender Code	`MobileSenderCode`	String	`fmk.Event.SenderFrom`	Not specified
Mobile Sender Name	`MobileSenderName`	String	`fmk.Event.SenderName`	Not specified
Program Name	`ProgramName`	String	`cdp.Program.Name`	Not specified
Reason	`Reason`	String	`fmk.Event.Reason`	Not specified
SMS Send Date	`SMSSendData`	Timestamp	`fmk.Event.MessageSent`	Not specified
Tactic Template Name	`TacticTemplateName`	String	`cdp.Automation.Tactic`	Not specified

Receive SMS

A contact or recipient sends an SMS message in response to an Oracle-originated SMS message (MO, Mobile Originated).

Category	Behavior type	API name
SMS	User-triggered	`ReceiveSMS`

Detection expression

```
data.action.type=receive-sms
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Automation Name	`AutomationName`	String	`cdp.Automation.Name`	Not specified
Contact Point ID	`ContactPointId`	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Event Date	`EventDate`	Timestamp	`datetime_utc`	Not specified
Event Source ID	`EventSourceId`	String	`fmk.Event.SourceID`	Not specified
External Tracking ID	`ExternalTrackingId`	String	`cdp.Program.ExternalT`	Not specified
Identified Keyword	`IdentifiedKeyword`	String	`fmk.ContactPoint.Mobi`	`ContactPoint.ID`
Marketing Automation ID	`MarketingAutomationId`	String	`fmk.MarketingAutomati`	`Automation.ID`
Message Body	`MessageBody`	String		Not specified
Mobile Country	`MobileCountryCode`	String	`fmk.Event.Country`	Not specified
Mobile Number	`MobileNumber`	String	`cdp.ContactPoint.Mobi`	`ContactPoint.ID`
Mobile Sender Code	`MobileSenderCode`	String	`fmk.Event.SenderFrom`	Not specified
Mobile Sender Name	`MobileSenderName`	String	`fmk.Event.SenderName`	Not specified

Unsubscribe from channel

A user dismisses a banner displayed on an Oracle application page.

Category	Behavior type	API name
SMS	User-triggered	`dismissFusionBanner`

Detection expression

```
data.action.type=dismiss-fusion-banner
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Subscribe to channel

A contact has subscribed to receiving SMS messages for a channel.

Category	Behavior type	API name
SMS	User-triggered	`subscribeToChannel`

Detection expression

```
data.action.type=subscribe-channel
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Channel Type	ChannelType	String	`cdp.ContactPoint.ChannelType`	Not specified
Contact Point ID	ContactPointId	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Email Address	EmailAddress	String	`cdp.ContactPoint.Email`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTrackingI`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Message ID	MarketingMessageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Message Name	MessageName	String	`cdp.Message.Name`	Not specified
Message Purpose	MessagePurpose	String	`cdp.Message.Purpose`	Not specified
Message Send Date	MessageSendDate	Timestamp	`fmk.Event.MessageSentTS`	Not specified
Message Subject Line	MessageSubjectLine	String	`cdp.Message.Subject`	Not specified
Mobile Number	MobileNumber	String	`cdp.ContactPoint.MobileNumber`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Sender From	SenderFrom	String	`fmk.Event.SenderFrom`	Not specified
Sender Name	SenderName	String	`fmk.Event.SenderName`	Not specified
Sender Reply To	SenderReplyTo	String	`fmk.Event.SenderReplyTo`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Unsubscribe from channel

A contact has unsubscribed from receiving SMS messages for a channel.

Category	Behavior type	API name
Messages	User-triggered	`unsubscribeFromChannel`

Detection expression

```
data.action.type=unsubscribe-channel
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Channel Type	ChannelType	String	`cdp.ContactPoint.ChannelType`	Not specified
Contact Point ID	ContactPointId	String	`fmk.ContactPoint.ID`	`ContactPoint.ID`
Email Address	EmailAddress	String	`cdp.ContactPoint.Email`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking1`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Message ID	MarketingMessageId	String	`fmk.MarketingMessage.ID`	`Message.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Message Name	MessageName	String	`cdp.Message.Name`	Not specified
Message Purpose	MessagePurpose	String	`cdp.Message.Purpose`	Not specified
Message Send Date	MessageSendDate	Timestamp	`fmk.Event.MessageSentTS`	Not specified
Message Subject Line	MessageSubjectLine	String	`cdp.Message.Subject`	Not specified
Mobile Number	MobileNumber	String	`cdp.ContactPoint.MobileNumber`	Not specified
Opt-In Status	OptInStatus	String	`cdp.ContactPoint.OptInStatus`	Not specified
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Reason	Reason	String	`fmk.Event.Reason`	Not specified
Sender From	SenderFrom	String	`fmk.Event.SenderFrom`	Not specified
Sender Name	SenderName	String	`fmk.Event.SenderName`	Not specified
Sender Reply To	SenderReplyTo	String	`fmk.Event.SenderReplyTo`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Tactics

The following behaviors and behavior attributes for the Tactics category are available to help you get started.

There's 1standard behaviors in this category:

- Meet tactic success criteria

Meet tactic success criteria

A contact, participant, or other entity meets the success criteria or goal for a tactic.

Category	Behavior type	API name
Commerce	User-triggered	`meetTacticSuccessCriteria`

Detection expression

```
data.action.type=meet-tactic-success
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Automation Entry Time	AutomationEntryTime	Timestamp	`fmk.participantEntry`	Not specified
Automation Name	AutomationName	String	`cdp.Automation.Name`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
External Tracking ID (26C)	ExternalTrackingId	String	`cdp.Program.ExternalTracking1`	Not specified
Marketing Automation ID	MarketingAutomationId	String	`fmk.MarketingAutomation.ID`	`Automation.ID`
Marketing Program ID	MarketingProgramId	String	`fmk.MarketingProgram.ID`	`Program.ID`
Program Name	ProgramName	String	`cdp.Program.Name`	Not specified
Tactic Template Name	TacticTemplateName	String	`cdp.Automation.TacticTemplate`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified

Web Content

The following requirements are for additions to the set of standard behaviors with focus on behaviors and behavior attributes needed to support the Web Content.

There are 3 standard behaviors for this Web Content category:

- View web content
- Click web content
- Dismiss web content

View web content

A visitor or user views personalized web content displayed on a web page, landing page, or screen

Category	Behavior type	API name
Web Content	User-triggered	`viewWebContent`

Detection expression

```
data.action.type=view-web-content
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Automation Name	`AutomationName`	String	`cdp.Automation.Name`	Not specified
Browser Name	`BrowserName`	String	`ext.browser.name`	Not specified
Browser Version	`BrowserVersion`	String	`ext.browser.version`	Not specified
City	`City`	String	`ext.geo.city`	Not specified
Client IP Address	`ClientIPAddress`	String	`data.client-ip`	Not specified
Content Group	`ContentGroup`	String	`data.wt.cg_n`	Not specified
Content Subgroup	`ContentSubgroup`	String	`data.wt.cg_s`	Not specified
Country	`Country`	String	`ext.geo.country`	Not specified
Device Name	`DeviceName`	String	`ext.device.mktn`	Not specified
Device Type	`DeviceType`	String	`ext.device.type`	Not specified
Domain	`Domain`	String	`data.domain`	Not specified
Event Date	`EventDate`	Timestamp	`datetime_utc`	Not specified
Event Source ID	`EventSourceId`	String	`fmk.Event.SourceID`	Not specified
External Tracking ID	`ExternalTrackingId`	String	`cdp.Program.ExternalT:`	Not specified
Language	`Language`	String	`data.wt.ul`	Not specified
Marketing Automation ID	`MarketingAutomationId`	String	`fmk.MarketingAutomati`	`Automation.ID`
Marketing Automation Stage ID	`MarketingAutomationSt:`	String	`fmk.MarketingAutomati`	`Stage.ID`
Marketing Program ID	`MarketingProgramId`	String	`fmk.MarketingProgram.`	`Program.ID`
Marketing Web Content ID	`MarketingWebContentId`	String	`fmk.MarketingMessage.`	`Message.ID`
Marketing Web Content Name	`MarketingWebContentNa`	String	`cdp.Message.Name`	Not specified
Operating System Name	`OperatingSystemName`	String	`ext.os.name`	Not specified
Operating System Version	`OperatingSystemVersio`	String	`ext.device.osver`	Not specified

Display Name	API Name	Type	Expression	Foreign Key
Page Title	PageTitle	String	data.wt.ti	Not specified
Page URI	PageURI	String	data.page-uri	Not specified
Page URL	PageURL	String	data.wt.es	Not specified
Program Name	ProgramName	String	cdp.Program.Name	Not specified
Region	Region	String	ext.geo.region	Not specified
Referrer	Referrer	String	data.referrer	Not specified
Referring Domain	ReferringDomain	String	data.referrer-domain	Not specified
Referring URI	ReferringURI	String	data.referrer-path	Not specified
Tactic Template Name	TacticTemplateName	String	cdp.Automation.Tactic'	Not specified
Unified ID	UnifiedId	String	fmk.Customer.ID	Not specified
Visitor ID	VisitorID	String	session.visitor_id	Not specified

Click web content

A visitor or user clicks on personalized web content displayed on a web page, landing page, or screen

Category	Behavior type	API name
Web Content	User-triggered	clickWebContent

Detection expression

```
data.action.type=click-web-content
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Automation Name	AutomationName	String	cdp.Automation.Name	Not specified
Browser Name	BrowserName	String	ext.browser.name	Not specified
Browser Version	BrowserVersion	String	ext.browser.version	Not specified
City	City	String	ext.geo.city	Not specified
Client IP Address	ClientIPAddress	String	data.client-ip	Not specified
Content Group	ContentGroup	String	data.wt.cg_n	Not specified
Content Subgroup	ContentSubgroup	String	data.wt.cg_s	Not specified
Country	Country	String	ext.geo.country	Not specified

Display Name	API Name	Type	Expression	Foreign Key
Device Name	DeviceName	String	ext.device.mktn	Not specified
Device Type	DeviceType	String	ext.device.type	Not specified
Domain	Domain	String	data.domain	Not specified
Event Date	EventDate	Timestamp	datetime_utc	Not specified
Event Source ID	EventSourceId	String	fmk.Event.SourceID	Not specified
External Tracking ID	ExternalTrackingId	String	cdp.Program.ExternalT	Not specified
Language	Language	String	data.wt.ul	Not specified
Marketing Automation ID	MarketingAutomationId	String	fmk.MarketingAutomati	Automation.ID
Marketing Automation Stage ID	MarketingAutomationSt	String	fmk.MarketingAutomati	Stage.ID
Marketing Program ID	MarketingProgramId	String	fmk.MarketingProgram.	Program.ID
Marketing Web Content ID	MarketingWebContentId	String	fmk.MarketingMessage.	Message.ID
Marketing Web Content Name	MarketingWebContentNa	String	cdp.Message.Name	Not specified
Operating System Name	OperatingSystemName	String	ext.os.name	Not specified
Operating System Version	OperatingSystemVersio	String	ext.device.osver	Not specified
Page Title	PageTitle	String	data.wt.ti	Not specified
Page URI	PageURI	String	data.page-uri	Not specified
Page URL	PageURL	String	data.wt.es	Not specified
Program Name	ProgramName	String	cdp.Program.Name	Not specified
Region	Region	String	ext.geo.region	Not specified
Referrer	Referrer	String	data.referrer	Not specified
Referring Domain	ReferringDomain	String	data.referrer-domain	Not specified
Referring URI	ReferringURI	String	data.referrer-path	Not specified
Tactic Template Name	TacticTemplateName	String	cdp.Automation.Tactic	Not specified
Unified ID	UnifiedId	String	fmk.Customer.ID	Not specified
Visitor ID	VisitorID	String	session.visitor_id	Not specified

Dismiss web content

A visitor or user dismisses personalized web content displayed on a web page, landing page, or screen.

Category	Behavior type	API name
Web Content	User-triggered	dismissWebContent

Detection expression

```
data.action.type=dismiss-web-content
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display Name	API Name	Type	Expression	Foreign Key
Automation Name	AutomationName	String	cdp.Automation.Name	Not specified
Browser Name	BrowserName	String	ext.browser.name	Not specified
Browser Version	BrowserVersion	String	ext.browser.version	Not specified
City	City	String	ext.geo.city	Not specified
Client IP Address	ClientIPAddress	String	data.client-ip	Not specified
Content Group	ContentGroup	String	data.wt.cg_n	Not specified
Content Subgroup	ContentSubgroup	String	data.wt.cg_s	Not specified
Country	Country	String	ext.geo.country	Not specified
Device Name	DeviceName	String	ext.device.mktn	Not specified
Device Type	DeviceType	String	ext.device.type	Not specified
Domain	Domain	String	data.domain	Not specified
Event Date	EventDate	Timestamp	datetime_utc	Not specified
Event Source ID	EventSourceId	String	fmk.Event.SourceID	Not specified
External Tracking ID	ExternalTrackingId	String	cdp.Program.ExternalT	Not specified
Language	Language	String	data.wt.ul	Not specified
Marketing Automation ID	MarketingAutomationId	String	fmk.MarketingAutomati	Automation.ID
Marketing Automation Stage ID	MarketingAutomationSt	String	fmk.MarketingAutomati	Stage.ID
Marketing Program ID	MarketingProgramId	String	fmk.MarketingProgram.	Program.ID
Marketing Web Content ID	MarketingWebContentId	String	fmk.MarketingMessage.	Message.ID
Marketing Web Content Name	MarketingWebContentNa	String	cdp.Message.Name	Not specified
Operating System Name	OperatingSystemName	String	ext.os.name	Not specified
Operating System Version	OperatingSystemVersio	String	ext.device.osver	Not specified
Page Title	PageTitle	String	data.wt.ti	Not specified
Page URI	PageURI	String	data.page-uri	Not specified
Page URL	PageURL	String	data.wt.es	Not specified

Display Name	API Name	Type	Expression	Foreign Key
Program Name	`ProgramName`	String	`cdp.Program.Name`	Not specified
Region	`Region`	String	`ext.geo.region`	Not specified
Referrer	`Referrer`	String	`data.referrer`	Not specified
Referring Domain	`ReferringDomain`	String	`data.referrer-domain`	Not specified
Referring URI	`ReferringURI`	String	`data.referrer-path`	Not specified
Tactic Template Name	`TacticTemplateName`	String	`cdp.Automation.Tactic`	Not specified
Unified ID	`UnifiedId`	String	`fmk.Customer.ID`	Not specified
Visitor ID	`VisitorID`	String	`session.visitor_id`	Not specified

Web Session

The following behaviors and behavior attributes for the Web session category are available to help you get started.

There are 3 standard behaviors in this category:

- Close web session
- Sign in
- Sign out

Close web session

A web or mobile app browsing session has ended after a period of time.

Category	Behavior type	API name
Web Session	User-triggered	`closeWebSession`

Detection expression

```
session.closed=true
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Sign in

A visitor, user, or other entity signs into a website or application.

Category	Behavior type	API name
Web Session	User-triggered	`signIn`

Detection expression

```
data.action.type=sign-in
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

Display name	API name	Type	Expression	Foreign key
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

Sign out

A visitor, user, or other entity signs out of a website or application.

Category	Behavior type	API name
Web Session	User-triggered	`signOut`

Detection expression

```
data.action.type=sign-out
```

The following attributes are delivered with this behavior. Expressions and foreign keys are shown as defined in the source workbook.

Behavior attributes

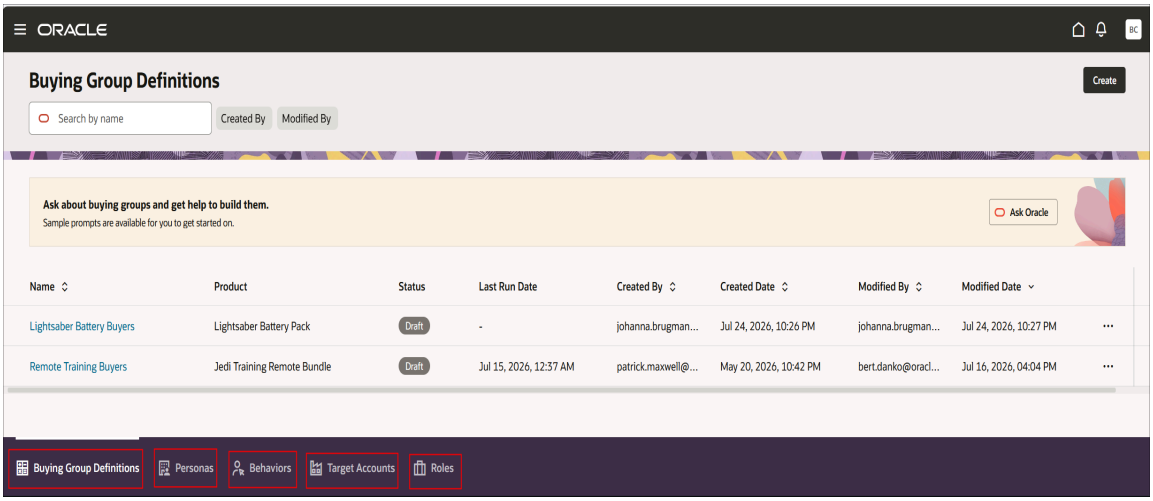
Display name	API name	Type	Expression	Foreign key
Browser Name	BrowserName	String	`ext.browser.name`	Not specified
Browser Version	BrowserVersion	String	`ext.browser.version`	Not specified
City	City	String	`ext.geo.city`	Not specified
Country	Country	String	`ext.geo.country`	Not specified
Device Name	DeviceName	String	`ext.device.mktn`	Not specified
Device Type	DeviceType	String	`ext.device.type`	Not specified
Domain	Domain	String	`data.domain`	Not specified
Event Date	EventDate	Timestamp	`datetime_utc`	Not specified
Event Source ID	EventSourceId	String	`fmk.Event.SourceID`	Not specified
Operating System Name	OperatingSystemName	String	`ext.os.name`	Not specified
Operating System Version	OperatingSystemVersion	String	`ext.device.osver`	Not specified
Page Title	PageTitle	String	`data.wt.ti`	Not specified
Page URI	PageURI	String	`data.page-uri`	Not specified
Page URL	PageURL	String	`data.wt.es`	Not specified
Referrer	Referrer	String	`data.referrer`	Not specified
Referring Domain	ReferringDomain	String	`data.referrer-domain`	Not specified
Referring URI	ReferringURI	String	`data.referrer-path`	Not specified
Region	Region	String	`ext.geo.region`	Not specified
Unified ID	UnifiedId	String	`fmk.Customer.ID`	Not specified
Visitor ID	VisitorID	String	`session.visitor_id`	Not specified

13 Buying Groups

About Buying Groups

The Buying Group feature of Fusion Marketing allows organizations to formally define, track, and use groupings within accounts and opportunities, in a way that reflects real-world customer dynamics. Its ultimate aim is to identify and target all contacts that are relevant to the buying decision.

Buying groups definitions use segment-based criteria to define personas, behaviors, and target accounts. Each type of segment is restricted to attributes that are appropriate for the use case. For example, personas are limited to Job Title, Job Department, Job Level, and Job Function. These segments are then added to buying group definitions for each target product, as appropriate. In addition, buyer roles, role priority, and role weight can also be configured directly in the UI.



Here are a few key concepts and buying group terminology definitions as used by the marketing application:

Term	Definition
Buying Group	An account-specific collection of contacts or individuals associated with a real-world product or solution buying process. The Buying Group serves as a focused container, identifying all key contacts involved in and relevant to a particular product's go-to-market motion within an account. Buying Groups aim to include every meaningful participant.
Buying Group Definition	Establishes the blueprint for which personas and buyer roles should be included for a specific product or solution. It serves as the foundation for assigning contacts to Buying Groups at the account level, even in the absence of in-market behavioral signals. Each definition is product-specific, associating personas (such as IT Director or Procurement Manager) with the appropriate buyer roles. When activated, the Fusion Marketing application automatically generates and refreshes Buying Group and Buying Group Member data every day by evaluating active definitions against the customer evolving account and contact data.

Term	Definition
Buyer Role	Describes the function an individual plays in a buying process (for example, **Decision Maker**, **Influencer**, **Ratifier**, **End user** or **Champion**). Roles clarify the expected contribution, influence, or responsibility a contact has in a group. Multiple contacts can play the same role, but only one role per persona or behavior segment is allowed. If contacts in multiple personas have different roles, then they get assigned to the highest priority role.
Persona	Represents a segment of contacts with similar characteristics, typically defined by attributes such as job function, seniority, and department. In a Buying Group Definition, each persona is assigned a buyer role reflecting their likely participation for a given product. • Identify and create personas based on key attributes such as job level, job function, and department. • Ensure personas reflect your target audiences for each product segment, and review them periodically for relevance.
Behavior	Behaviors are used to evaluate engagement and drive automated marketing decisions by tracking customer interactions across digital and business touch points.
Target Accounts	Accounts are configured as part of the buying group definition. An account segment is a set of criteria that identifies a list of account profiles that have something in common.

The Buying Groups feature can increase and improve campaign and sales effectiveness by allowing go-to-market (GTM) teams to focus on the most relevant personas and roles for each product. By modeling real-world buyer group structures and roles, organizations can ensure engagement strategies align with actual purchasing dynamics.

Here are a few considerations to note before you begin creating your buying group definitions.

- For each GTM product, create a Buying Group Definition by associating relevant personas and assigning them appropriate Buyer Roles.
- Validate that each Buying Group Definition has complete coverage of buyer roles to support your GTM processes.
- Only one Buying Group Definition is allowed per product.
- Behaviors are observable customer actions or engagement activities that indicate interest, intent, interaction patterns, or progression within a marketing or buying journey.
- Account segmentation is the process of dividing profiles into groups based on shared characteristics or behaviors for better analysis, personalization, or targeted actions. You can add target accounts to a buying group.

When a Buying Group Definition is complete, activate it so that Buying Group and Buying Group Member data can be generated and refreshed on a daily basis. You can use Buying Group and Buying Group Member data to drive segmentation, targeted marketing, opportunity management, and analytics.

Steps to Enable and Configure Buying Groups

Here are the high level steps to enable and configure buying groups:

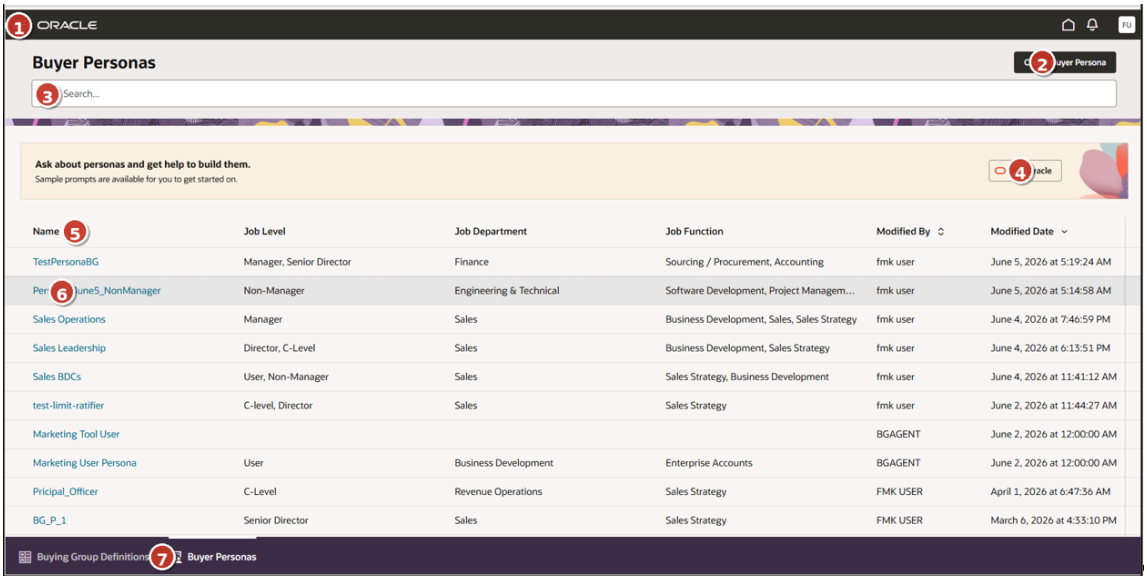
1. Create Buyer Roles that make sense for your organization's needs, and assign them a priority and a weight. Priorities are used to assign buying group members to a particular role when they qualify for more than one, and weights are used for calculating metrics around role coverage and engagement.

2. Define Product List
    - Ensure the list of products is current and correctly identifies what products can be associated with new Buying Group Definitions.
    - Configure a query to provide the product list.
3. Configure and run a data science model with the title mapping algorithm in the Intelligence Workbench.

Get Started with Buyer Personas

User Personas is the area where you create and manage persona records for the people you want to target. From the list page, you can search for existing personas, open a persona by selecting its name, or create a new one by selecting **Create Buyer Persona**.

The Buyer Personas tab is used to define persona records based on job-related attributes. Here's a sample of the Buyer Personas list page:



Number	Area	Description
1	Global application header	App menu, Oracle branding, home, notifications, and user profile controls.
2	Create Buyer Persona	Starts the persona creation flow from the list page.
3	Search	Filters the visible persona list based on entered text.
4	Ask Oracle help panel	Provides prompt-based help for building personas. and indicates AI-assisted guidance is available for creating or refining personas

Number	Area	Description
5	List header and sortable columns	Defines persona attributes and available sort controls.
6	Persona records	Shows one persona per row; linked names open records.
7	Bottom tab navigation	Switches between Buying Group Definitions and Buyer Personas.

Create a Persona

Use this procedure to define a persona and summarize the audience or role characteristics associated with it.

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Buying Groups access.
2. Go to **Navigator** > **Customer Data Platform** > **Buying Groups**.
3. Select **Create Persona**.
4. Enter the required **Name** for the persona.
5. Enter the required **Description**.
6. Select the relevant **Job Level** value.
7. Select the relevant **Job Department** value.
8. Select the relevant **Job Function** value.
9. Review the persona list page to see details such as **Modified By** and **Modified Date**.
10. Use the **Ask Oracle** panel when you need guidance defining a persona.

Get Started with Buying Group Definitions

Buying Group Definitions is where you manage buying group records in a central list view. From this page, you can search for a definition, open an existing record, or create a new one.

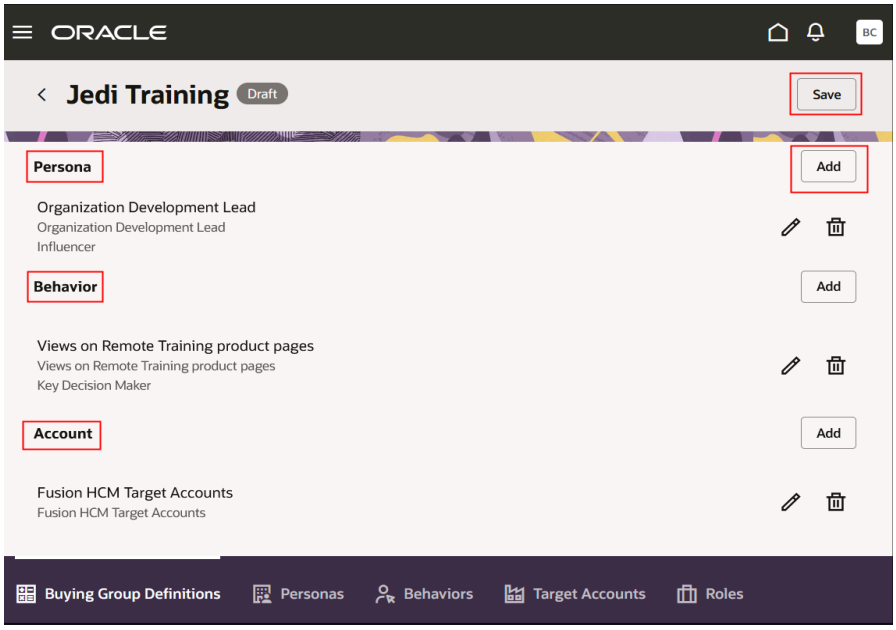
The Buying Group Definitions, list page shows each definition's associated product, workflow status, creator, creation date, last modifier, and last modified date.

Create a Buying Group Definition

Create or update buying group definitions to use Persona, Behavior, and Target Account segments. Each definition must contain at least one persona segment, one behavior segment, and one account segment.

Use this procedure to create a buying group definition:

1. Sign in to Oracle Fusion Cloud Applications with a user account that has the required Buying Groups access.
2. Go to **Navigator** > **Customer Data Platform** > **Behaviors**.
3. Select **Create** from the Buying Groups Definitions list page.
4. Select a **Product**, enter a **Buying Group Name** and **Description**.
5. Select **Continue** and you can add Persona, Behavior and Account to the Buying Group Definitions page as follows:



6. Select **Save**
7. Publish the buying group definition.

14 Configure Marketing Segments

Define Marketing Segments

Segmentation is the process of dividing profiles into groups based on shared characteristics or behaviors for better analysis, personalization, or targeting. A segment is a set of criteria that identifies a group of profiles that have something in common.

Some examples of marketing segments include:

- Accounts in EMEA whose subscription for Supremo Power support services will expire in the next 3 months.
- Customers with a high lifetime value who haven't viewed a product in the past 30 days.
- All contacts who attended a webinar or those from a certain industry.

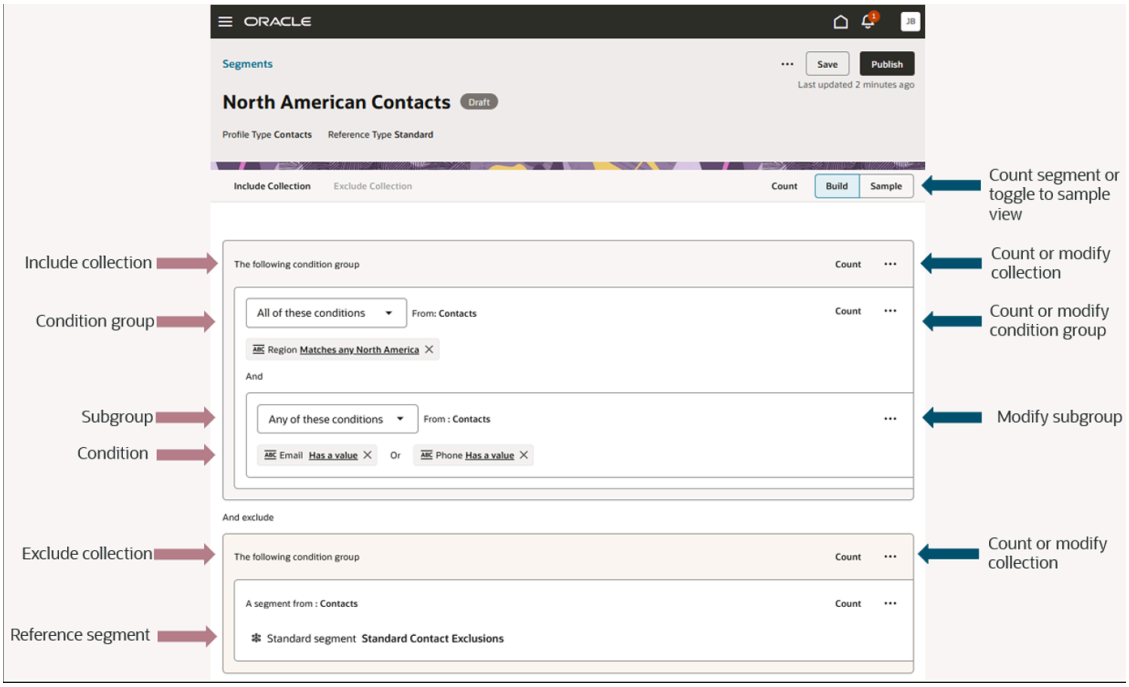
A profile is a record from a unified (or master) data object that represents a person or entity you might want to target. The segment builder accesses these profiles via logical data objects. The segment builder offers default logical objects for profiles from **Accounts**, **Contacts**, and **Customers**, and your administrator can create custom logical tables for other profile types, subject to certain restrictions.

Because segments are defined in terms of criteria, rather than a fixed list, the profiles that qualify for the segment is dynamic. A profile is a record from a unified (or master) object that represents a person or entity you might want to target. Different profiles might be included each time the segment is executed. Segments are executed when counts or samples are requested, and upon activation.

Anatomy of a Segment

The starting point for a segment is always its profile object, for example **Contacts**. You can then add conditions (criteria) from **Contacts** or any other object that's related to it.

For example, you might want to target only those contacts who are in North America for whom you've either an email or phone number, but who aren't part of your standard exclusion list. To do this, you'd create conditions with the **Region**, **Email** and **Phone** attributes and arrange them into a condition group within an include collection, and then add the reference segment with your standard exclusions in an exclude collection:



Anatomy	Description
Conditions	Conditions are the basic building blocks of a segment. Each condition has three parts: • An **attribute**. These are added to a condition group by selecting **`Add Attribute`** in the action menu. • An **operator**. The options depend on the attribute's data type (such as string or time stamp). • Zero, 1, or 2 **value positions**. The number of value positions depends on the operator. For instance, the operator **`Has no value`** has zero value positions, while **`Matches any`** has one and **`Between`** has two. Note that some operators let you add multiple values (such as **`Matches any`**), even if there's only one value position. Together, the attribute, operator, and value(s) constitute the condition's criteria.
Condition Groups	Conditions are combined into condition groups, which: • Are built with attributes from data objects that are on a single **`path`** from the profile object. • Allow conditions to be combined with a mix of **`All`** and **`Any`** logic. o **`All`** logic means that a profile must satisfy each of the criteria to qualify for the condition group. If there are three conditions, the logic is **`Condition 1 AND Condition 2 AND Condition 3`**. o **`Any`** logic means that a profile must satisfy at least one of the criteria to qualify, that is **`Condition 1 OR Condition 2 OR Condition 3`**. • Return a count in terms of distinct profile IDs, even if the conditions are all from a different object. **Tip:** Whenever possible, place all conditions from a given object into a single condition group. This helps to improve performance and is more likely to give you the result you want.

Anatomy	Description
Subgroups	Within a condition group, you can create a subgroup. Use subgroups when you need a mix of **All** and **Any** logic. For example, **The region is North America AND there's some value for either the email OR phone number.**
Reference Segments	When one segment is added to another segment, it's called a reference segment. Reference segments let you specify criteria once and use them over and over in other segments. If you add a reference segment to a condition group, you can't add any other conditions. Reference segments are very useful, but they can also make segment queries very complex. For this reason, there are restrictions on how reference segments can be used. For example, you can only add five reference segments to a given segment. This restriction doesn't apply to precalculated reference segments.
Collections	Condition groups are organized into collections. Within a collection, you can specify whether the condition groups should be combined with **All** or **Any** logic. Segments can have 1 or more Include Collection and zero or 1 Exclude Collection. You can specify **All** or **Any** logic for combining include collections, but if an exclude collection is present, the logic is always **Not**.
Data Objects and Attributes	You can create conditions at both the condition group and subgroup levels by selecting **Add Attribute** in the action menu. Attributes are arranged hierarchically, first by data object and then by attribute group (optional). You can search or browse the tree to find an attribute and select it to add it to the group. You add an attribute by selecting it and clicking **Add**. The attributes you see in the list change depending on your previous selections within a condition group. For example, if **Contacts** is your profile object and you add an attribute from **Accounts**, your next attribute can come from **Contacts** or **Accounts**, or any object that's a child of **Accounts** (such as **Account classification**), but it can't come from an object that's a child of **Contacts** (such as **Buying group member**). And if your condition group contains an attribute from **Account classification**, you can only add other attributes from **Contacts**, **Accounts**, and **Account classification**. If you need conditions from some other object, you need to create a new condition group.
Counts	Counts are available at the segment, collection, and condition group levels. They aren't available for subgroups or individual conditions. You can request counts at the level of the segment, all include collections, individual collections, or individual condition groups. Counts are executed in real time and typically return within a few seconds, though they can take longer if the segment is complex. Counts always represent unique profiles, even if the conditions are from a different data object. For instance, a condition group in a segment of **Contacts** might include only attributes from **Accounts**. But the count will always represent the number of contact profiles that are associated with accounts that satisfy those criteria. It will not indicate the number of accounts that satisfy the criteria.

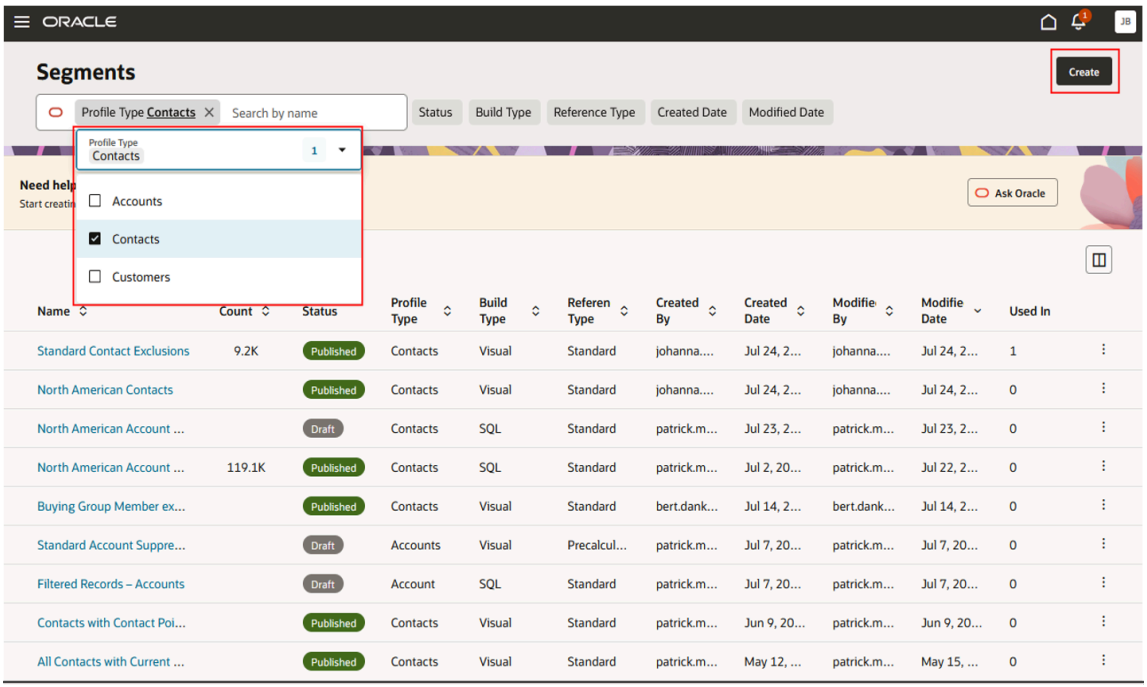
Anatomy	Description
	Tip: Counts don't update automatically. You must select Count to refresh the count. Counts are saved when the whole segment is saved. If a segment is very complex and/or there's a large volume of data, the count might time out. First, try to optimize by combining conditions groups wherever possible. If optimization isn't possible, contact your help desk for help.
Samples	In addition to counts, you can get a sample of profiles that meet the segment criteria by selecting the **Sample** tab. You can use the default list of columns, or you can specify different columns. You're limited to columns from data objects that are used in your include collections.

Manage Marketing Segments

The segment list page lets you view and manage the segments in your tenant. The page has a search bar with filters, a table that shows all your segments, an action menu for each segment, and a button to create a new segment.

You can search for segments by name and also use a filter to find the segment you're looking for. The list of segments shows the segment name, count, status, profile type, created by, created date, modified by and modified date. For each row, there's an option to duplicate or delete the segment, and to view the list of other segments it's referenced in.

Select the **Create** button to create a new segment.

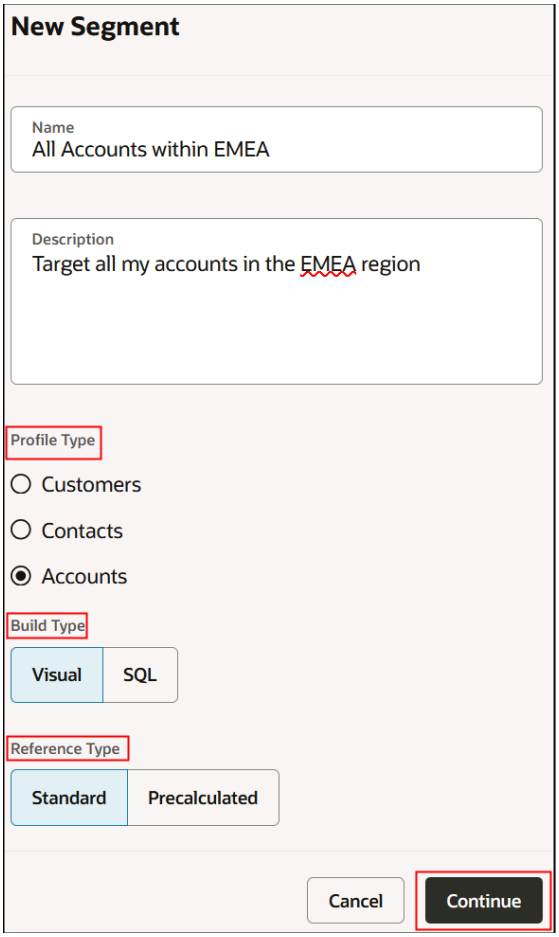


Create a Segment

Here's how to create a new segment.

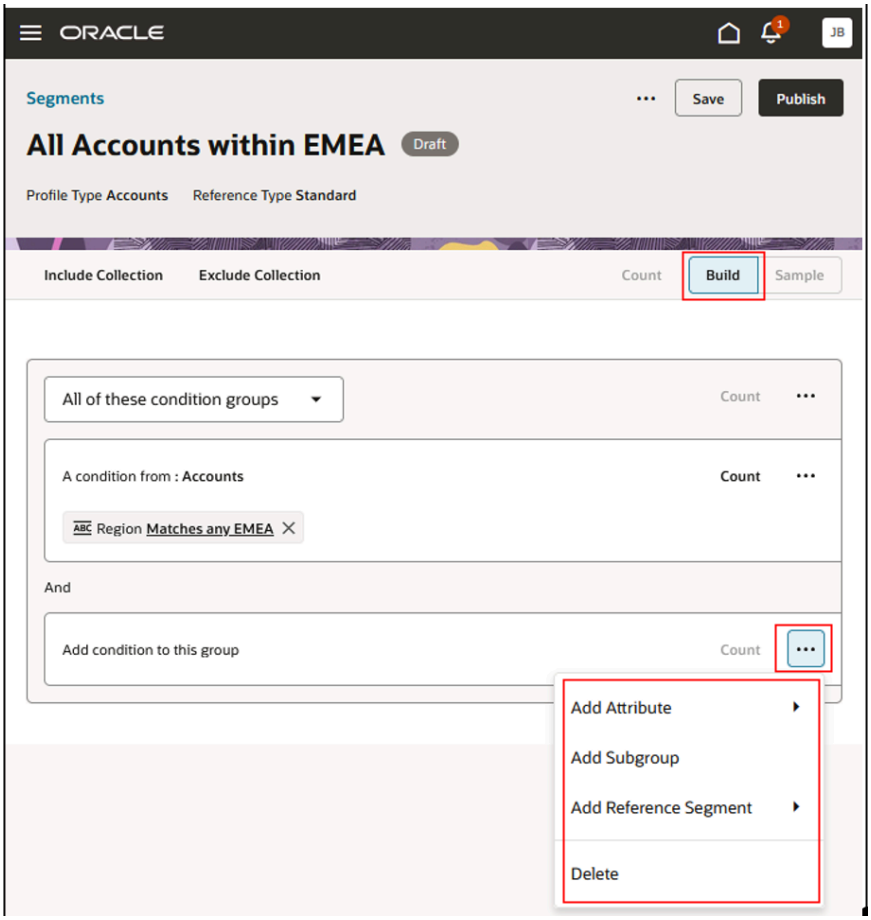
1. Navigate to **Marketing** > **Marketing Segments** to display the **Segments** landing page.

2. Select **Create** and the **New Segment** panel opens in the UI similar to the following:



3. In the drawer, enter the basic details:
   - **Name**
   - **Description** (optional)
   - **Profile type**

4. Select **Continue** to open the Segment Builder as follows:



5. Select **Add Attribute** from the **Actions** menu.

   When adding an attribute, search or browse the list to find the one you need.
6. Select the attribute you want to add.
7. Choose an operator for the condition and enter a value, if needed.
8. To add more conditions, continue selecting attributes from the same data object or related data objects. The available options change based on your previous selections.
9. To add another condition group, select the action menu at the top right of the collection
10. To add a new collection, select the button at the top of the builder. You can create either an include collection or an exclude collection.
11. Select **Add Reference Segment** from the **Actions** menu.

    When one segment is added to another segment, it's called a *reference* segment. Reference segments let you specify criteria once and use them over and over in other segments.

    > **Note:** Reference segments are very useful, but they also make segment queries very complex. For this reason, there are restrictions on how reference segments can be used. For example, you can only add five reference segments to a given segment, and a segment that contains a reference segment can't be used as a reference segment.

12. In the drawer, select an eligible segment and click **Build**.
13. To spot-check values in your segment, select **Sample**. Up to 100 records will be loaded automatically.

14. When you're ready, click **Save**. The segment is saved as **Draft**, and you can continue making changes.
15. When the segment is complete and valid, select **Publish**. The segment status changes to **Published**, and you're returned to the segment list page.

After a segment is published, you can still update it. Changes to a segment used as a reference segment or in a tactic don't take effect until the segment is republished. Changes to a segment used in a data orchestration don't take effect until the segment is republished and the data orchestration is updated.

15 Checklist for Setting Up Fusion Marketing

Checklist for Setting Up Fusion Marketing

Here are the high-level steps to set up the Fusion Marketing solution:

Step	Where to Find More Information
Step 1: Prerequisites • Review prerequisites: Ensure your active Oracle Fusion subscription includes Fusion Unity Data Platform (UDP) and the Fusion Marketing Orchestration add-on. • Assign implementation roles to Fusion Marketing Orchestration users, such as Marketing Administrator, Marketing Specialist, Marketing Manager, and so on. • The setup user needs the **ASM_CONFIGURE_OFFERING_PRIV** privilege.	• *Enable the Fusion Marketing Offering* • *Mapping Duty Roles to Job Roles for Fusion Marketing*
Step 2: Use Fusion Marketing with Oracle Sales and set up both the initial and ongoing data between the two applications.	• *Use Fusion Unity Data Platform with Oracle Sales*
Step 3: Manage and publish jobs and organize data within the Fusion Unity Data Platform.	• *Manage Jobs* • *About Profile Unification* • *Publish Changes to the Fusion Unity Data Platform*
Step 4: Use the Intelligence Workbench to create a data model to suit your business requirements.	• *Create a model using the Intelligence Workbench*
Step 5: Set up a destination to store connection details, authentication settings, field mappings, and delivery configuration required to send data.	• *Create a Destination*
Step 6: Create an ingest job and define how the data from your source files are mapped to the attributes in the data model data.	• *Define an Ingest Job*
Step 7: Configure logical tables and manage logical objects for use in segmentation.	• *Manage Logical Objects* • *Get Started with Logical Tables*
Step 8: Create and administer streaming data collection tags that allow you collect data from your web pages, web	• *About Streaming Data Collection Tags* • *Get Started with Streaming Data Collection*

Step	Where to Find More Information
applications, or any other digital property where the tag is applied.	
Step 9: Configure Data Warehouse transformations to store curated, analytics-ready data objects that support reporting, segmentation, and activation.	• *Create a Data Warehouse Transformation* • *Build Data Warehouse Transformation Logic*
Step 10: Create and edit behaviors to evaluate engagement and drive automated marketing decisions by tracking customer interactions across digital and business touch points.	• *Create a Behavior* • *Edit a Behavior*
Step 11: Maintain Buyer Persona and Buying Group Definition records.	• *Get Started with Buyer Personas* • *Get Started with Buying Group Definitions*
Step 12: Define and deploy audience segments.	• *Define Marketing Segments* • *Manage Marketing Segments*

16 Glossary of Fusion Marketing Terms

Glossary of Terms for Fusion Marketing

Listed below are a glossary of terms, acronyms, and concepts used in Fusion Marketing, along with their definitions.

Term	Description
Account	An organization or company primarily used in the B2B context.
Account Product Fit	A data science model that ranks and classifies accounts by their fit or propensity for a product.
Agent	Standalone advisor that's called through AI Studio, Ask Oracle, or a button within the application. Agents are focused on a singular task.
Agentic Application	Referred to as a command center type experience that encompasses multiple agents brought together to solve a particular use case and/or workflow.
AI Studio	The administration area where the administrators configure and publish agent templates and build custom agents.
Audience	A list of profiles that can be used in a program.
Behavior	A behavior is a business-friendly representation of a signal exhibited by a customer, visitor, user, or other entity. Fusion Unity Data Platform can use behaviors in real-time marketing orchestration, segmentation, and personalization.
Behavior attributes	Behavior attributes provide the event context that can be evaluated in rules and segments or mapped to downstream actions.
Buyer Role	The role a person plays in a purchase process, such as decision maker, influencer, user, or champion.
Buying Group	An account-specific group of contacts tied to a real B2B product or solution buying motion that fit a buyer role
Buying Group Definition	A blueprint that specifies the personas and buyer roles required for a product. Activated definitions refresh Buying Group and member data daily.
Buying Group Member	A contact that belongs to a Buying Group and is associated with one or more personas or buyer roles.
Campaign	A campaign has a defined audience and a tactic or series of tactics to achieve an overall goal. This term should be avoided for clarity purposes. In Fusion Marketing, use Program for the overall objective-driven initiative and Tactic for an executable marketing action.
Contact	An entity tied to an account and a way to communicate with an entity associated with an account. A contact is a 1:1 relationship to an account, primarily used in a B2B context.

Term	Description
Copywriting Agent	An AI-assisted capability that creates first-draft email copy based on campaign objectives and template instructions.
Customer	A person or individual used primarily in a B2C context.
Customer Data Platform (CDP)	Customer Data Platform is currently the name of the Fusion Marketing UI navigational area or role family. The CDP term identifies a functional boundary, not merely a page or navigational label. CDP contains the data-oriented capabilities such customer profile data, ingestion and management, segments, data administration and so on. The important nuance is that Customer Data Platform is therefore partly inherited product architecture/nomenclature. Fusion Unity Data Platform is the product name.
Data Collection Tag	A JavaScript-based tag used to collect behavioral data from websites or applications.
Data Ingestion	A process that brings your external source data into Fusion Unity Data Platform (UDP), maps it to one or more data objects, and persists it to the UDP data warehouse.
Data Feed	An ingestion configuration used to bring source data into Fusion Unity Data Platform and map it into the Data Model.
Data Object	A table-like structure in the Data Model used to store a business entity or event, such as Contact, Account, Product, Marketing Message, Marketing Web Page, Visitor, or Buying Group.
Data Orchestration	An integration capability that gives users a canvas to manage data flows in Fusion Unity Data Platform. An example includes export integration to Oracle Sales by mapping Oracle Sales parent and child objects in a single visual configuration.
Data Science and Machine Learning	Is the use of an algorithm to create a new attribute for a profile. This could be a particular number, score, or human-friendly language such as hot or cold.
Data Stream	A flow of behavioral or event data collected from digital properties and used for real-time insights, targeting, and triggered experiences.
Destination	Destination is a configured connection that defines where Fusion Unity Data Platform exports data, segments, or audiences. A destination stores the connection details, authentication settings, field mappings, and delivery configuration required to send data to supported Oracle applications, cloud storage services, file transfer servers, or third-party systems for activation and downstream processing.
Event-Triggered Entry	A tactic entry approach where participants enter based on real-time behavioral signals such as form submission, content engagement, product views, page views, or email link clicks.
Form	A web form configured in Fusion Marketing to capture contact data.
Fusion Banner	A banner designed and displayed inside Oracle Fusion Applications such as ERP, HCM, and CX.
Fusion Marketing	Oracle Fusion Marketing suite of products that includes Fusion Unity Data Platform and Marketing Orchestration. Includes capabilities built around unified customer data, segmentation, programs, tactics, channels, analytics, and activation.
Fusion Marketing Orchestration	An add-on to Fusion Unity Data Platform that includes multi-channel marketing orchestration through programs, tactics, and automations.

Term	Description
Fusion Unity Data Platform (or Fusion Unity)	The customer data platform foundation for Fusion Marketing. It unifies profile, behavioral, transactional, product, and related data for segmentation, personalization, analytics, and activation. See also Unity Data Platform (UDP)
Import	The process of bringing data from Oracle Sales into Fusion Unity Data Platform so that it can be ingested, mapped, transformed, unified, and made available for downstream analytics, segmentation, activation, or other data-processing use cases.
In-line Segment	A tactic-specific segment created directly inside the tactic design experience. It's scoped to the tactic and doesn't affect global segments.
Intelligence Workbench	The Fusion Unity Data Platform area used to configure, train, score, and monitor data science models.
Integration	Integration connects Fusion Unity Data Platform with Oracle Sales and other applications so they can share and use data.
Job	A scheduled or on-demand execution of a defined process that performs a specific data operation, such as importing, processing, transforming, or transferring data between Fusion Unity Data Platform and Oracle Sales.
Landing Page	A web destination used in tactics or campaigns to present content, capture form submissions, or support conversion journeys.
Logical Model	A business-friendly data layer that uses logical tables and attributes abstracted from the complex data model set up.
Marketing Analytics Viewer	A role that can consume existing workbooks and reports in read-only mode.
Marketing Copywriter Assistant	An AI agent-team template used to support email copy generation in Fusion Marketing.
Marketing Data Analyst	A role that can create, edit, configure, and manage advanced reporting content and workbooks
Marketing Message	A data model object introduced in the Unified Data Model updates to represent marketing communication data.
Marketing Program	A structured, high-level marketing initiative designed to achieve specific business goals, such as generating leads, building brand awareness, or nurturing customer relationships.
Marketing Web Page	A data model object used to represent web page engagement and related behavioral data.
Master Entity	This is no longer used term and should be removed from any usage. Profile Unification is the new term. This was used to define a unified golden record created through identity resolution and mastering, such as Master Customer or Master Account.
Oracle App Engagement Banner	A Fusion Marketing tactic template used to create and display banners in Fusion Applications.
Persona	A grouping of similar contacts based on attributes such as job function, title, seniority, job level, or department.
Personalization	The use of data aligned with a contact, account, or identifier to tailor messaging that's more relevant to the viewer. This could include email, landing page, banner, or other marketing content.

Term	Description
Pod	In Fusion Marketing, a pod is often used to mean a distinct tenant or instance, but marketing pods commonly mean customer groups or segments. You can specify which customer segments (pods) will receive a tactic through audience selection tools within the campaign builder.
Privilege	In Oracle Security Console (used in Oracle Fusion Applications such as HCM, ERP, SCM, and CX), a privilege is the most granular unit of access control. It represents permission to perform a specific action or access a specific resource within the application.
Profile Unification	A process of matching, deduplicating, and consolidating records from multiple source systems into a single master profile. Fusion Unity Data Platform uses identity resolution and promotion rules to create a trusted customer or account profile that supports Customer 360, audience segmentation, analytics, AI-driven insights, and downstream activation across Oracle Fusion Marketing.
Program	An objective-driven marketing initiative that includes an Audience, collection of tactics, and a definition of success.
Program Type	A label of a program that describes a grouping of tactics. Some examples include Cross Sell, Upsell, Greenfield, Renewal, or Nurture.
Query	Query is the dataset on which the model runs training or scoring.
Segment	A list, static or dynamic, of contacts, customers, or accounts that have common characteristics.
Source	The system, application, or data location from which data originates and is brought into Fusion Unity Data Platform for ingestion, processing, unification, or downstream use. For example, Oracle Sales can serve as a source of customer, account, contact, and sales data.
Success Criteria	The rule that defines whether a tactic achieved its desired outcome. Tactics can define success using more than one behavior with AND/OR logic.
Tactic	An executable action that's taken to achieve an engagement result. Example includes send an email.
Tactic Block	Lets template authors build flexible tactic journeys using entry and action blocks such as scheduled segment entry, behavior-triggered entry, email, follow-up email, and success criteria.
Tactic Template	Definition of a tactic created by the administrator. This could include a landing page, email, advertisement, opportunity creation, and so on.
Templates	The individual prebuilt assets created by designers, while tactic templates are organized collections of these assets made available to field marketers for campaign execution.
Unity Data Platform (UDP)	The customer data platform foundation for Fusion Marketing. It unifies profile, behavioral, transactional, product, and related data for segmentation, personalization, analytics, and activation. See also Fusion Unity Data Platform (or Fusion Unity).