

Oracle® Cloud

Using DaaS (Social Data and Insight) Cloud Service



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Primary Author: Michele Cyran

Contributors: Shruti Agarwal, Swami Akella, Keerthy Jayaraj, Surya Kavuluri, Ashwini Malthankar, Alicia Wu

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Preface

Using Oracle Social Data and Insight Cloud Service describes how to use Social Data and Insight (also known as DaaS) to update company and contact data in your applications.

Topics:

- [Audience](#)
- [Related Resources](#)
- [Conventions](#)

Audience

Using Oracle Social Data and Insight Cloud Service is intended for people responsible for data cleanup (data stewards, sales administrators, and so on) in your applications. The content explains how to add and update company and contact data.

Related Resources

See [Oracle Social Data and Insight Cloud Service](#) in the Oracle Cloud documentation library.

Conventions

The following text conventions are used in this document:

Convention	Meaning
boldface	Boldface type indicates graphical user interface elements associated with an action, or terms defined in the text.
<i>italic</i>	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
<code>monospace</code>	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

1

Get Started With DaaS

Rather than spending time searching for sales leads and missing contact data, you can use DaaS (also known as Social Data and Insight Cloud Service) to find up-to-date company and contact records and then export that data into Engagement Cloud, Eloqua Marketing Cloud, or another Oracle Cloud application.

Topics:

- [About DaaS](#)
- [How to Begin with DaaS Subscriptions](#)
- [About Integration with Oracle Engagement Cloud](#)
- [About Integration with Oracle Eloqua Marketing Cloud](#)
- [Understand Subscriptions](#)
- [Understand Attributes](#)
- [Understand Data Records in the User Interface](#)
- [Use the Social Data and Insight REST APIs](#)
- [About DaaS Roles and Users](#)
- [About Admin Settings](#)
- [Check Settings and Changing Your Accessibility Preferences](#)

See Oracle Cloud Terminology in *Getting Started with Oracle Cloud* for definitions of terms found in this and other documents in the Oracle Cloud library.

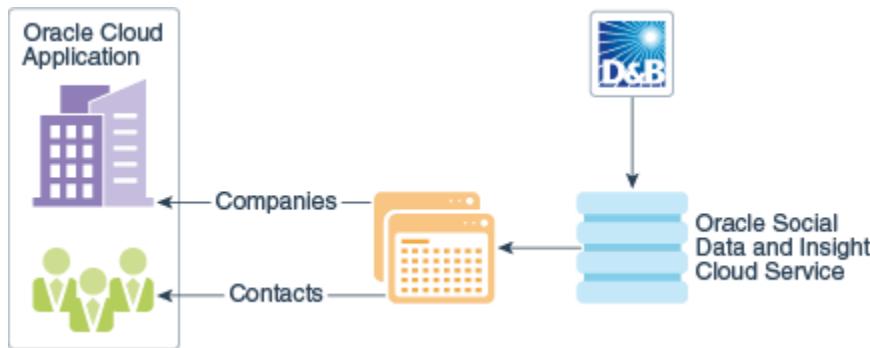
About Data-as-a-Service

Oracle's Data-as-a-Service (DaaS) provides access to more than 345 million global company and contact records, so that you can have the most up-to-date information.

With DaaS (also known as Oracle Social Data and Insight Cloud Service), you can:

- Keep your company and contact data up-to-date by matching and cleaning existing company and contact records in all your applications.
- Meet business objectives by matching and enhancing your business contact data with external reference data.
- Improve the completeness, accuracy and integrity of data, which allows better prospecting, database validation, and competitive insights.

The following figure shows the flow of records from our partner *data providers* (Dun & Bradstreet) to *data consumers* (Oracle Cloud applications). DaaS is the *data aggregator*, collecting and processing the company and contact data for consumers.



How to Begin with DaaS Subscriptions

Here's a summary of the key steps to get started with DaaS trials and paid subscriptions:

1. Request a trial or purchase a subscription. See Requesting a Trial Subscription or Buying a Nonmetered Subscription to an Oracle Cloud Service in *Getting Started with Oracle Cloud*.

Note:

DaaS (also known as Oracle Social Data and Insight Cloud Service) and Oracle Address Verification Cloud Service offer a combined *trial* subscription; that is, when you order a trial for one service, you also get the other. Each service must be *purchased* separately, but they can be part of the same subscription order. For more information on subscriptions, see [Understand Subscriptions](#) and [FAQ — Subscriptions](#).

2. Activate the service. See Activating Oracle Cloud Services in *Getting Started with Oracle Cloud*. The URL for the service has this general format:

`http://datatrial###.cloud.oracle.com/`

3. Learn about DaaS users and roles. See [About DaaS Roles and Users](#).
4. Create accounts for your users and assign them appropriate privileges and roles. See [Managing Your Oracle Cloud Service](#) in *Getting Started with Oracle Cloud*.

About Integration with Oracle Engagement Cloud

You can enable real-time data enrichment from DaaS within Oracle Engagement Cloud (previously known as Oracle Sales Cloud).

Video

The data enrichment options from within Engagement Cloud depend on the release of Engagement Cloud you're using. DaaS offers the following options:

- Starting with **Sales Cloud Release 8**: DaaS supports *batch* enrichment of company and contact records in a file exported from Engagement Cloud. See [Enrich Data in Engagement Cloud](#).

- Starting with **Sales Cloud Release 10**: DaaS supports *real-time* enrichment of company and contact records in Engagement Cloud. To enable real-time enrichment, after you activate your subscriptions, associate your Engagement Cloud instance with your DaaS instance, as explained in the following section.
- Starting with **Sales Cloud Release 11**: DaaS supports enrichment of company and contact records using D&B match engine. See [About Matching Records](#).



[Video](#)Follow these steps to enable Engagement Cloud to integrate with DaaS Cloud for real-time data enrichment. Assuming you have an active Engagement Cloud subscription (following all steps in [How to Begin with DaaS Subscriptions](#)), and then added a DaaS subscription, just follow these four steps:

1. In the My Services application, create a new DaaS user with the **Data Service Client AppID** role.
2. In the My Services application, reset the password for this DaaS user.
3. In Engagement Cloud, configure the **Manage Engagement Cloud to Social Data and Insight Cloud Service Integration** task. To do this, from Setup and Maintenance, select the **Tasks** tab and search for **Manage Oracle Engagement Cloud to Oracle Social Data and Insight Cloud Service Integration**. Select that task, and then click the **Go to Task** button. For the URL, remove /data/ui from the end of the instance address listed in your Welcome email and in the My Services application; for example, <https://mydataservice-myidentitydomain.data.us2.oraclecloud.com>. Select **oracle/wss_username_token_over_ssl_client_policy** for **Security Policy** to connect to DaaS, and enter the user and password for the user you created in the first step.
4. In Engagement Cloud, similarly, configure the **Manage Administrator Profile Values** task. On the Manage Administrator Profile Values page, search for the **DAAS_PRODUCTION_MODE** profile option code. Make sure the **Profile Level Site** value stays at No. This is the only value supported today.



Note:

To associate an Engagement Cloud instance with both DaaS and Address Verification Cloud Service, both DaaS instances must be part of the same service instance; that is, both services need to be part of the same subscription order. For example, if you order DaaS first and later add Address Verification, then you must upgrade your DaaS subscription to include Address Verification, or vice-versa. DaaS and Address Verification cannot be on separate service instances when associating them with the same instance of Engagement Cloud.

 **Note:**

If you have a preproduction/staging environment for Engagement Cloud, test the service association between your Engagement Cloud preproduction environment and your DaaS trial subscription (limit 500 records to test). When you go to production, do the service association between your Engagement Cloud production environment and your DaaS production environment. The service association steps are the same, but the trial/production service URLs are different. The service URLs are listed in your Welcome email and in the My Services application.

See [Configure Oracle Social Data and Insight Cloud Service for Data Enrichment and Address Verification](#) in *Oracle Engagement Cloud Implementing Customer Data Management* for information on using the services together.

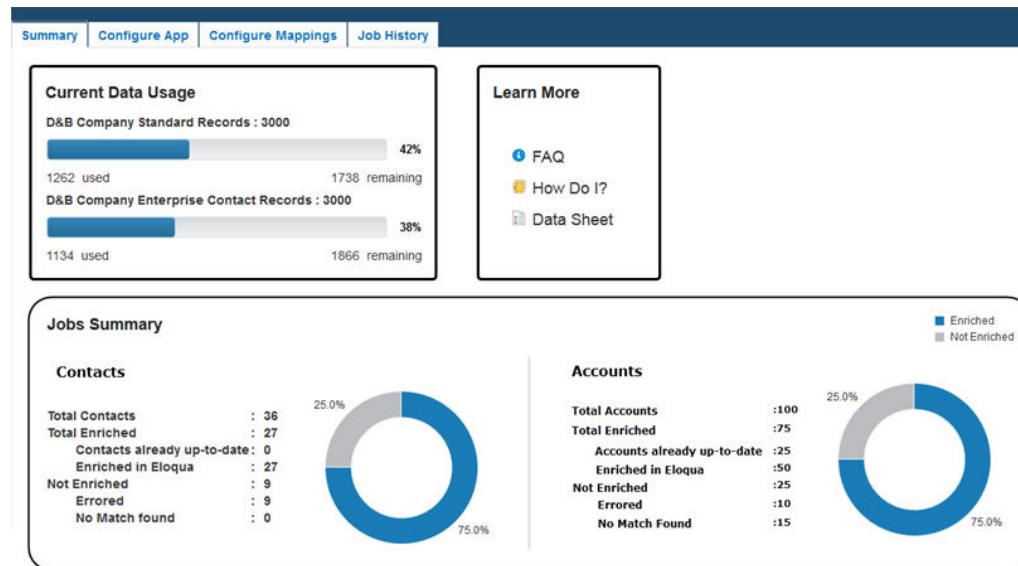
About Integration with Oracle Eloqua Marketing Cloud

DaaS provides the DaaS Enrichment app for Eloqua Marketing Cloud users to use within Eloqua.

This app includes two services:

- The **DaaS Lead Enrichment** action service for contact data (which requires a DaaS subscription for D&B Contact Records)
- The **DaaS Account Enrichment** menu service for company data (which requires a DaaS subscription for D&B Company Records)

For information about using the app, see [Enrich Data in Eloqua Marketing Cloud](#) and [Add New Companies and Contacts to Eloqua Marketing Cloud](#).



Install and Configure the DaaS Enrichment App

As administrator, follow this one-time task to install and configure the DaaS Enrichment app with your DaaS subscription:

1. Install the DaaS Enrichment app by going to the URL you received after purchasing and clicking **Accept and Install**. You must be logged in to Eloqua to accept.
2. On the **Configure App** page, enter the following credentials for your DaaS subscription:
 - DaaS Service URL
 - DaaS Username
 - DaaS Password

These credentials are listed on the Welcome email your account administrator received when you activated your DaaS subscription. If you can't find this email, your account admin can resend it from My Account.

Click **Test Credentials**. When successful, click **Save** to save the configuration. Now, each time an Eloqua user accesses the app, DaaS uses this saved information for authentication. The app is available in the AppCloud Catalog.

3. On the **Configure Mappings** page, select a default mapping for both the Lead Enrichment service and the Account Enrichment service. This default mapping will appear first for users to select when they use the app. Mappings define how DaaS attributes map to Eloqua attributes.

You can view the attribute mappings in the provided **MarketingCloudContact&CompanyMatch**, **MarketingCloudContactMatch** or **MarketingCloudCompanyMatch** mappings, but you cannot update or delete these preconfigured mappings. To add (and enrich) more of your Eloqua attributes, you must create a new mapping based on one of these provided mappings. You can create as many new mappings as you'd like. Follow the steps in [Create Mappings for Eloqua Marketing Cloud](#).

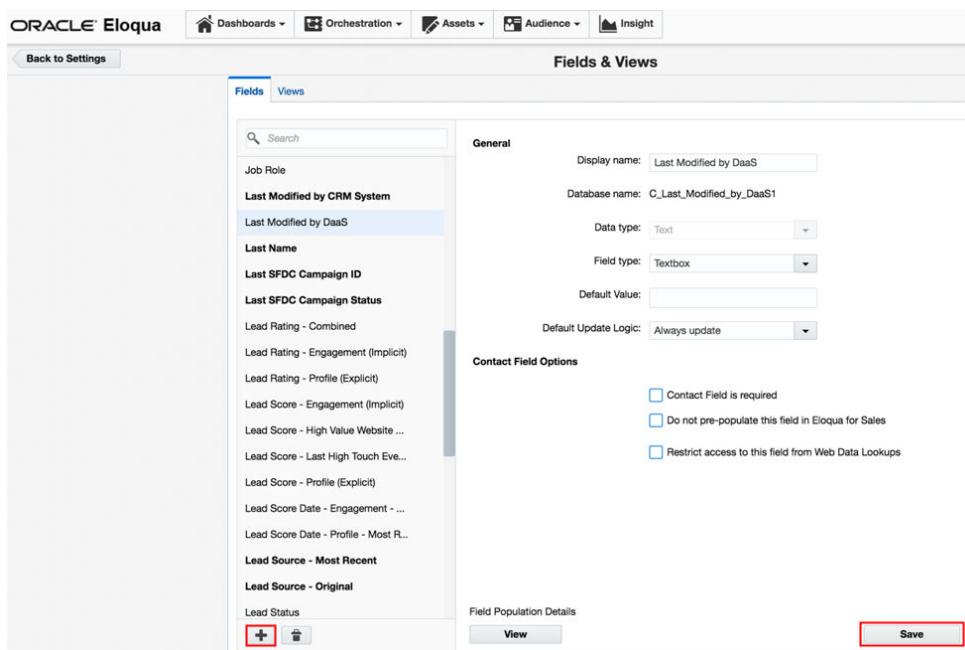
On the **Configure Mappings** page, you can also select the default **Match Confidence** level. For records that match, DaaS applies an internal match score. If the score meets your threshold, then DaaS replaces the matched records with enriched records. (This is also shown as the **DNB Match Score** company mapping attribute.) Users can select to override default mapping settings at the campaign level. The default value of 70 is recommended.

See [About Matching Records](#).

The other Administrator tabs shows the following:

- The **Summary** page shows the current data usage on your DaaS subscription. If attributes returned from enrichments include both contact attributes and company attributes (in addition to the basic company attributes on the contact record, such as company name or address), then the usage of both the contact records and company records is increased. DaaS doesn't allow enrichment if there aren't enough remaining records in your quota; for example, if you try to enrich 15 contacts associated with 2 companies, but you have only 13 remaining contacts and 0 company records.
- The **Job History** page shows DaaS enrichment jobs from all users. (Users see job history only at the campaign level.)

4. An Eloqua administrator must create certain fields and views before users can add or enrich data from DaaS. Follow the steps in [Prerequisite: Create Fields and Views in Eloqua](#).
5. In Eloqua, add the **Last Modified By DaaS** field.
 - a. Select the **Setup — Fields & Views** tab.
 - b. On the **Fields** tab, click the **+** button to add a field, and select the type of field as either Contact or Account.
 - c. Enter **Display name** = Last Modified By DaaS, **Data type** = Text, and **Field type** = Textbox.
 - d. Click **Save**.



 **Note:**

Enrichments from DaaS come to Eloqua in the Bulk API, which by default has a top data priority setting in Eloqua. If the Eloqua administrator changes the data priority settings (for example, so that CRM data has the top priority), then users may see different results. See [Data Import Priority](#) in *Oracle Eloqua Help Center*.

Understand Subscriptions

Your DaaS subscription lets you search, match, and export Dun & Bradstreet (D&B) company and contact records. DaaS is licensed for use with Oracle Customer Experience Cloud (Engagement Cloud, Eloqua Marketing Cloud) subscriptions.

The following DaaS subscription plans are offered:

- Oracle Social Data and Insight Cloud Service for D&B Company Standard Records (monthly or yearly)

- Oracle Social Data and Insight Cloud Service for D&B Company Enterprise Records (monthly or yearly)
- Oracle Social Data and Insight Cloud Service for D&B Company Enterprise Contact Records (monthly or yearly)

Monthly subscription plans expire after 3 months: They are automatically terminated at the end of the third month. Yearly subscriptions provide a long term use of the data that's updated monthly from data providers: They are terminated at the end of the year. At the end of your subscription, you can renew it or order a different subscription.

Active subscriptions can be expanded (that is, new parts can be added) and/or superseded (that is, Company Standard can be upgraded to Company Enterprise) if you cannot wait until the end of your subscription period to make the change. The start date and end date applies to the entire subscription; that is, there is one start date and one end date for a subscription, and the end date applies to all parts in the subscription regardless of when a part was added. On termination, the entire subscription is destroyed.

Oracle Data Cloud also supports 30 day trial (free) subscriptions. Trial subscriptions use our same worldwide data set as paid subscriptions.

After orders are processed, Oracle Cloud sends a notification email to activate the service.

 **Tip:**

For common questions about subscription records and changes to subscriptions, see [FAQ — Subscriptions](#).

The following table describes registration and purchase options.

License Type	Trial	Monthly	Yearly
Subscription period	30 days	30 days	365 days
Term period	NA	90 days	No limit
Record license period	30 days	30 days	365 days
Maximum no of concurrent orders	3	1	No limit
Maximum number of orders for a customer per year	3	1	No limit
Company Records minimum-maximum	500	2000-50000	1000-5 million
Contact Records minimum-maximum	500	2000-50000	1000-5 million
Per Subscription Address Verification	1000	NA	1000-5 million (currently no limitation, user can specify any positive number)
Unlimited Address Verification	NA	NA	No limit

Subscription Attributes

Subscription parts include different D&B attributes, along with internal attributes:

- D&B Company Standard Records subscriptions include 36 attributes.
- D&B Company Enterprise Records subscriptions include 132 attributes.
- D&B Company Enterprise Contact Records subscriptions include 144 attributes.

See [Understanding Attributes](#).

 **Note:**

For non-US contacts, Social Data and Insight Cloud Service only provides the following personally identifiable information (PII): the contact's first name, last name, company DUNS#, and company address associated with the DUNS#. There is no anonymous (non-PII) data provided for non-US contacts.

Understand Attributes

DaaS, through its partnership with Dun & Bradstreet (D&B), provides company and contact attributes for searching and matching data. Oracle also provides some additional attributes, not from D&B (and not listed here), free of charge, such as **Match Data Profile**, **Match Score**, and **Contact Count**.

Topics

- [Company Standard Attributes](#)
- [Company Enterprise Attributes](#)
- [Company Enterprise Contact Attributes](#)

 **Note:**

Some D&B attributes have an alphanumeric code value. DaaS renders the corresponding descriptions of these codes in our interface. For example, **Location Type** may appear in DaaS with a value of Single Location, Headquarters, or Branch. However, these descriptions are not included in the output files generated when you perform a search and export or a match and export. In the export files, these **Location Type** values appear as 0, 1, or 2. See [D&B Reference Tables](#).

Company Standard Attributes

The following company attributes are provided with *D&B Company Standard* subscriptions. The **Geographic Availability** column lists whether the attribute applies to all (global) companies or only U.S companies.

For information on how these attributes are mapped to other Oracle Cloud services, see [About Mappings](#) and [Edit Existing Mappings](#).

Company Standard Attribute	Geographic Availability	Description
ASE Ticker	U.S. only	The symbol used to trade the company's stock on the American Stock Exchange.
Business Name	Global	The primary or registered name of the business.
City	Global	The name of the city where the business is physically located. Generally in local language.
Company Description	Global	Narrative company description.
Country	Global	The 2-byte alpha character ISO code for the country where the business is located.
Country Access Code	Global	The international dialing code required to connect to the phone or fax number when dialing internationally.
County	Global	The full name of the county where the business is located.
Date Recertification	Global	Date New DUNS Number was applied.
DUNS Number	Global	A randomly generated 9-digit number assigned by D&B to identify unique business establishments. May contain leading zeros, which will be lost if the field is treated as numeric.
Employees Total Reliability Code	Global	A code value that describes the reliability of the Employees Total value.
Facsimile Number	Global	The primary facsimile number for the business with no formatting or punctuation. This string contains all telecommunication number components (area code, exchange, number).
Foreign Trade	Global	A code value that identifies whether the business imports goods or services for remanufacture or sale, exports products or services to a foreign country, or is an agent for goods.
Global Exchange Name	Global	The exchange where the stock symbol is listed.
Major Industry Category Code	Global	A code value that denotes under which major industry category an establishment falls.
NAICS 1_1 Code	Global	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4 byte node of the primary SIC code.
NAICS 1_2 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the second 4 byte node of the primary SIC code.
NAICS 1_3 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the third 4 byte node of the primary SIC code.
NAICS 1_4 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the fourth 4 byte node of the primary SIC code.
NAICS 2_1 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the first 4 byte node of the secondary SIC code.
NAS Ticker	U.S. only	The symbol used to trade the company's stock on the NASDAQ Small Cap Exchange.
New DUNS Number	Global	New DUNS Number for the business that should be used to replace the existing DUNS Number on the record.
NMS Ticker	U.S. only	The symbol used to trade the company's stock on the NASDAQ National Market.
Number of Employees (All Sites)	Global	The total number of employees in the business organization; it should include subsidiary and branch locations.
NYSE Stock Exchange	U.S. only	The symbol used to trade the company's stock on the New York Stock Exchange.

Company Standard Attribute	Geographic Availability	Description
Out of Business Indicator	U.S. only	Indicates that the business is out of business or inactive based upon D&B policies and procedures.
Over the Counter Stock Exchange	U.S. only	The symbol used to trade the company's stock on the Over the Counter Stock Exchange.
Ownership Type	Global	Whether or not ownership of the business is public or private.
Phone Number	Global	The primary phone number for the business with no formatting or punctuation. This string contains all telecommunication number components (area code, exchange, number).
Postal Code	Global	Full postal code as received by D&B.
Primary Indicator	Global	Indicates whether or not the ticker is the primary one for the business.
Primary US SIC Code	Global	The US 1987 Standard Industrial Classification (SIC) code system categorizes business establishments based upon the type of activity done by that business at that location. A business can have up to six SIC codes and each SIC code can have four extensions. The first-listed SIC code represents the primary operations of the business. Then, SIC codes are assigned in descending order according to the percentage of the revenue contributed by each function of the business. The SIC code of a parent/ultimate may include the activities of its subsidiaries.
Reason Recertification	Global	A code that provides the reason for the new DUNS number located in the New DUNS field.
Sales Volume Local Currency	Global	The total annual sales/revenue for this business, expressed in US dollars as a signed, decimal field. If the sales/revenue is collected in local currency, then the local value is converted to US dollars.
Sales Volume Local Currency Reliability Code	Global	A code value that describes the reliability of the annual sales/revenue figure that is expressed in local currency.
Sales Volume (US Dollars) Reliability Code	Global	A code value that describes the reliability of the annual sales/revenue figure that is expressed in US dollars.
Sales Volume US Dollars	Global	The total annual sales/revenue for this business in local currency. Not available on branch locations.
State	Global	The abbreviation for the physical state or province name where the business is located.
State Name	Global	The full name of the physical state or province name where the business is located.
Stock Symbol	U.S. only	The most commonly known symbol used to trade the company's stock.
Street Address 1	Global	The first street address line where a business is physically located. Generally in local language.
Street Address 2	Global (not used in U.S.)	The second street address line where a business is physically located. Generally in local language.
Trade Style Name	Global	A trading style name used by a business. It is an additional name used by a company. Also referred to as "Doing Business As" (DBA) and "Also Known As" (AKA).
Url	Global	The primary URL for the company.

Company Enterprise Attributes

D&B Company Enterprise subscriptions include all [Company Standard Attributes](#), plus the following additional attributes.

Company Enterprise Attribute	Geographic Availability	Description
3 Year Growth Percentage on Employees	U.S. only	The percentage increase or decrease in the number of employees over a three year period. Includes a + or - sign denoting positive or negative growth in sales.
3 Year Growth Percentage on Sales Volume	U.S. only	The percentage increase or decrease in the sales volume over a three year period. Includes a + or - sign denoting positive or negative growth in sales.
Census FIPS Country Code	U.S. only	The Federal Information Processing Standards county code identifying the county where the subject is located.
Census FIPS Territory Code	U.S. only	The Federal Information Processing Standards territory code for where this subject is located. These territory codes are defined and developed by the National Institute of Standards and Technology (NIST) organization within the US federal Department of Commerce.
Competitors	Global	DUNS number of the company deemed to be competitors for the business.
Credit Score Marketing Prescreen	U.S. only	Based on the standard Commercial Credit Score which predicts the likelihood of a company becoming severely delinquent over the next 12 months. Grouped into risk ranges.
Currency	Global	A code value that describes the type of currency in which the sales volume (local currency) is expressed.
Domestic Ultimate Business Name	Global	The primary name of the domestic ultimate business.
Domestic Ultimate DUNS Number	Global	A subsidiary within the global family tree that is the highest-ranking member within a specific country. May contain leading zeros, which will be lost if the field is treated as numeric.
Domestic Ultimate D&B Country Code	Global	D&B geographical code identifying the country where the domestic ultimate is located.
Domestic Ultimate FIPS Country Code	Global	The Federal Information Processing Standards code value that identifies the country where the domestic ultimate company is located.
Domestic Ultimate State Province Abbreviation	Global	The abbreviated name of the state or province in which the domestic ultimate is located.
Employees Here Reliability Code	Global	A code value that describes the reliability of the Employees Total value.
Federal Tax ID Number	U.S. only	A number assigned by the Internal Revenue Services (IRS) that either uniquely identifies or helps to identify a subject, also referred to as Federal Taxpayer Identification Number.
FIPS MSA Code	U.S. only	The Federal Information Processing Standards code value which identifies the Metropolitan Statistical Area (known as the MSA) where this subject is located. These MSA codes were defined and developed by the National Institute of Standards and Technology (NIST) organization within the US Federal Department of Commerce.
GEO Code Accuracy	Global	A code value that describes how close the coordinates for a location are to "rooftop" level.
Global Ultimate Business Name	Global	The name of the ultimate company.
Global Ultimate DUNS Number	Global	The top-most responsible entity within the corporate family tree. May contain leading zeros, which will be lost if the field is treated as numeric.
Global Ultimate D&B Country Code	Global	D&B geographical code identifying the country where the ultimate company is located.

Company Enterprise Attribute	Geographic Availability	Description
Global Ultimate FIPS Country Code	Global	The Federal Information Processing Standards code value that identifies the country where the ultimate company is located.
Global Ultimate Indicator	Global	Indicates whether the site record is the Global Ultimate D-U-N-S within the corporate family tree.
Global Ultimate State Province Abbreviation	Global	The abbreviated name of the state or province in which the domestic ultimate is located.
Headquarter DUNS Number	Global	The D-U-N-S number of the headquarter organization. May contain lead zeros which will be lost if field is treated as numeric.
Hierarchy Code	Global	A number used with the status and subsidiary indicators to pinpoint the location of an establishment within a corporate hierarchy. The hierarchy on the global ultimate is '01'. A branch hierarchy is the same as its headquarters'. A subsidiary's hierarchy is one more than its parent's.
Labor Surplus Indicator	U.S. only	Indicator of labor surplus area as defined by the United States Department of Labor and available only from the US.
Latitude	Canada, Germany, U.K., U.S.	The angular distance north or south from the earth's equator measured through 90 degrees.
Latitude Short	Canada, Germany, U.K., U.S., Mexico, Vietnam, Belgium, Australia, Netherlands, Republic of Korea	The angular distance north or south from the earth's equator measured through 90 degrees. Note: This is a less granular view of the Latitude field.
Legal Status	Global	A code value that describes the legal structure of the business.
Line of Business	Global	A description of the operations or activities of the business. Relates to the primary four-digit 1987 US SIC.
Location Type	Global	A code value that describes the organizational status of the business; for example, Single Location, Headquarters, Branch.
Longitude	Canada, Germany, U.K., U.S.	The angular distance east or west from the prime meridian measured through 180 degrees.
Longitude Short	Canada, Germany, U.K., U.S., Mexico, Vietnam, Belgium, Australia, Netherlands, Republic of Korea	The angular distance east or west from the prime meridian measured through 180 degrees. Note: This is a less granular view of the Longitude field.
Mailing Address 1	Global	The address line where a business has its mail delivered. Generally in local language.
Mailing Address 2	Global (not used in U.S.)	The second street address line where a business has its mail delivered. Generally in local language.

Company Enterprise Attribute	Geographic Availability	Description
Mailing City	Global	The city name where the business has its mail delivered. Generally in local language.
Mailing State	Global	The abbreviation for the state or province where the business has its mail delivered.
Mailing Full Postal Code	Global	Full postal code as received by D&B.
Marketability Indicator	Global	Indicates that the record satisfies D&B global marketability rules.
Minority Owned Indicator	U.S. only	Whether or not the business is owned by a member of a minority group.
Minority Owned Type	U.S. only	Indicates the ethnicity of the minority holding an ownership interest.
NAICS 2_2 Code	Global	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the second 4 byte node of the secondary SIC code.
NAICS 2_3 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the third 4 byte node of the secondary SIC code.
NAICS 2_4 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the fourth 4 byte node of the secondary SIC code.
NAICS 3_1 Code	Global	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4 byte node of the third SIC code.
NAICS 3_2 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the second 4 byte node of the third SIC code.
NAICS 3_3 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the third 4 byte node of the third SIC code.
NAICS 3_4 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the fourth 4 byte node of the third SIC code.
NAICS 4_1 Code	Global	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4 byte node of the fourth SIC code.
NAICS 4_2 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the second 4 byte node of the fourth SIC code.
NAICS 4_3 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the third 4 byte node of the fourth SIC code.
NAICS 4_4 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the fourth 4 byte node of the fourth SIC code.
NAICS 5_1 Code	Global	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4 byte node of the fifth SIC code.
NAICS 5_2 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the second 4 byte node of the fifth SIC code.
NAICS 5_3 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the third 4 byte node of the fifth SIC code.
NAICS 5_4 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the fourth 4 byte node of the fifth SIC code.
NAICS 6_1 Code	Global	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4 byte node of the sixth SIC code.

Company Enterprise Attribute	Geographic Availability	Description
NAICS 6_2 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the second 4 byte node of the sixth SIC code.
NAICS 6_3 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the third 4 byte node of the sixth SIC code.
NAICS 6_4 Code	Global	The NAICS equivalent for the combination of the first 4 bytes and the fourth 4 byte node of the sixth SIC code.
National Identification Code	Global	A code value that describes the type of national ID number provided; for example, '12' = CRO, '14' = Siren.
National Identification Description	Global	A description of the National Identification Code attribute; for example, the national identification code 00010 = Belgium Enterprise Number.
National Identification Number	Global	The business identification number used in some countries for business registration and tax collection. Examples include CRO numbers in the U.K. and the French Siren numbers.
Number of Business Family Members	Global	The number of family members including the global ultimate and all subsidiaries and branches of the entire family tree worldwide. All family members within a particular tree carry the same count.
Number of Employees (This Site)	Global	The number of employees at this location.
Operates From Residence Indicator	U.S. only	A flag stating whether or not the business is run from a residential address.
OwnsRents Code	Global	A code value that indicates if the business owns or rents the building it occupies.
Parent DUNS Number	Global	The D-U-N-S number of the parent organization. May contain leading zeros, which will be lost if the field is treated as numeric.
Parent Headquarter Business Name	Global	The primary name of the parent/headquarter company.
Parent Headquarter D&B Country Code	Global	D&B geographical code identifying the country where the parent/headquarter is located.
Small Business Indicator	U.S. only	Whether or not a business meets certification eligibility criteria established by the SBA effective July 1, 1999. All firms must be certified by one of the Small Disadvantaged Business Certification Agencies.
Subsidiary Status	Global	Whether or not the subject business is more than 50% owned by another organization.
Trade Style 2	Global	A second trading style name used by the business.
Trade Style 3	Global	An additional name used by a business for advertising and/or buying purposes - a "doing business as" name.
Trade Style 4	Global	An additional name used by a business for advertising and/or buying purposes - a "doing business as" name.
Trade Style 5	Global	An additional name used by a business for advertising and/or buying purposes - a "doing business as" name.

Company Enterprise Attribute	Geographic Availability	Description
US 1987 SIC 1	Global	The US 1987 Standard Industrial Classification (SIC) code system categorizes business establishments based upon the type of activity done by that business at that location. A business can have up to six SIC codes and each SIC can have four extensions. The first-listed SIC code represents the primary operations of the business. Then, SIC codes are assigned in descending order according to the percentage of the revenue contributed by each function of the business. The SIC code of a parent/ultimate may include the activities of its subsidiaries.
US 1987 SIC 2	Global	The Standard Industrial Classification code for the second line of business operations as ranked by percent of sales/revenue.
US 1987 SIC 3	Global	The Standard Industrial Classification code for the third line of business operations as ranked by percent of sales/revenue.
US 1987 SIC 4	Global	The Standard Industrial Classification code for the fourth line of business operations as ranked by percent of sales/revenue.
US 1987 SIC 5	Global	The Standard Industrial Classification code for the fifth line of business operations as ranked by percent of sales/revenue.
US 1987 SIC 6	Global	The Standard Industrial Classification code for the sixth line of business operations as ranked by percent of sales/revenue.
Woman Owned	U.S. only	A business that is at least 51% owned by, and whose management and daily business operations are controlled by, a woman.
Year Started	Global	The year when the current ownership or management assumed control of the business or the year established if no control change has taken place. This is not provided for branch records.

Company Enterprise Contact Attributes

For non-US contacts, DaaS only provides the following personally identifiable information (PII): the contact's first name, last name, company DUNS#, and company address associated with the DUNS#. There is no anonymous (non-PII) data provided for non-US contacts.

The following contact attributes are provided with *D&B Company Enterprise Contact* subscriptions. The **Geographic Availability** column lists whether the attribute applies to all (global) companies or only U.S companies. Many countries in the European Union do not expose certain information due to GDPR (General Data Protection Regulation). For example, the Direct Dial Phone attribute is only available for contacts from companies in the U.S.

For information on how these attributes are mapped to other Oracle Cloud services, see [About Mappings](#) and [Edit Existing Mappings](#).

Contact Attribute	Geographic Availability	Description
Company Phone	U.S. only	The company phone number at which the professional can be reached (for current role assignments).
Company Phone Extension	U.S. only	The phone extension associated with the company phone number indicated on this record.
Direct Dial Phone	U.S. only	The direct-dial phone number associated with this person in this role. It includes country code, area code and phone number.
DUNS Number	Global	DUNS number of the business location.

Contact Attribute	Geographic Availability	Description
Email Address	U.S. only	The main email address associated with this person's role or contact record.
First Name	Global	The first name of the person.
Individual ID	U.S. only	The unique identifier of the professional.
Last Name	Global	The last name of the person.
Last Update Date Role	U.S. only	The date ANY of the role data was last updated. This date is assigned by Professional Contacts database.
Location	U.S. only	Address information for individual.
Middle Name	U.S. only	The middle name of the person.
Prefix	Global	The prefix (Mr., Ms., Dr.) associated with the person's name.
Role ID	U.S. only	Unique identifier of the professional's job at a particular DUNS location.
Standardized Title	Global	The management responsibility code, which is a code that has been derived from the vanity title or standardized title.
Suffix	Global	The last name suffix of the person.
Title	Global	The title associated with the person's role. This is the title as it would read on a person's business card.

Understand Data Records in the User Interface

The user interface (UI) shows all data, no matter what subscription you purchased: You browse and search against the entire data set—standard records and enterprise records—and you are not charged anything.

However, when you try to export (download) or match a record, the service verifies the type of subscription you purchased. If you purchased a standard subscription, then only standard records are downloaded. Your subscription is charged only when the record is downloaded with a Search Export or Match Export.

What is some data blank?

Some data on the UI is blank because the data provider does not have a corresponding value for that field.

Downloaded files contain all attributes as column headers—standard attributes and enterprise attributes—no matter what subscription you purchased. Data may be blank if the record does not have values, or if you purchased standard subscription and those are enterprise attributes.

Why is some data hashed out?

Some data on the UI is hashed out until you purchase the record. You purchase a record when you download or record or when you match a record and the matched record is downloaded to a file. The following attributes are hashed out until downloaded:

Company and Contact Records:

- D-U-N-S Number
- Global Ultimate

- Parent D-U-N-S Number
- Headquarter D-U-N-S Number

Company Records:

- Trade Style 3
- Trade Style 4
- Trade Style 5

Contact Records:

- Company Phone
- Company Phone Extension
- Direct Dial Phone
- Primary Email Address

Use the Social Data and Insight REST APIs

DaaS provides REST APIs for tasks available in the user interface, including searching for, matching and exporting records, as well as viewing jobs. For example, Engagement Cloud users can use advanced search features to find customers or contacts from DaaS. Some tasks, like Get Company Hierarchy Tree, are only available in the API.

Access the REST APIs in the following format: `https://serviceName-identityDomain.data.us2.oraclecloud.com/data/api`.

For example: `https://datatrial1234-usoracletrial1234.data.us2.oraclecloud.com/data/api/v3/export`.

Important:

Use the latest version APIs. For example, if you see APIs for V1, V2 and V3, choose V3. Older versions are supported only for applications that have already integrated with them.

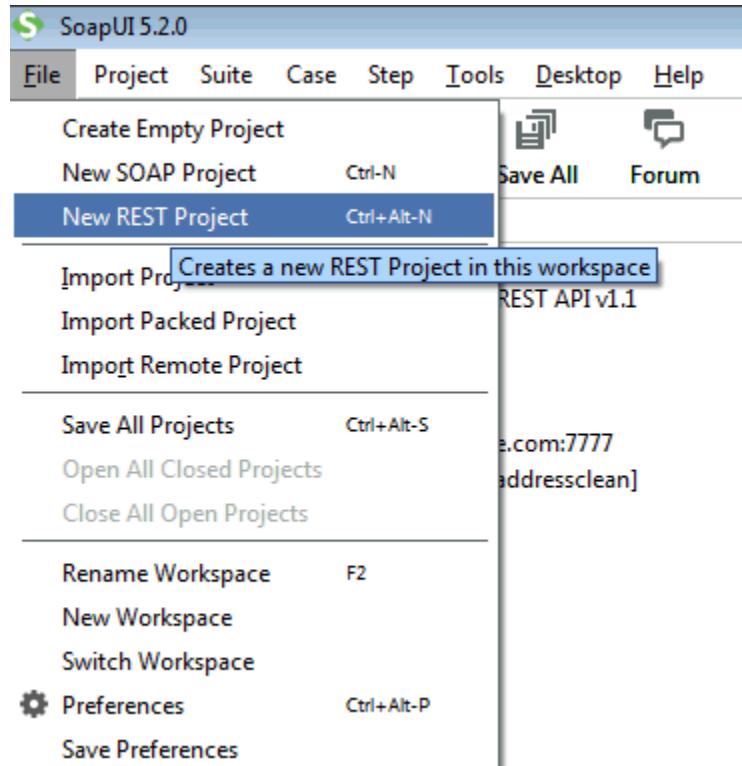
Error messages in the APIs are translated. Developers should set the HTTP header, so the service can determine the language.

See *REST API for Oracle Social Data and Insight Cloud Service*.

Example Using a REST Client to Export Companies

This section shows the steps to export companies using SoapUI.

1. In SoapUI, select **File — New REST Project**.



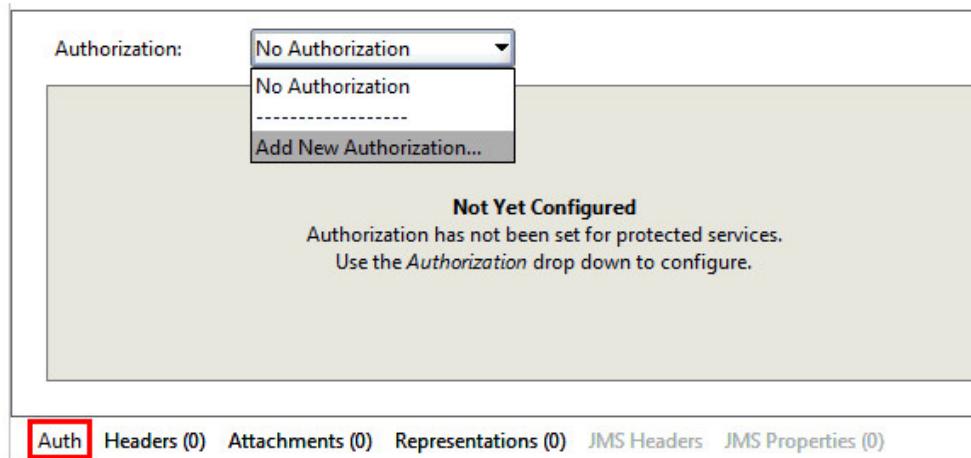
2. In the **New REST Project** dialog, enter the Social Data and Insight Cloud Service URI (for example, `dataXXXX-XXXX.data.us2.oraclecloud.com`), and click **OK**.

New REST project **Request 1** is created and opens up in the SoapUI.

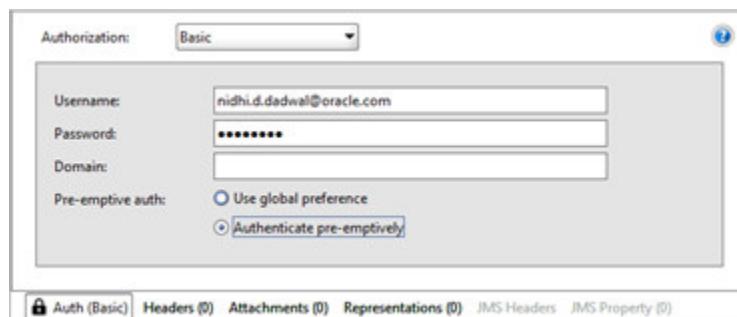
The screenshot shows the SoapUI interface with the 'Request 1' dialog open. The 'Endpoint' field contains `http://data-a16240.data.slcn09-mf0165.us.oracle.com`. The 'Project Body / Request' area is empty. The 'User gets Response' area is also empty. The 'Auth, Headers and other tabs' section shows various tabs like Headers, Attachments, Representations, JMS Headers, etc. The 'Project Hierarchy' sidebar on the left lists several projects, with 'Request 1' being the selected item.

3. Enter the following in **Resource** field (next to **Endpoint**): `/data/api/v3/export?exportmapname=SalesCloudCompanyExport_Release8Bundle8&jobname=exportCompanies1&jobdescription=exportAllCompanieswithNameStartingWithOracle`

- Click the **Auth** tab to add new authorization.

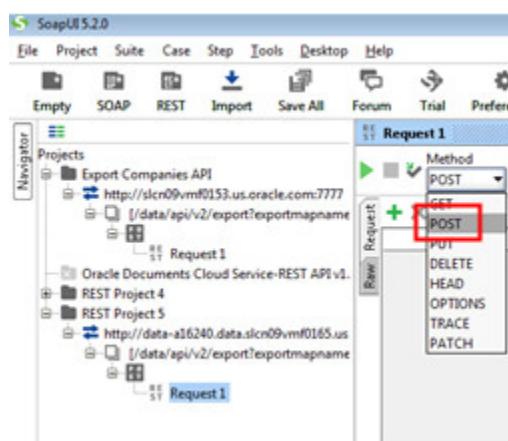


- Select **Basic** for the authorization type (or create one if it is not present).
- Enter user credentials, and select **Authenticate pre-emptively**.



This completes authorization setup. Click the **Auth** tab again to minimize it.

- From the Method list, select **POST** as the method for the request.



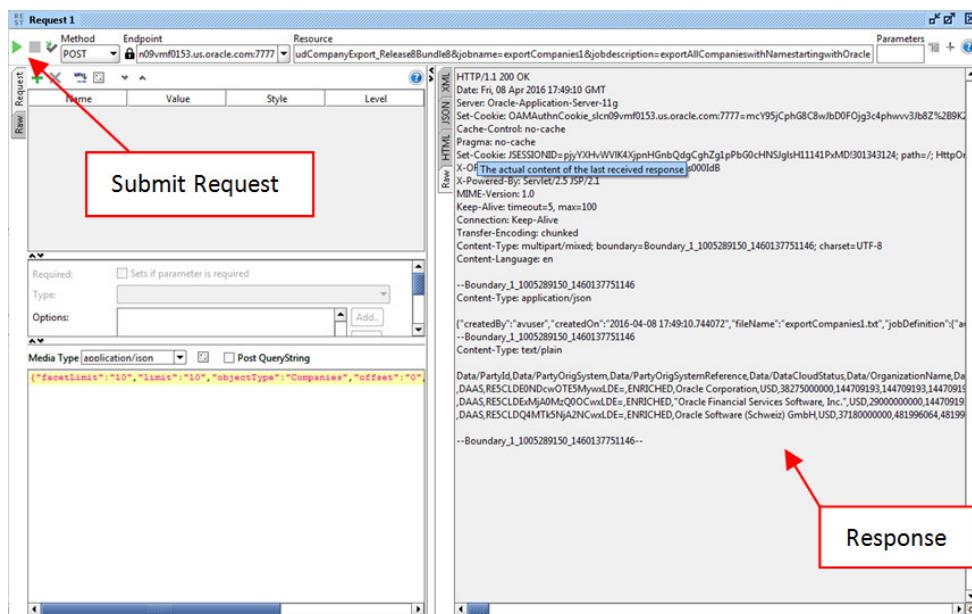
- Enter the request in the **Media Type** (application/json) window. For example:

```
{"facetLimit": "10", "limit": "10", "objectType": "Companies", "offset": "0",  
"query": "oracle", "returnAll": "true"}
```

 **Note:**

The Media Type application/xml also is supported. To enter an XML search request, paste the search request in XML format for a search request.

- Click the green arrow to submit the request. Response is shown on the right window (in Raw tab).



Sample Response:

```
HTTP/1.1 200 OK
Date: Fri, 08 Apr 2016 17:49:10 GMT
Server: Oracle-Application-Server-11g
Set-Cookie: OAMAuthnCookie_xxx.us.oracle.com:7777=mcY95jCphG8C8wJbD0F0jg3c4phwvv3
Jb8Z%2B9K2FnBGuO6LVS8bClPXh%2BDtstuUUeVAT%2Bj4%2Fe4KUJodz5g802Pj
%2B3mpqd6WPKZQLAKf
%2B0ttyujjMh0By6mlrLImTNnsAIM1%2FIFxzWJxnMFz8SChEBg1Zi62pbBcVcg18%2ByFcvWtbTbV5UF
sEdu
oSzzQmLI7G45FUuosJf01ww944wz6p4hI1%2FqNngGVZPa2FUAGDMh%2FQTGM2JHsMRZK1WNQz549Y2YR
%2B8
RBjZNvTTuiaLs1A45I%2BEmlY%2FZ7N5F757jWh%2BbrSfirshEU0fwneBjEJ%2Bk; httponly;
path=/
Cache-Control: no-cache
Pragma: no-cache
Set-Cookie: JSESSIONID=pjyYXHvWVlK4XjpnHGbQdgCghZglpBbG0cHNSJglsH11141PxMD!
301343124;
path=/; HttpOnly
X-ORACLE-DMS-ECID: 005BznFvvGT9TcR_IXd9if0007Us000IdB
X-Powered-By: Servlet/2.5 JSP/2.1
MIME-Version: 1.0
```

```

Keep-Alive: timeout=5, max=100
Connection: Keep-Alive
Transfer-Encoding: chunked
Content-Type: multipart/mixed; boundary=Boundary_1_1005289150_1460137751146;
charset=UTF-8
Content-Language: en

--Boundary_1_1005289150_1460137751146
Content-Type: application/json

{
  "createdBy": "avuser", "createdOn": "2016-04-08 17:49:10.744072", "fileName": "exportCompanies1.txt", "jobDefinition": {"autoImportEnabled": "N", "createdBy": "avuser", "createdOn": "2016-04-08 17:49:10.738503", "description": "exportAllCompanieswithNamestartingwithOracle", "exportJobParams": {"associatedParties": "N", "exportMapId": "10004", "exportMapName": "SalesCloudCompanyExport_Release8Bundl e8", "limit": "10", "offset": "0", "outputFormat": "TXT", "searchRequest": {"debugInfo": "NONE", "facetLimit": "10", "limit": "10", "metrics": "true", "objectType": "Companies", "offset": "0", "orderByDirection": "DESC", "query": "oracle", "returnAll": "true", "unMaskIfpurchased": false}, "searchType": "COMPANIES"}, "includeHierarchy": "N", "jobId": "10592", "jobMode": "Open Request", "modifiedBy": "avuser", "modifiedOn": "2016-04-08 17:49:10.738503", "name": "exportCompanies1", "partyType": "COMPANY", "scheduleMode": "IMMEDIATE", "scheduleType": "IMMEDIATE", "searchType": "COMPANIES", "status": "ACTIVE", "type": "EXPORT"}, "jobInstanceId": "10592", "logExist": false, "modifiedBy": "avuser", "modifiedOn": "2016-04-08 17:49:10.744072", "status": "COMPLETED"}
--Boundary_1_1005289150_1460137751146
Content-Type: text/plain

Data/PartyId,Data/PartyOrigSystem,Data/PartyOrigSystemReference,Data/
DataCloudStatus,
Data/OrganizationName,Data/PrefFunctionalCurrency,Data/CurrFyPotentialRevenue,
Data/DomesticUltimateDunsNumC,Data/DunsNumberC,Data/GlobalUltimateDunsNumC,
Data/GlobalUltimateBusinessName,Data/ParentDunsNumC,Data/EmpAtPrimaryAddr,
Data/EmpAtPrimaryAddrEstInd,Data/EmpAtPrimaryAddrMinInd,Data/EmployeesTotal,
Data/TotalEmpEstInd,Data/TotalEmpMinInd,Data/ImportInd,Data/ExportInd,Data/
LegalStatusCode,
Data/LineOfBusiness,Data/MinorityOwnedInd,Data/MinorityOwnedType,Data/RentOwnInd,
Data/PublicPrivateOwnershipFlag,Data/SmallBusInd,Data/StockSymbol,Data/
ParentSubInd,
Data/YearStarted,Data/LocationType,Data/CompanyDescription,Data/
NationalIdentificationNumber,
Data/PrimaryAddressLine1,Data/PrimaryAddressLine2,Data/PrimaryCity,Data/
PrimaryCounty,
Data/PrimaryState,Data/PrimaryPostalCode,Data/PrimaryPostalPlus4Code,Data/
PrimaryFullPostalCode,
Data/PrimaryCountry,Data/PrimaryLatitude,Data/PrimaryLongitude,Data/
PrimaryLocationOrigSystemReference,
Data/PrimarySiteOrigSystemReference,Data/MailingAddressLine1,Data/
MailingAddressLine2,
Data/MailingCity,Data/MailingState,Data/MailingPostalCode,Data/
MailingPostPlus4Code,
Data/MailingFullPostalCode,Data/MailingCountry,Data/
MailingLocationOrigSystemReference,

```

```

Data/MailingSiteOrigSystemReference,Data/MailingSiteUseType,Data/
PhoneCountryCode,
Data/RawPhoneNumber,Data/PhoneOrigSystemReference,Data/FaxRawPhoneNumber,Data/
FaxOrigSystemReference,
Data/Url,Data/UrlOrigSystemReference,Data/AdditionalNameType1,Data/
AdditionalName1,
Data/AdditionalNameType2,Data/AdditionalName2,Data/AdditionalNameType3,Data/
AdditionalName3,
Data/AdditionalNameType4,Data/AdditionalName4,Data/AdditionalNameType5,Data/
AdditionalName5,
Data/MajorIndustryCategory,Data/MajorIndustryCategoryCode,Data/
NAICSClassCategory1,
Data/NAICSClassCode1,Data/NAICSClassCategory2,Data/NAICSClassCode2,Data/
NAICSClassCategory3,
Data/NAICSClassCode3,Data/NAICSClassCategory4,Data/NAICSClassCode4,Data/
NAICSClassCategory5,
Data/NAICSClassCode5,Data/NAICSClassCategory6,Data/NAICSClassCode6,Data/
SICClassCategory1,
Data/SICClassCode1,Data/SICClassCategory2,Data/SICClassCode2,Data/
SICClassCategory3,
Data/SICClassCode3,Data/SICClassCategory4,Data/SICClassCode4,Data/
SICClassCategory5,
Data/SICClassCode5,Data/SICClassCategory6,Data/SICClassCode6,MetaData/MatchScore
,DAAS,RE5CLDE0NDcwOTE5MywxLDE=,ENRICHED,Oracle Corporation,USD,
3827500000,144709193,
144709193,144709193,Oracle Corporation,,2300,N,,122000,N,,,LSC/3,Prepackaged
software,N.,
G,N,N,ORCL,N,1977,HQ,,,500 Oracle Pkwy,,Redwood City,San Mateo,CA,
94065,1675,940651675,
US,
37.530827,-122.261265,RE5CLDE0NDcwOTE5MywxLDE=1056954559,RE5CLDE0NDcwOTE5MywxLDE=
882837965,,,,,,,,,,1,6505067000,RE5CLDE0NDcwOTE5MywxLDE=58272861,6505067304,
RE5CLDE0NDcwOTE5MywxLDE=58269974_F,www.oracle.com,RE5CLDE0NDcwOTE5MywxLDE=1286982
200,ALIAS,
Oracle,,,,,,ORA_HZ_MAJOR_INDUSTRY,9,,,,,,,,,1987 SIC,7372,1987 SIC,
7379,1987
SIC,8243,1987 SIC,3571,1987 SIC,3674,,,
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Inc.",USD,29000000000,144709193,112043448,144709193,Oracle Corporation,
144709193,300,N,,693,
N,,Y,,LSC/3,"Computers, peripherals, and software, nsk",N,,G,Y,N,,Y,2001,SL,,,
399 Thornall St
Ste 6,,Edison,Middlesex,NJ,08837,2238,088372238,US,40.561046,-074.336211,
RE5CLDEXMjA0MzQ00CwxLDE=2005035240,RE5CLDEXMjA0MzQ00CwxLDE=2071005640,,,
1,7326230399,RE5CLDEXMjA0MzQ00CwxLDE=802405308,,www.oracle.com,RE5CLDEXMjA0MzQ00
CwxLDE=
1286982200,,,,ORA_HZ_MAJOR_INDUSTRY,6,,,,1987 SIC,5045,,,
,DAAS,RE5CLDQ4MTk5NjA2NCwxLDE=,ENRICHED,Oracle Software (Schweiz) GmbH,USD,
37180000000,
481996064,481996064,144709193,Oracle Corporation,408462042,,Y,A,130,Y,A,Y,,LSC/
3,Data processing
and preparation,,G,,,Y,1997,HQ,,CH40040189407,TÅfernstrasse 4,,BADEN-
DÅTTWIL,,AG,,5405,CH,,,
RE5CLDQ4MTk5NjA2NCwxLDE=1266785853,RE5CLDQ4MTk5NjA2NCwxLDE=1505680197,,,
41,564833111,
RE5CLDQ4MTk5NjA2NCwxLDE=1125877268,564833112,RE5CLDQ4MTk5NjA2NCwxLDE=1125877267_F
,,1987 SIC,7374,1987 SIC,7372,1987 SIC,8742,1987 SIC,
6794,1987 SIC,6792,1987
SIC,6726,

--Boundary_1_1005289150_1460137751146--

```

About DaaS Roles and Users

The following default account roles are created during DaaS (also known as Oracle Social Data and Insight Cloud Service) provisioning:

- Data Service Administrator (dataService_administrator)
- Data Service Client APPID (dataservice_client_api_appid)
- Data Service User (dataService_user)

 **Note:**

These account roles are in addition to the Oracle Cloud roles and privileges described in Managing Users Accounts and Managing User Roles in *Getting Started with Oracle Cloud*.

These DaaS roles allow users to perform the following tasks:

- Search company and contact information
- Save search queries
- Export search or match results
- View, create, and modify attribute mappings
- Update user information
- View search export and match export jobs

Users *cannot* add or remove other users or change roles.

About Admin Settings

Users with administrator privileges see a link to the **Administration** page from the Navigator.



Topics:

- Administration: Defaults

- [Administration: Sync Data](#)

Administration: Defaults

On the **Defaults** tab, administrators can configure the following defaults for exporting records.

- **Export Filters:** Set the default search and match filters for companies.
 - **Companies in Business:** Select to display currently active companies, based on internal Dun and Bradstreet (D&B) definitions. Select to include companies of all sizes and revenues that are currently operating.
 - * **Enterprise:** Select to display companies with over 100 employees OR revenues over 100 million US\$.
 - * **Medium:** Select to display companies with between 50 and 100 employees OR revenues between 10 and 100 million US\$.
 - * **Small:** Select to display companies with less than 50 employees OR revenues less than 10 million US\$.
 - **Marketable Indicator:** The following filters display records based on D&B global marketability rules.
 - * **Out of Business:** Select to display companies that are not operating or inactive.
 - * **Delisted:** Select to display companies that should not be contacted for direct marketing per General Data Protection Regulation (GDPR). By default, Delisted is not selected. If you select this filter, then companies and contacts that have indicated that they do not want to be contacted will appear in search results, and if those records marked Delisted are selected, they will be matched, synced, or exported. Companies and contacts marked as Delisted should not be included in marketing campaigns. Note that company hierarchies contain Delisted records, regardless of this setting, to ensure that the hierarchy does not break.
 - * **Defunct:** Select to display companies whose original company DUNS number is no longer tracked by D&B. When you search for some defunct companies (for example, a company that was acquired), the service returns the defunct company record along with the new DUNS number. The value in the **New DUNS** attribute is the DUNS number of the new legal entity after a merger or the DUNS number of the acquired company after an acquisition. D&B also defines a DUNS number as “defunct” in other scenarios, such as when it is a duplicate DUNS number of another record, or when a branch report becomes a separate entity.

Note:

If users aren't seeing matches for records they expect to see, consider deselecting the **Enterprise** admin filter. D&B does not track data from companies that are inactive or no longer in business. If the **Companies in Business** filter is cleared, then that data may be obsolete or incorrect.

Companies can fall into multiple categories. For example, a company is listed as both Enterprise and Medium if it has over 100 employees (enterprise) and revenue between 10 and 100 million US\$ (medium). Because of this, the total count for

subfilters may not add up to the total count listed for Companies In Business plus Defunct and Out of Business companies.

Selection of multiple filters is considered an OR operation. For example, when users select the Small and Defunct filters, the service returns companies that meet either small criteria or defunct criteria. (This is the same result for all filters; for example, when user select CA and NY under the Location filter, the service returns companies located in California or New York.)

 **Tip:**

Select the **Companies in Business** filter to include businesses that are active (based on internal D&B definitions). Select the **Defunct Companies** filter to include companies whose original DUNS number is no longer tracked by D&B.

- **Export File:** Change the export file format for future exports from the default plain text (.txt) to Excel (.xlsx).

Users can still download export files previously run in the original format of the file. However, they can't download previously submitted export files using a different format. They would need to run the export again with the new file format.

 **Note:**

Engagement Cloud and Eloqua Marketing Cloud support text file imports.

- **Export Mappings:** Set default export mappings; for example, if you're integrating with Sales Cloud release 9, set the default mapping to SalesCloudCompanyMatch_Release9.

Administration: Sync Data

On the **Sync Data** tab, administrators can download an export file that contains updates (or "syncs") to their licensed records that have information updated since their last export or sync. Select the data type (company or contact) and the mapping to generate the updated data. For example, to receive the synced data for Engagement Cloud, select the Sales Cloud mapping.

To exclude records from the sync (if you're no longer interested in getting updates for it), browse to select a file containing a list of comma-separated company IDs or person IDs to exclude. Also select the mapping to generate the updated data. Everything in the list will be excluded from the sync data job.

New Sync Data jobs appear on the **Exports** page. A log file shows any updates to excluded records, expired records (which increase your subscription usage), and the recording point of access.

Exports

Name	Data	Type	ID	Submitted
SYNC_DATA_SALES_CLOUD_2017_04_13_01_07_51	Company	Sync Export	10105	daas_admin
SYNC_DATA_SALES_CLOUD_2017_04_13_09_46_19	Company	Sync Export	10104	daas_admin
SYNC_DATA_SALES_CLOUD_2017_04_13_07_19_21	Company	Sync Export	10103	daas_admin
SYNC_DATA_SALES_CLOUD_2017_04_13_03_34_17	Company	Sync Export	10102	daas_admin
SYNC_DATA_SALES_CLOUD_2017_04_13_03_31_04	Company	Sync Export	10101	daas_admin
SYNC_DATA_SALES_CLOUD_2017_04_12_02_35_30	Company	Sync Export	10100	daas_admin

79 results

1 2 3 4

Timezone UTC

Sync Export : SYNC_DATA_SALES_CLOUD_2017_04_13_01_07_51 - Completed

6 Records Processed

Download SYNC_DATA_SALES_CLOUD_2017_04_13_01_07_51....

Sync Log File [Download Sync Log File](#)

Check Settings and Changing Your Accessibility Preferences

To set accessibility preferences, click  **Accessibility** in the banner.

The following accessibility options are available:

- **Accessibility:** Select Screen Reader only after you have configured your screen reader.
- **Color Contrast:** Select to use a high-contrast color scheme to make objects in the user interface easier to see.
- **Font Size:** Select to use a larger font to make text in the user interface easier to read.

2

Use DaaS

This section describes typical scenarios for using DaaS either to search and export data or to match and export data to Engagement Cloud, Eloqua Marketing Cloud, or to another Oracle Cloud application.

Topics:

- [Typical Workflow for Using DaaS](#)
- [Use the Home Page in DaaS](#)
- [Find Companies and Contacts](#)
- [Export Company Hierarchies](#)
- [Add New Companies and Contacts](#)
- [Match Data](#)

Typical Workflow for Using DaaS

The following table describes the typical workflow to start using DaaS:

Task	Description	More Information
Request a trial or purchase a subscription for DaaS	Sign up for a free trial or purchase a subscription.	How to Begin with DaaS Subscriptions
Monitor service	Check the day-to-day operation of your service, monitor performance, and review important notifications.	Managing Your Oracle Cloud Service in <i>Getting Started with Oracle Cloud</i>
Review Administration settings	Before doing any data enrichment, export, or synchronization, verify that the default administration settings are correct for your environment. (For example, by default, DaaS does not process delisted records per General Data Protection Regulation). If you don't see records, or matches for records, that you expect to see, consider deselecting the Enterprise admin filter.	About Admin Settings
Locate records in DaaS	Perform a search of company or contact records in DaaS (accessing D&B data). Using search filters, you can pinpoint specific data.	Finding Companies and Contacts and Use Advanced Filters for Searching
Export data from DaaS to your application	Search company or contact data in the DaaS directory, and export this data into your application.	Add New Companies and Contacts

Task	Description	More Information
Match your records with those from DaaS	Match company or contact data against the DaaS directory. After matches have been identified, data from these matched records can be imported back into your application to ensure that your records are accurate and complete.	Match Data
View the status of search export and match export job requests	View the job requests submitted to DaaS. (When you search for records and export those records, or when you match a set of records and export those records, a job request is submitted.)	Viewing the Status of Jobs
View the log file for failed or rejected jobs	View and analyze the log file to understand the origin of failed or rejected jobs.	Analyzing the Log File for Failed or Rejected Records
Create a new mapping of attributes in DaaS to your application	<p>Create a mapping to accommodate your required attributes.</p> <p>When you export company or contact data from DaaS to an Oracle Cloud application, you select a mapping between the attributes in the export file that you create and those in the application.</p> <p>In most cases, the provided mappings (including the search export and match export mappings to Engagement Cloud and Marketing Cloud) are sufficient. In some cases, you may have a few attributes or new attributes that require a new mapping. You cannot delete the provided mappings. However, you can create a new map based on a default map and edit the attributes that way.</p>	Creating New Mappings

Use the Home Page in DaaS

To open the Home page, sign in to DaaS. You also can click  **Home** at any time to display the page.



The **Home** page has the following key areas:

Section	Description
Current Data Usage	Displays the number of records and percentage downloaded for export based on the subscription plan. Click the refresh button in the top right corner of the Current Data Usage box (hover over this area to view button) for the last updated date and time. If you have a subscription to the Address Verification Cloud Service, you also see a Current Data Usage box for that subscription.
Search Exports	Displays the number of search export records in the last 10 days for all the users provisioned to use DaaS. These records are ready for export into an Oracle Cloud application. Click the number (or click Exports in the Navigator) to see a complete list of export jobs and to download files for import.
Match Exports	Displays the number of match export records in the last 10 days for all the users provisioned to use DaaS. These records are ready for export into an Oracle Cloud application. Click the number (or click Exports in the Navigator) to see a complete list of export jobs and to download files for import.
Saved Searches	Displays the recent searches that you saved.
Learn More	Provides access to additional resources. <ul style="list-style-type: none"> • Users with the Data Service User role see links to the Exports page and the Mappings page from the Navigator. • Users with the Data Service Administrator role additionally see a link to the Administration page, where they can select the default search and match filters, the default export file format type, the matching service to use (Oracle or D&B), and the export mappings to use.



The DaaS user interface is globalized, and many components (such as the Home page, the Mappings page, the Exports page, and error messages) are translated for the following languages:

- Brazilian Portuguese
- Simplified Chinese
- Traditional Chinese
- French
- German
- Italian
- Japanese
- Korean
- Spanish

The fallback language is English.

Find Companies and Contacts

Topics:

- Search for a Company or Contact
- Use Filters to Expand or Narrow Searches
- Use Advanced Filters for Searching
- Save your Searches
- Explore the Record Details

Search for a Company or Contact

The first step to finding companies or contacts is to search DaaS.

You can search for a company or contact from the global search field within any page in the service. Click  **Search** to display the Search page. By default, the search page opens with the name **Search Results: Unsaved Search**. (Click the icon next to this to view or edit existing saved searches.)

Each search result includes a quick profile showing industry, location, revenue, number of employees and number of contacts. Drill into the company overview page or the company or contact profile page to see many additional attributes.

The following attributes are searched for *company* searches:

- Company Name
- Trade Style
- Website
- DUNS #
- Street Address 1
- Street Address 2
- Postal Code
- City
- County
- State
- Country
- Stock

The following attributes are searched for *contact* searches:

- First Name, Middle Name, Last Name
- Email Address
- Job Title
- Contact Direct Phone Number
- Contact Work Phone

- Line of Business
- Street Address 1
- Street Address 2
- Postal Code
- City
- County
- State
- Country

 **Note:**

Contact records are only returned if you have purchased a subscription for contacts.

Use Filters to Expand or Narrow Searches

To use the search filters to expand or narrow your search:

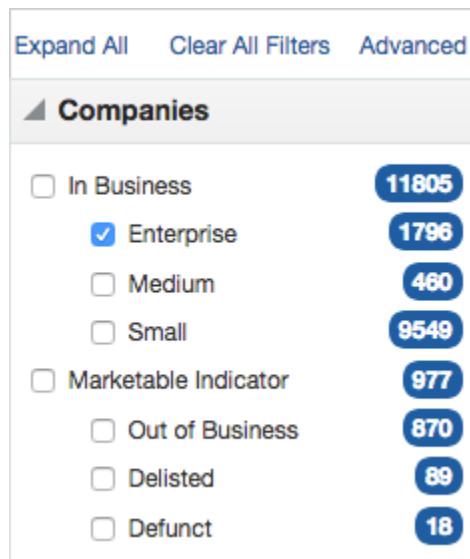
1. Click  **Search** to display the Search page.
2. From the drop-down list, select **Companies** or **Contacts**.



3. Refine the search results by selecting filters to narrow results. The first selection of filters includes the following:
 - **In Business:** Select to display currently active companies, based on internal Dun and Bradstreet (D&B) definitions. Select this to include companies of all sizes and revenues that are currently operating.
 - **Enterprise:** Select to display companies with over 100 employees OR revenues over 100 million US\$.
 - **Medium:** Select to display companies with between 50 and 100 employees OR revenues between 10 and 100 million US\$.
 - **Small:** Select to display companies with less than 50 employees OR revenues less than 10 million US\$.
 - **Marketable Indicator:** The following filters display records based on D&B global marketability rules.
 - **Out of Business:** Select to display companies that are not operating or inactive.
 - **Delisted:** Select to display companies that should not be contacted for direct marketing per General Data Protection Regulation (GDPR). If you select this filter, then companies and contacts that have indicated that they do not want to be contacted will appear in search results, and if those

records marked Delisted are selected, they will be matched, synced, or exported. Companies and contacts marked as Delisted should not be included in marketing campaigns. Note that company hierarchies contain Delisted records, regardless of this setting, to ensure that the hierarchy does not break.

- **Defunct:** Select to display companies whose original company DUNS number is no longer tracked by D&B. When you search for some defunct companies (for example, a company that was acquired), the service returns the defunct company record along with the new DUNS number. The value in the **New DUNS** attribute is the DUNS number of the new legal entity after a merger or the DUNS number of the acquired company after an acquisition. D&B also defines a DUNS number as “defunct” in other scenarios, such as when it is a duplicate DUNS number of another record, or when a branch report becomes a separate entity.



Companies can fall into multiple categories. For example, a company is listed as both Enterprise and Medium if it has over 100 employees (enterprise) and revenue between 10 and 100 million US\$ (medium). Because of this, the total count for subfilters may not add up to the total count listed for In Business plus Defunct and Out of Business companies.

Selection of multiple filters is considered an OR operation. For example, when you select the Small and Defunct filters, the service returns companies that meet either small criteria or defunct criteria. (This is the same result for all filters; for example, when you select CA and NY under the Location filter, the service returns companies located in California or New York.)

 **Note:**

In addition to these end-user filters, there are administrator filters that apply to the entire service. If you’re not seeing matches for records you expect to see, check if admin filters (such as **Enterprise** companies) in your service can be deselected. See [About Admin Settings](#).

The next selection of filters are listed depending on whether you are searching for companies or contacts.

- For **Companies**, the filters are Location, Location Type (single location, headquarters, or branch), Revenues, Employees, Primary NAICS Codes, and Primary US SIC Codes.
- For **Contacts**, the filters are Department, Title (business card job title), Standardized Title (code value provided by D&B job title), Industry, Location, Location Type, Revenues, Employees, and Management Level.

Management Level uses the following code values supplied by D&B management responsibility codes:

- C-Level = 0, 1, 2
- Vice-President = 5
- Director = 6
- Manager = 7
- Other = greater than 7, and A, B, D, Z or value is NULL

Click **Expand All** to see additional filter criteria; for example, to search for contacts by management level. Click the **Add** or **Browse** buttons for additional filtering. Browse by country, state, or province. For some filter fields, like **Company Name**, **SIC Code**, **Vanity Title** and, **Location**, you can enter the first couple letters or numbers, and the system will auto-suggest values. For example, for **SIC Code**, you could enter ag to search for agriculture-related SIC codes.

The screenshot shows the 'Search Results: Unsaved Search' page. On the left, there are two filter panels: 'Companies' and 'Location'. The 'Companies' panel has sections for 'In Business' (with filters for Enterprise, Medium, Small, Marketable Indicator, Out of Business, Delisted, and Defunct) and 'Marketable Indicator' (with filters for Out of Business, Delisted, and Defunct). The 'Location' panel has filters for USA, SWITZERLAND, SWITZERLAND, MEXICO, and ENGLAND. Below these are buttons for 'Add' and 'Browse', and links for 'Location Type', 'Revenues', 'Employees', 'Primary NAICS Codes', and 'Primary US SIC Codes'. On the right, the main area displays a table of company results with columns: Name, Industry Category, Location, Revenue, Employees, and Contacts. The table includes rows for Wal-Mart Stores, Inc., China Petroleum & Che..., Exxon Mobil Corporation, VOLKSWAGEN AG, Government of Canada, HEALTH INSURANCE C..., Chevron Corporation, GLENCORE PLC, COMMERCIAL MARKE..., Apple Inc., Berkshire Hathaway Inc., Intertrust Group Holding..., Phillips 66, and E.ON Global Commodity... . At the bottom, there is a pagination control showing 1,796 results and pages 1 through 10.

- View the results, and further refine the search if necessary. Click **Clear All Filters** to start a clean search, or remove individual search filters by deselecting the filters from the breadcrumbs.

Hide Filters Manufacturing New York, NY, USA \$750M+

5. To export records, click **Select Companies to Export** (or **Select Contacts to Export**). You can choose to export all the search results or select (highlight) only certain results to export. You can enter a name and description as well as the mapping file to use for the export job. If you have a D&B Company Enterprise Records subscription, you also can select to export company hierarchies, to show all relationships (headquarters, subsidiaries, branches, and so on) within the company family. Hierarchy exports do not include defunct or out-of-business companies, regardless of the filters set. See [Export Company Hierarchies](#).
6. Optionally, save your search for future reference and reuse. See [Save your Searches](#).

Use Advanced Filters for Searching

After running a search, you can add custom filters to suit your needs.

1. In the search results, click **Advanced**. The Companies or Contacts Advanced Filters dialog is displayed.

The screenshot shows a search results page titled "Search Results: continental". At the top, there are buttons for "Expand All", "Clear All Filters", "Advanced" (which is highlighted with a red box), and "Hide Filters". Below these are buttons for "Companies", a search bar, and "Save" and "Match" buttons. The main area displays a table with one row for "3M Company", categorized under "Manufacturing" and located in "Saint Paul, MN, USA". The table includes columns for Name, Industry Category, Location, Revenue, Employees, and Contacts. A "Select Companies to Export" button is also visible.

2. The Advanced Filters page is populated with any basic filters you already applied to that search. Filters that show a magnifying glass in the Value column (as in the **Country** attribute), can suggest values based on data you enter; that is, you enter the first couple letters or numbers, and the system will auto-suggest values. For example, for SIC Code, you could enter ag to search for agriculture-related SIC codes. You can add or remove filters, then apply the new search.

The screenshot shows the "Advanced Filters" dialog. It has a header with "Advanced Filters" and buttons for "Apply", "OK", and "Cancel". Below the header is a table with three columns: "Attribute", "Operator", and "Value". There are five rows of filters, each with a "Remove" button (marked with a red box) to the right. The filters are:

Attribute	Operator	Value
Industry Category	Equals	Manufacturing
Country	Equals	USA
Country	Equals	MEXICO
Revenues	Between	\$750M+
Women Owned	Equals	Y

At the bottom left is a "Reset" button.

NOT_SUPPORTED:

With auto-suggested values, Oracle recommends that you wait until values are rendered, and then select from that list. Free form text values you enter in these fields (that were not auto-suggested values) are not included in the filter criteria.

Based on the attribute selected, the Operator and Value columns update to show only relevant options. Operator options may include the following: Equals, Not Equals, Contains, Not Contains, Is Greater Than Equals To, Is Less Than Equals To, Between, Starts With, Not Null, In, Not In, and Radius.

Example 1: With the **DUNS Number** attribute, you can select the IN operator and then upload a file with a list of comma-separated DUNS numbers to search for companies in that list.

Example 2: With the **US Postal Code** attribute, if you select the Between operator, then you could search for companies whose zip code is between two values (such as, between 94000 and 95000). If, instead, you select the Radius operator, then you could search for companies within a specified distance of a zip code (such as, within a 30 mile radius of 94065).

Postal code radius searches cannot be used with another postal code (US or international) attribute. Also, international postal code radius searches must include one country attribute using the equals operator. Note that a radius search from a zip code could span across countries, if the distance exceeds the country boundary. The following countries support radius search:

- Aland Islands
- Algeria
- Andorra
- Argentina
- Australia
- Austria
- Bangladesh
- Belgium
- Brazil
- Bulgaria
- Canada
- Croatia
- Czech Republic
- Democratic Republic Of Congo
- Denmark
- Dominican Republic
- England
- Faroe Islands

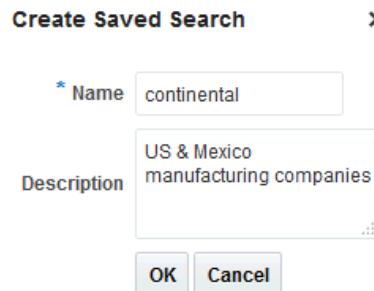
- Finland
- France
- French Guiana
- Germany
- Greenland
- Guadeloupe
- Guam
- Guatemala
- Guernsey
- Hungary
- Iceland
- India
- Ireland
- Isle Of Man
- Italy
- Japan
- Jersey
- Liechtenstein
- Lithuania
- Luxembourg
- Macedonia
- Malaysia
- Malta
- Marshall Islands
- Martinique
- Mayotte
- Mexico
- Moldova
- Monaco
- Netherlands
- New Zealand
- Northern Ireland
- Northern Mariana Is
- Norway
- Pakistan
- Philippines
- Poland

- Portugal
- Puerto Rico
- Reunion
- Romania
- Russian Federation
- Samoa American
- San Marino
- Scotland
- Slovakia
- Slovenia
- South Africa
- Spain
- Sri Lanka
- St Pierre
- Svalbard & Jan Mayen
- Sweden
- Switzerland
- Thailand
- Turkey
- United Kingdom
- USA
- Vatican City
- Virgin Islands US
- Wales

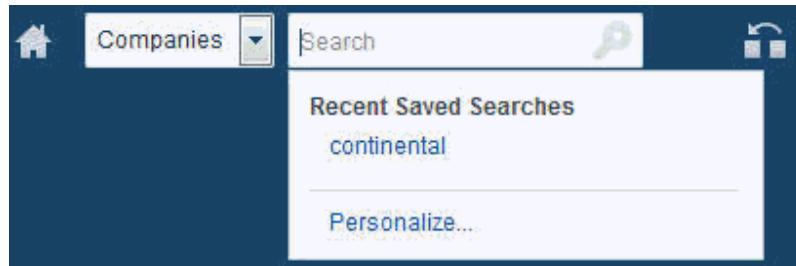
Save your Searches

To save your search for future reference and reuse:

1. Click **Save** next to the search box.
2. Enter a name for the search and a description, then click **OK**.



From **Saved Searches** on the Home page, you can select to filter by the saved search.



Click **Personalize** to delete or rename a saved search.

 **Note:**

You also can view and personalize saved searches from the Search page. By default, the search page opens with the name **Search Results: Unsaved Search**. Click the icon next to this to view or edit existing saved searches.

Explore the Record Details

From search results, click a company or contact name to open an overview page with summary information.

For contacts, you see a contact profile, including the company profile with which the contact is associated.

For companies, you see a left pane tab for Company Overview (as shown), Company Profile (which shows additional attributes), and Company Contacts. The Company Contact tab lists management level and department, and from that page you can select contacts to export.

Company: Oracle Corporation: Overview

Oracle wants to proclaim it far and wide: it knows all about supporting business operations. The leader in enterprise software (almost 75% of its sales), it also provides hardware and services to help companies improve their processes. Best known for its focus on databases, it offers aid in areas such as managing business data, collaboration and application development, cust...More

+1-650-506-7000

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Street Address 1	500 Oracle Pkwy	Year Started	1977
Street Address 2		Marketable Indicator	M
City	Redwood City	Primary Trade Style Name	Oracle
County	San Mateo	Sales Volume	38,275,000,000
State Province Name		Sales Volume (Local Currency)	
Country	USA	Local Currency	0020
D-U-N-S Number		Stock Symbol	
Location Type		Exchange Name	
Subsidiary	N	Industry Category	Services
Ownership Type		Primary SIC Code	
Employees This Site	2,300	Primary NAIC Code	Services
Employees Total	122,000		

Contacts

0 Total Contacts

Some details (such as D-U-N-S Number, Global Ultimate D-U-N-S Number, Parent D-U-N-S Number, Headquarter D-U-N-S Number, Trade Style 3, Trade Style 4, Trade Style 5, Company Phone, Company Phone Extension, Direct Dial Phone, and Primary Email Address) are shown only when the record has been purchased. For purchased records (that is, records that have been exported or matched), fields are blank if the data provider does not have a corresponding value.

Export Company Hierarchies

When you export one or more companies from DaaS, you can select to include company hierarchies with the export. Hierarchies provide a more complete picture of account opportunities across all related businesses and help you stay up-to-date with changes in corporate structures.

Topics:

- [About Company Hierarchies](#)
- [Export Hierarchies for Engagement Cloud](#)
- [Export Generic Hierarchies](#)
- [Exporting Selected Records in a Hierarchy](#)

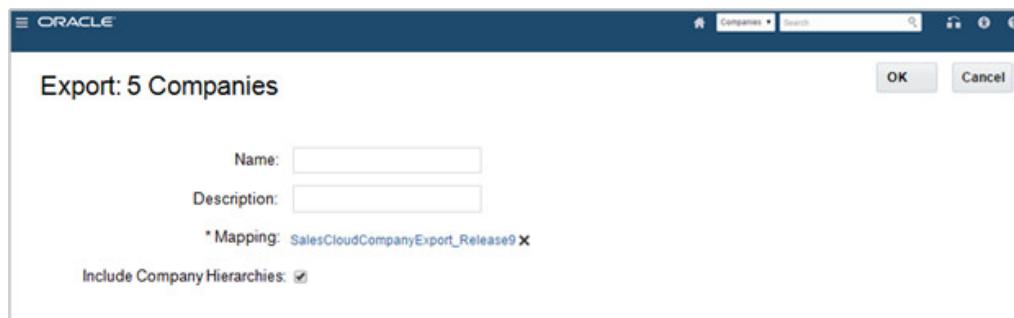
About Company Hierarchies

When the **Include Company Hierarchies** check box is selected, DaaS exports companies with their hierarchies. DaaS links the company DUNS number with its

headquarters, branches, parents, and subsidiaries to create the complete company hierarchy.

 **Note:**

Selecting the **Include Company Hierarchies** check box exports *ALL* company records in that hierarchy. (Some company hierarchies include hundreds of records.) You cannot choose only certain records in the hierarchy to export. A dialog asks for confirmation that you want to include all companies in that hierarchy.



This **Include Company Hierarchies** check box is enabled for D&B Company Enterprise Records subscribers. It could be *disabled* for the following reasons:

- You select contacts to export.
- You are using an Oracle Marketing Cloud mapping.
- You don't have a D&B Company Enterprise Records subscription.

DaaS first identifies the Global DUNS Number for the company record you're exporting. Then it identifies all other company records with that same Global DUNS Number and the relationships between the companies. Companies in the hierarchy file are sorted by the Global Ultimate Company followed by companies in its hierarchy.

The Subsidiary Indicator and Status Code attributes identify parent node information. The Status Code attribute defines the status of the business, such as Single Location (0), Headquarters (1) or Branch (2). Status Code is used in conjunction with Subsidiary Indicator to identify if the business is a subsidiary or a branch.

A *subsidiary* is defined as a separate legal entity that reports up to a Parent DUNS Number. A subsidiary never has a HQDUNS#. DaaS uses the Domestic Ultimate DUNS Number above the subsidiary as the parent for the subsidiary. If Domestic Ultimate DUNS Number does not exist, then it uses the Global Ultimate DUNS Number as the parent for the subsidiary.

A *branch* is not a legal entity by itself but part of a legal entity that is the HQDUNS. A branch never has a Parent DUNS Number. DaaS uses the HQDUNS for the branch as the parent for the branch. If HQDUNS does not exist, then it uses Domestic Ultimate DUNS Number as the parent. And if Domestic Ultimate DUNS Number does not exist, then it uses Global Ultimate DUNS Number as the parent.

 **Note:**

Hierarchy exports do not include defunct or out-of-business companies, regardless of the account filters set at the Admin level (see [About Admin Settings](#)). Additionally, no hierarchy is generated if you exceed your subscription quota. The service does not support (or charge for) partial hierarchy creation.

Export Hierarchies for Engagement Cloud

Engagement Cloud supports exporting HZ_DNB_HIERARCHY type hierarchies, which show *all* relationships between different companies within a corporate family in the D&B database. (Relationships happen when one business entity "controls" another business entity because it has financial or legal responsibility for it, creating a Headquarters-Branch or Parent-Subsidiary relationship.) When generating this D&B hierarchy, DaaS returns the ultimate parent of the requested company and all related entities (that is, the full family hierarchy). It cannot return only the direct line entities between the company and the global ultimate (upward company hierarchy) or the children entities of the company (downward company hierarchy).

The D&B hierarchy in DaaS is updated monthly and reflects mergers, acquisitions, openings, and closings. As companies grow and change, you can leverage the D&B hierarchy to understand how an organization is structured, view and assess risks across different part of the an organization, identify sales opportunities, and negotiate purchase conditions from a better position. You can also understand the changes in the corporate structure, compare them with the account hierarchy structure in Engagement Cloud, and have a complete picture of account opportunities across all related businesses.

When used with an Engagement Cloud mapping, DaaS creates the following files required to import hierarchies into Engagement Cloud.

- **Companies** file: Contains all companies with the same Global Ultimate DUNS Number as the company being exported.
- **Hierarchy** file: Contains the hierarchy definition for one or multiple company hierarchies. Each row represents a single company hierarchy.
- **Node** file: Contains information on the relationships of the company nodes in the hierarchy.

The data steward then imports these three files into Engagement Cloud:

1. Import accounts that are part of the account hierarchies. The import process creates the account if it doesn't already exist in Engagement Cloud.
2. Import hierarchy definitions.
3. Import existing companies as company hierarchy nodes into the hierarchy defined in #2.

When importing a company hierarchy into Engagement Cloud, you must create a file based import activity under Engagement Cloud Setup Manager for each of the 3 files required to import a D&B hierarchy. Each import activity also needs a corresponding mapping definition that describes how the DaaS source file attributes map to the corresponding Engagement Cloud target attributes. Engagement Cloud does not provide a predefined map definition for creating a D&B customer hierarchy or for creating a node: a data steward must define the mappings in order to create an import

activity for importing a company hierarchy, and also a second import activity for adding the companies to the company hierarchy.

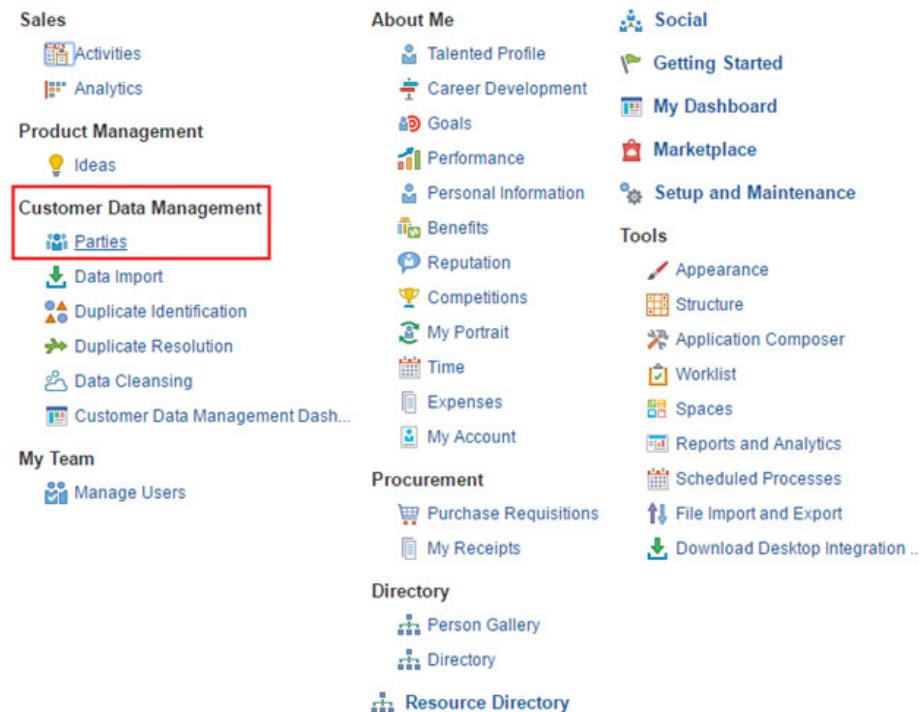
Mappings required by Engagement Cloud Manage File Import tasks:

- Mapping for Companies: Leverage the existing mapping definitions for companies (Data Cloud Account Import – Advanced), or create a custom mapping for accounts based on the Account object.
- Mapping for Hierarchies: Create mapping in Engagement Cloud Setup Manager based on the Hierarchy object.
- Mapping for Nodes: Create mapping in Engagement Cloud Setup Manager based on the Hierarchy Nodes object.

For example:

1. Create the Customer Hierarchy Mapping.
 - Create new mapping “CreateCustomerHierarchyMapping” using the **Manage File Import Mappings** task.
 - Set Object = Customer hierarchy.
 - Define the source and target attributes for the mapping.
2. Create the Nodes mapping.
 - Create new mapping “CreateNodeMapping” using the **Manage File Import Mappings** task.
 - Set Object = Customer hierarchy member.
 - Define the source and target attributes for the mapping.
3. Import the Customer, Hierarchy and Nodes files.
 - Create a new task using the **Manage File Import Activities** task to import the customer file.
 - Create tasks using the **Manage File Import Activities** task to import companies (object name = Account), import the hierarchy (object name = Customer Hierarchy), and import the nodes in hierarchy (object name = Customer Hierarchy Member).
(The hierarchy created is type HZ_DNB_HIERARCHY.)
4. Verify that the hierarchy was imported into Engagement Cloud.
 - Log in to Engagement Cloud as an administrator, and navigate to **Customer Data Management - Parties**.

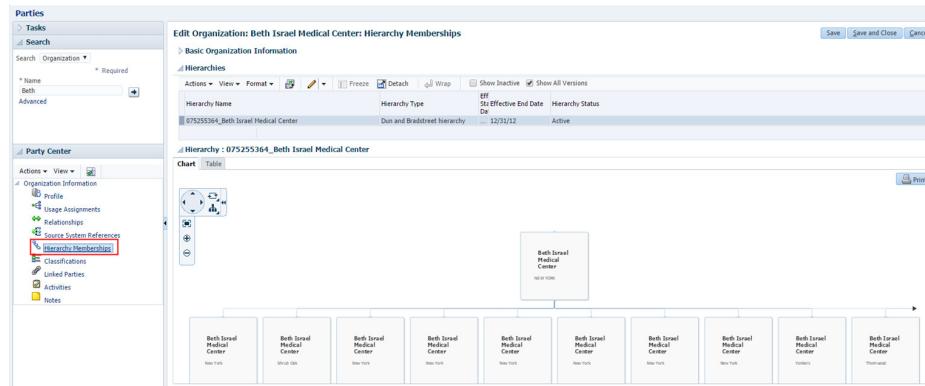
Navigator



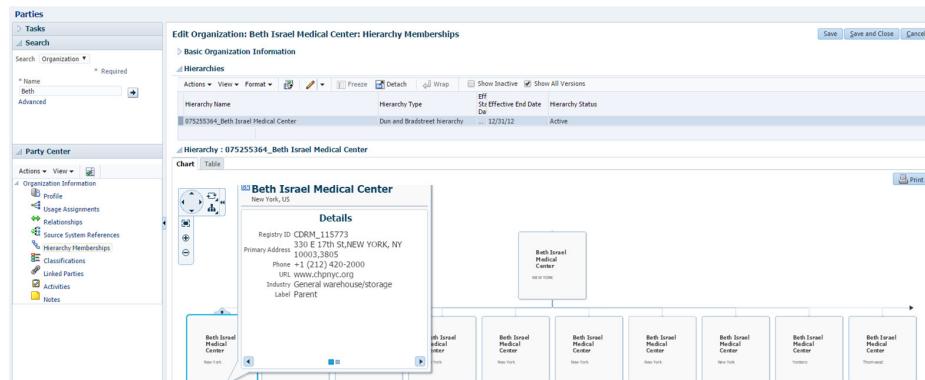
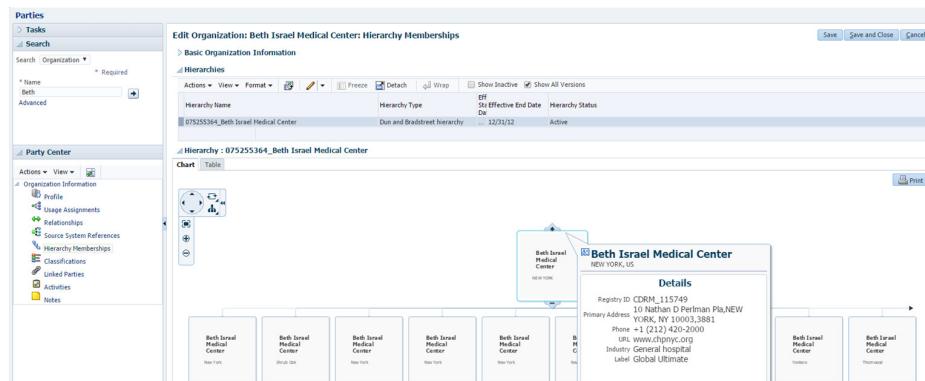
- Search for a customer; for example, Beth Israel.

The screenshot shows the Oracle Party Center interface. On the left, there's a sidebar titled 'Party Center' with various tabs like Profile, User Assignments, Relationships, Source System References, Hierarchy Memberships, Classifications, Linked Parties, Activities, and Notes. The 'Hierarchy Memberships' tab is selected. The main area is titled 'Edit Organization: Beth Israel Medical Center: Profile'. It contains tabs for Basic Organization Information, Organization Details, Financial Details, Bank Details, Additional Names, and Additional Identifiers. The organization details include fields for Name, Suffix, Line of Business, Organization Type, Country, Certification Level, Year Established, Year Incorporated, Organization Control Year, Chief Executive Title, Chief Executive Name, Principal Title, Principal Name, Mission Statement, Preferred Contact Method, D-U-N-S Number, Stock Symbol, Business Scope, Registration Type, Legal Status, Rent or own indicator, Type of Minority-Owned Organization, Common Business Identifier, and Comments. Action buttons at the top right include Actions, Save, Save and Close, and Cancel.

- In the Party Center tree view, select **Hierarchy Memberships**.



- Select the tree node for the details in the hierarchy.



DaaS only supports creation of new company hierarchies and deletion of existing company hierarchies. To update an existing D&B hierarchy imported from DaaS, you must first delete the existing D&B hierarchy in Engagement Cloud, and then import the D&B hierarchy again. The import process imports the hierarchy as a new hierarchy. To delete an existing D&B hierarchy imported from DaaS, set the “DataActionCode” to DELETE.

Export Generic Hierarchies

When used with a Generic mapping, DaaS creates two files: the company file (which consists of records selected by user), and the companies hierarchy file (which contains a minimal data set of the all the companies in hierarchy). You're charged only for records exported without all data elements for company records.

This minimal data set identifies all companies under the same Global Ultimate DUNS Number. Consuming applications can reference information in the hierarchy file to create company hierarchies using the following attributes:

- OrganizationName (column E)
- DunsNumberC (column I)
- GlobalUltimateDunsNumbC (column J)
- GlobalUltimateBusinessName (column EX)
- GlobalUltimateIndicator (column EY)
- Parent/HeadquarterBusinessName (column FD)

The following file formats are supported for generic hierarchy exports: TXT, XLST, JSON, and XML.

Export Selected Records in a Hierarchy

Selecting the **Include Company Hierarchies** check box in the user interface exports *all* company records in that hierarchy, and some hierarchies include hundreds of records! To identify the companies in a hierarchy prior to downloading the records, use the **Get Company Hierarchy Tree** API.

1. Download the hierarchy tree with `/api/v4/search/companies/hierarchy/{daasid}`. This returns the hierarchy for a company, including the following attributes: daasid, business name, hierarchy indicator, location type, aggregated revenue, and aggregated employees. (The following facets refine search results within one or more hierarchies: `company_hier_indicator`, `company_gl_du_ids`, and `company_standalone_id`.)

Note:

To get a hierarchy tree, you must provide a DaaS ID (which is created when you export or match a company or contact record).

See [REST API for Oracle Social Data and Insight Cloud Service](#).

2. Review the downloaded CSV file containing the hierarchy structure, and identify any companies in the hierarchy you want to download.
3. In the user interface, search for that company with company name or any of the other attributes.
4. Export only those records that you want from the hierarchy. You are charged only for those companies exported.

Note:

If you need the full D&B hierarchy created in Engagement Cloud or Customer Data Management, then you must export the complete hierarchy.

Add New Companies and Contacts

You can export new company data, with or without contacts, from DaaS into Engagement Cloud, Eloqua Marketing Cloud or another Oracle Cloud application.

Topics:

- [Add New Companies and Contacts to Engagement Cloud](#)
- [Add New Companies and Contacts to Eloqua Marketing Cloud](#)
- [Add New Companies and Contacts to Other Oracle Cloud Applications](#)

Add New Companies and Contacts to Engagement Cloud

A contact can be added to Oracle Engagement Cloud **only** after either search exporting or match exporting that contact's corresponding company with DaaS. Even if the company already exists in Engagement Cloud, you must re-export or match the contact's company with DaaS before you can import the contact in Engagement Cloud.

Topics

- [Add New Companies to Oracle Engagement Cloud](#)
- [Add New Contacts to Engagement Cloud](#)

Note:

If you export more records than remain in your available quota, then only the available records are exported. When your quota is reached, the export process stops. For example, if you have 100 company records left, and you export 200 records, then the export process shows as completed with the a message in the job details that the quota limit has been reached for company records.

Add New Companies to Oracle Engagement Cloud

To add companies to Engagement Cloud, perform the following tasks:

- [Task 1, Search for Data in DaaS](#)
- [Task 2, Export Data from DaaS](#)
- [Task 3, Import Data into Engagement Cloud](#)
- [Task 4, Verify the Import of Data into Engagement Cloud](#)

Task 1 Search for Data in DaaS

The first step to finding data is to search DaaS. Click  **Search** to run a search.

Task 2 Export Data from DaaS

When you export data from DaaS into Engagement Cloud, you must select a mapping between the attributes in the search export file that you create and those in

Engagement Cloud. You can use a provided mapping or you can create a new mapping. Then, you export the company data into a file for later import.

1. From your search results, click **Select Companies to Export**.
 - Choose **Export All** for everything listed in the **Results** section.
 - Choose **Export Selected** for selected items in the **Results** section.
2. In the Export dialog, complete the fields using the descriptions in the following table:

Field	Description
Name	Enter a unique name for your export mapping. Consider a name that matches the name of the company or contact you are targeting; for example, <i>company_company_export</i> or <i>company_contact_export</i> . If you don't specify a name, then DAAS_COMPANY_EXPORT_year_month_day_time is applied to a company mapping and DAAS_CONTACT_EXPORT_year_month_day_time is applied to a contact mapping.
Description	Enter an optional description for the export mapping.
Mapping	Select a mapping from the list. You can select EngagementCloudCompanyExport or EngagementCloudContactExport for most export jobs to Engagement Cloud. Skip to Step 6 to continue with the procedure. Default mappings set by the administrator cannot be edited or deleted. If you need different attributes in the mapping, you can create a new map based on a default map to edit the attributes: click Create Mapping , and from the Template Type list select Engagement Cloud .
	
<p>Note: New mappings are created using the existing Engagement Cloud template map definition. You may want to create a new mapping if you only need a subset of the provided attributes, or if you created a custom attribute in Engagement Cloud that you need to map to a DaaS attribute.</p>	
Include Company Hierarchies	If you have a D&B Company Enterprise Records subscription, you can select to export company hierarchies, to show all relationships (headquarters, subsidiaries, branches, and so on) within the company family.

The Create Mapping page is displayed with the attributes discovered in your search of DaaS. Now, you must map those attributes to the attributes in Engagement Cloud. When you select the **Engagement Cloud** template, DaaS automatically maps the discovered attributes to those in Engagement Cloud.

3. Use the following elements to complete the mapping:

Element	Description
Name	Enter a unique name for your export mapping.
	Click this icon to remove any attributes you don't want.
Add Attribute	Add an attribute mapping that you accidentally removed but that you still want added. For each drop-down list that is displayed, select the attribute or object. See Edit Engagement Cloud Mappings for information about the Engagement Cloud attributes. Use Add Attribute for any attributes you extended in Engagement Cloud.

4. Click **Save & Select**. The Select Mapping dialog is displayed.
5. From the **Mapping** list, select the mapping that you just created, and click **Download** to save the file to your local drive.
6. When prompted, save the file to a location on your desktop.
7. View the contents of the file to see the number of records.

Task 3 Import Data into Engagement Cloud

To import the company or contact data that you downloaded from DaaS into Engagement Cloud, create an import activity. Enter basic data about the text (or CSV) file to set up the import activity, specifying how the columns in your import file map to the attributes in the application, scheduling the import, and activating it.

To import the file into Engagement Cloud:

1. Sign in to Engagement Cloud as a Sales Administrator user or another user with the permission to import customer data. The Welcome page appears.
2. From the Administration list, select **Setup and Maintenance**.
3. In the Overview page, click the **All Tasks** tab.
4. Enter **Manage File Import Activities** in the **Name** field and click **Search**.
5. In the **Search Results** table, click  **Go to Task**. The Manage Import Activities page appears.
6. Click  **Create**.
7. Enter the information as follows in the Create Import Activity: Enter Import Options page:

Element	Description
Name	Enter a name for your import activity. Consider a name that matches the name of the company or types of companies that you are targeting, such as <code>company_import</code> or <code>company_type_import</code> .

Element	Description
Object	Select Account for companies. Select Contact for contacts.
Upload From	Select Desktop and browse for the file you saved in Task 2, Export Data from DaaS . The import activity requires that you create a mapping between the data in the import file and the target attributes in Engagement Cloud. The Data Cloud Account Import and Data Cloud Contact Import mappings match companies and contacts in DaaS with data in Sales Cloud release 8. Use Data Cloud xxx Import — Advanced mappings for Sales Cloud release 9.
Data Type	Select Comma Separated .
Header row included	Ensure you select this option.
Seeded	Select this check box to see only seeded mappings in the next Import Mapping field.
Import Mapping	For companies, locate and select Data Cloud Account Import for Sales Cloud release 8. Select Data Cloud Account Import — Advanced for Sales Cloud release 9. For contacts, locate and select Data Cloud Contact Import for Sales Cloud release 8. Select Data Cloud Contact Import — Advanced for Sales Cloud release 9. If you cannot easily find the mapping, then from the Import Mapping list, select Search... and search for data cloud .

- Leave the other default settings, and click **Next**.

The Create Import Activity: Map Fields page displays the attributes in your file with some sample data. Both the **Source** and **Target** columns are populated.

Create Import Activity: Map Fields

Select Import Mapping

Import Mapping Data Cloud Account Import   

Map Fields

Actions ▾ View ▾		Edit	Source		Target
Column Header	Example Value	Ignore	Object	Attribute	
PartyId	—	—	OrganizationProfile	ObjectKey	
PartyOrigSystem	—	—	OrganizationProfile	PartyOrigSystem	
PartyOrigSystemRef	—	—	OrganizationProfile	PartyOrigSystemRef	
DataCloudStatus	—	—	OrganizationProfile	DataCloudStatus	
OrganizationName	—	—	OrganizationProfile	OrganizationName	
PrefFunctionalCurren	—	—	OrganizationProfile	PrefFunctionalCurren	
CurrFyPotentialRever	—	—	OrganizationProfile	CurrFyPotentialRever	
DomesticUltimateDun:	—	—	OrganizationProfile	DomesticUltimateDun:	
DunsNumberC	—	—	OrganizationProfile	DunsNumberC	
GlobalUltimateDunsN	—	—	OrganizationProfile	GlobalUltimateDunsN	
ParentDunsNumC	—	—	OrganizationProfile	ParentDunsNumC	
EmpAtPrimaryAdr	—	—	OrganizationProfile	EmpAtPrimaryAdr	
EmpAtPrimaryAdrEstI	—	—	OrganizationProfile	EmpAtPrimaryAdrEstI	
EmpAtPrimaryAdrMinI	—	—	OrganizationProfile	EmpAtPrimaryAdrMinI	
EmployeesTotal	—	—	OrganizationProfile	EmployeesTotal	

9. Click **Next** to keep the mapping as is. The Create Import Activity: Create Schedule page appears.
10. Specify when you want to process your file. The default is to start the import activity immediately.
11. Click **Next**. The Create Import Activity: Review and Activate page appears.

Manage File Import Objects

Create Import Activity: Review and Activate

Import Details

Name	Oracle	Object	Account
Description	Marketing List		

File Details

File Type	Text file	Data Type	Comma separated
File Selection	Specific file	Delimiter	
File Name	oracle_company_export.csv	Header row included	Yes
Import Mapping	Data Cloud Account Import	Seeded	No

Import Options

Import Mode	Update and create records	Decimal Separator	Period
Allowable Error Count	2000	Date Format	1/31/99
Notification E-Mail			
Duplicate Look Back Days			
Customer Data Management	Duplicates	Time Stamp Format	
		File Encoding	UTF-8

Schedule

Schedule	Immediate	Repeat Unit	
Status	New	End Date	
Start Date			
Repeat Frequency			

12. Click **Activate** to run the import activity at the time you specified. The Manage Import Activities page is displayed with the status.

At the far right, you see that the **Status** column for the mapping shows a status of **Scheduled**.

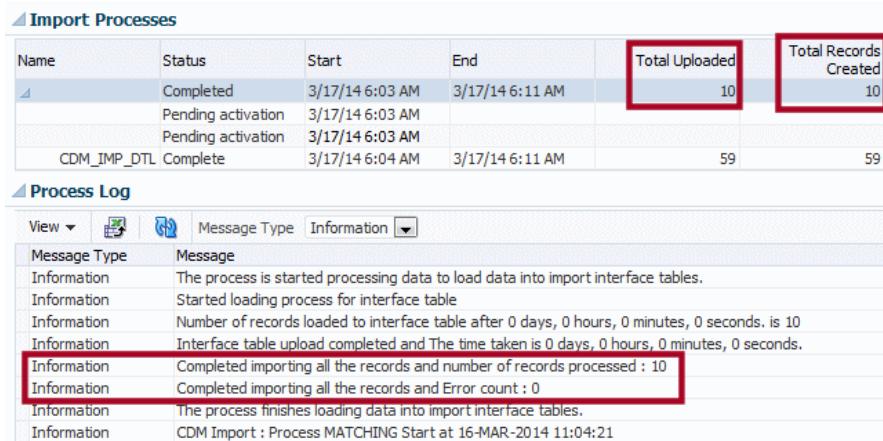
13. Click **Refresh** to see the job update to **Base table upload in progress**.
14. After a few minutes, click **Refresh** to see the final status. The process shows a completed status.
15. Click the completed status to view the log in the View Import Status page.
16. In the **Files Processed** section, view the **Records Read From File** column to see the number of records imported. You can optionally select the log file from the **Attachments** column to see the records imported.

Load Date	File Name	File Type	Status	Records Read From File	Load Errors	Format Errors	Successfully Loaded	Attachments
3/17/14 6:03 AM	Companies_94402zip	Text file	Completed	10	0	0	10	log-Companies_94402zip_export.csv

17. In the **Import Processes** section, view the totals in the **Total Uploaded** and **Total Records Created** columns. In a successful import activity, the values should match.
18. In the **Process Log** section, from the **Message Type** list, select **Information** to look for the following messages to indicate success:

Message	Description
Completed importing all the records and number of records processed : <i>number</i>	This number should match the number of rows in the file that you imported.
Completed importing all the records and Error count : 0	This message indicates that the import activity was successful.

Alternatively, click  **Export to Excel** to view the log in a Microsoft Excel file.



The screenshot shows two tables. The top table, 'Import Processes', has columns for Name, Status, Start, End, Total Uploaded, and Total Records Created. It lists four entries: 'Completed' (Status), 'Pending activation' (Status), 'Pending activation' (Status), and 'CDM_IMP_DTL Complete' (Status). The 'Total Uploaded' and 'Total Records Created' columns for the first three entries are highlighted with red boxes. The bottom table, 'Process Log', has columns for Message Type and Message. It lists several log entries, with the last four entries highlighted with red boxes:

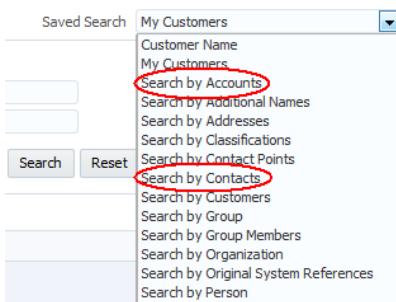
Message Type	Message
Information	The process is started processing data to load data into import interface tables.
Information	Started loading process for interface table
Information	Number of records loaded to interface table after 0 days, 0 hours, 0 minutes, 0 seconds. is 10
Information	Interface table upload completed and The time taken is 0 days, 0 hours, 0 minutes, 0 seconds.
Information	Completed importing all the records and number of records processed : 10
Information	Completed importing all the records and Error count : 0
Information	The process finishes loading data into import interface tables.
Information	CDM Import : Process MATCHING Start at 16-MAR-2014 11:04:21

19. Click Save.

Task 4 Verify the Import of Data into Engagement Cloud

To verify that the company or contact data from DaaS was imported successfully into Engagement Cloud:

- On the Manage Customers page, from the **Saved Search** list, select **Search by Accounts** for companies or **Search by Contacts** for contacts.



- In the **Name** field, enter the name of one of the companies or contacts in the file that you imported, and then use the other fields to further narrow your search (such as, **Customer Type Equals Prospect**). Click **Search**.

Manage Customers

The screenshot shows the 'Advanced Search' interface for managing customers. It includes fields for Name (Starts with), Record Type (Equals), Customer Type (Equals), Account Status (Equals), Account Number (Starts with), Description (Starts with), and Account Established Date (Equals). There are also buttons for 'Search', 'Reset', and 'Save...'. A red box highlights the 'Name Starts with' input field.

3. In the **Search Results** table, click the company name to see details of the imported data. For contacts, click the company name associated with the customer name that you entered to see details of the imported data.
4. Verify that the following fields match the information for the company or contact in the file. For example, confirm that the D-U-N-S numbers match.

The screenshot shows the 'Edit Account: Oracle Corporation: Profile' screen. It displays various details like Name, Year Incorporated, Stock Symbol, and D&B Credit Rating. On the right, there is an open Microsoft Excel window titled 'oracle_company_export.csv' showing a table of data. The table has columns A through J and rows 1 through 6. Row 1 contains column headers. Row 2 contains values 'DAAS' and 'RESCLDAv ENRICHED Oracle Corporation'. Row 3 contains values 'DAAS' and 'RESCLDAz ENRICHED Oracle Corporation'. Row 4 is blank. Row 5 is blank. Row 6 is blank. A red box highlights the value '7647213 #####7213' in cell G2 of the Excel sheet.

Add New Contacts to Engagement Cloud

To add new contacts to companies that already exist in your Engagement Cloud application, first either export the contact's company data (see [Add New Companies to Engagement Cloud](#)) or match the contact's company data (see [Enrich Data in Engagement Cloud](#)). Then, you can add new contacts the same way you add new companies.

Add New Companies and Contacts to Eloqua Marketing Cloud

To add companies and contacts to Eloqua Marketing Cloud, perform the following tasks:

Topics:

- [Task 1, Search for Data in DaaS](#)
- [Task 2, Export Data from DaaS](#)
- [Task 3, Import Data into Eloqua](#)
- [Task 4, Verify the Import of Data into Eloqua](#)
- [Prerequisite: Create Fields and Views in Eloqua](#)



 **Note:**

An Eloqua administrator must create certain fields and views before users can add or enrich data from DaaS. This is a one-time task. See [Prerequisite: Create Fields and Views in Eloqua](#).

Task 1 Search for Data in DaaS

The first step to finding companies or contacts is to search DaaS. Click  **Search** to run a search.

See [Using Filters to Expand or Narrow Searches](#) or [Use Advanced Filters for Searching](#).

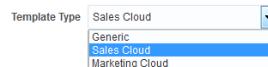
Task 2 Export Data from DaaS

When you export data from DaaS into Eloqua, you must select a mapping between the attributes in the search export file that you create and those in Eloqua. You can use a provided mapping or you can create a new mapping. Then, you export the company data into a file for later import.

1. From your search results, click **Select Companies to Export** or **Select Contacts to Export**.
 - Choose **Export All** for everything listed in the **Results** section.
 - Choose **Export Selected** for selected items in the **Results** section.
2. In the Export dialog, complete the fields using the descriptions in the following table:

Field	Description
Name	Enter a unique name for your export mapping. Consider a name that matches the name of the company or contact you are targeting; for example, <i>company_company_export</i> or <i>company_contact_export</i> . If you don't specify a name, then <i>DAAS_COMPANY_EXPORT_year_month_day_time</i> is applied to a company mapping and <i>DAAS_CONTACT_EXPORT_year_month_day_time</i> is applied to a contact mapping.
Description	Enter an optional description for the export mapping.

Field	Description
Mapping	Select a Marketing Cloud mapping from the list. For most match export jobs, you can use the default MarketingCloudCompanyMatch for companies, MarketingCloudContactMatch for contacts or MarketingCloudContact&CompanyMatch for both. Default mappings set by the administrator cannot be edited or deleted. See Edit Marketing Cloud Mappings . If you need to add fields, you can create a new mapping by clicking Create Mapping then selecting Marketing Cloud from the Template Type list.



Note: New mappings are created using the existing Marketing Cloud template map definition. You may want to create a new mapping if you only need a subset of the provided attributes, or if you created a custom attribute in Eloqua that you need to map to a DaaS attribute.

The Create Mapping page is displayed with the attributes discovered in your search of DaaS. Now, you must map those attributes to the attributes in Eloqua. When you select the **Marketing Cloud** template, DaaS automatically maps the discovered attributes to those in Eloqua.

3. Use the following elements to complete the mapping:

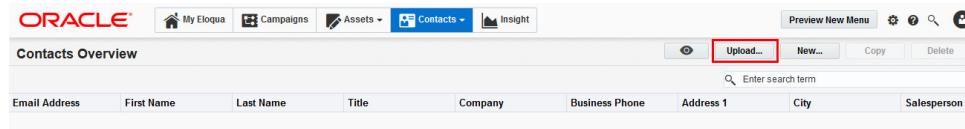
Element	Description
Name	Enter a unique name for your export mapping.
	Click this icon to remove any attributes you don't want.
Add Attribute	Add an attribute mapping that you accidentally removed but that you still want added. For each dropdown list that is displayed, select the attribute or object. See Edit Marketing Cloud Mappings for information about Marketing Cloud attributes. Use Add Attribute for any attributes you extended in Eloqua.

4. Click **Save & Select**. The Select Mapping dialog is displayed.
5. From the **Mapping** list, select the mapping that you just created, and click **Download** to save the file to your local drive.
6. When prompted, save the file to a location on your machine in CSV format.
7. View the contents of the file to see the number of records.

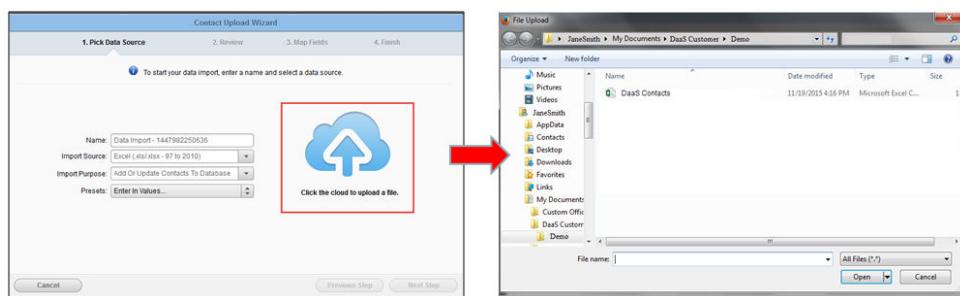
Task 3 Import Data into Eloqua

Next, import the CSV file into Eloqua:

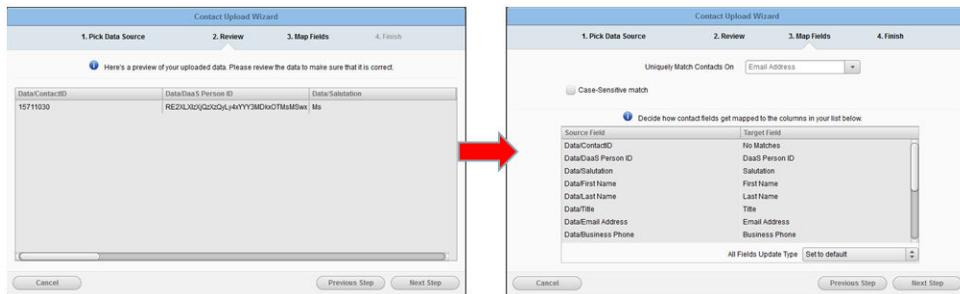
- In Eloqua, from the **Contacts** tab, navigate to **Contacts**, and click **Upload**.



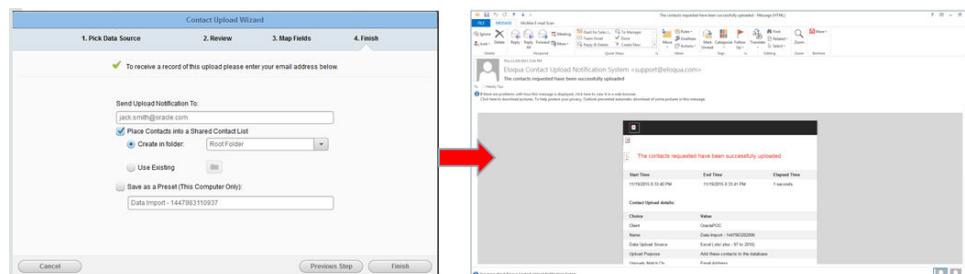
- Upload the contact file you downloaded from DaaS.



- Review the mapping.



- Enter your email address, select to receive confirmation email for upload, and click **Finish**.



Note:

There are two ways to store data in Eloqua:

1. Store both contact and company attributes on the contact record in Eloqua.
2. Store contact attributes on the contact record, and store company attributes on the account record, using the DUNS Number to connect them.

If you already uploaded both the contact and company data into the contact records, then there is no need to proceed with finding the company.

To additionally find the *company* associated with this new contact, follow these steps:

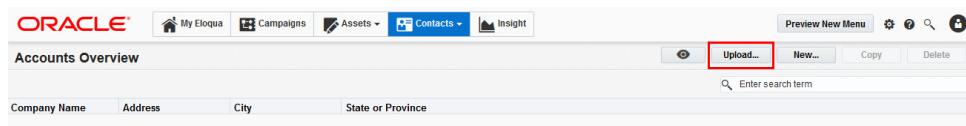
1. Prepare the file to find companies in DaaS.

Eloqua Company ID	Duns Number	Company Name	City
1	2	144709193	

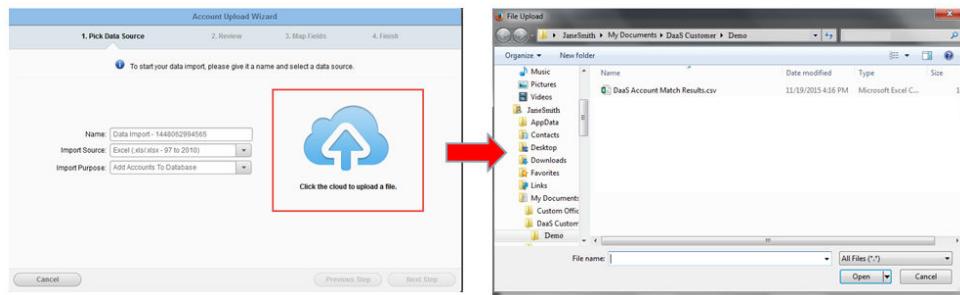
2. Upload the file with the DUNS number for matching.
3. Perform company match based on the DUNS number.
4. Export the results, and save the file to your machine in CSV format. Downloaded company record:

Data/Eloqua Company ID	Data/Duns Number	Data/Company Name	Data/City	Data/Street Address 1	Data/Street Address 2	Data/City	Data/State	Data/Full Postal Code	Data/Phone Number	Data/Country
1	2	Oracle Corporation	Redwood City	500 Oracle Pkwy		Redwood City	CA	940651675	6505067000	USA

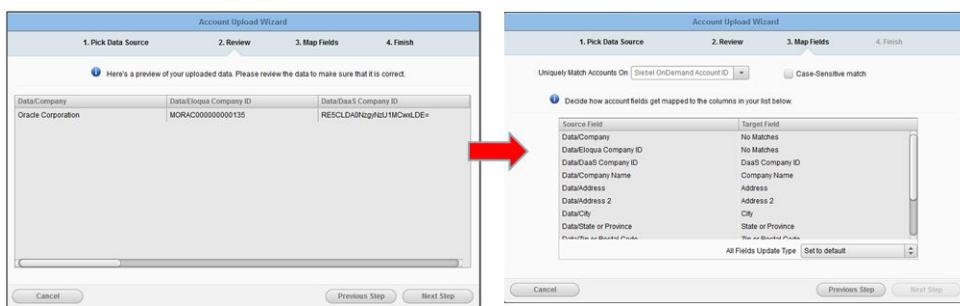
5. In Eloqua, from the **Contacts** tab, navigate to **Accounts**, and click **Upload**.



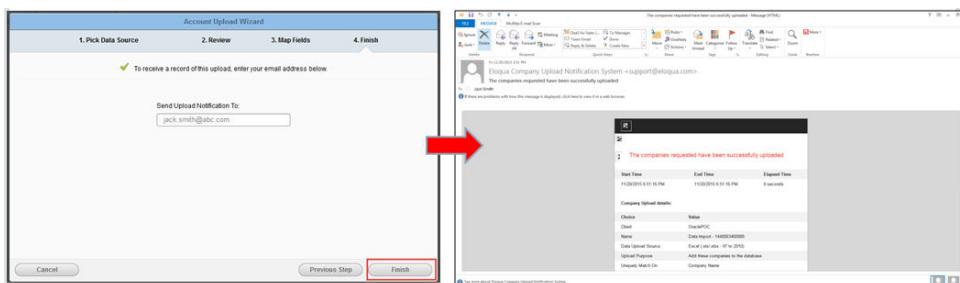
6. Upload the accounts.



7. Review the mapping.



8. Enter your email address, select to receive confirmation email of upload, and click **Finish**.



Task 4 Verify the Import of Data into Eloqua

To verify that the company or contact data from DaaS was imported successfully, view the uploaded record in Eloqua; for example:

Accounts Overview										
Displaying 1 of 1 matching account(s)										
Search: Oracle Corporation										
Eloqua Company ID	DaaS Company ID	Company Name	Address	Address 2	City	State or Province	Zip or Postal Code	Country	Business Phone	Fax
MORAC0000000000135	RE5CLDA0NbzgfdUIMCw	Oracle Corporation	100 Marine Pkwy		Redwood City	California	940651046	USA	6505314600	

Prerequisite: Create Fields and Views in Eloqua

An Eloqua administrator must create certain fields and views before users can add or enrich data from DaaS. This is a one-time task.

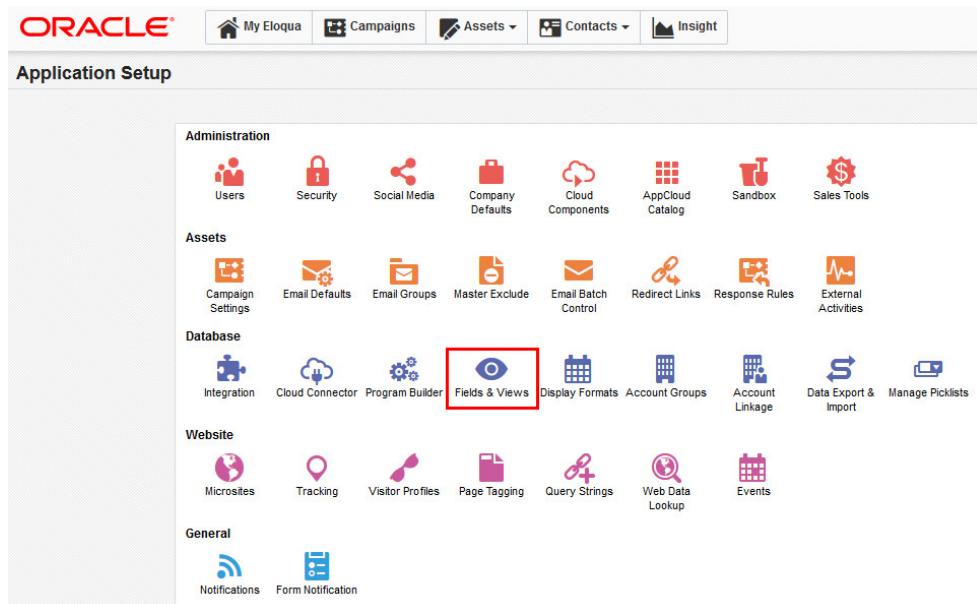
First, add the following DaaS fields to Eloqua:

Object	Display Name	Data Type	Field Type	Description
Contact	DaaS Person ID	Text	Textbox	The unique ID of the contact in DaaS, used to look up the same contact in DaaS in the future for updated contact data.
Company	DaaS Company ID	Text	Textbox	The unique ID of the company in DaaS, used to look up the same company in DaaS in the future for updated contact data.
Contact	DUNS Number	Text	Textbox	The unique D&B ID of the company on the contact record.
Company	DUNS Number	Text	Textbox	The unique D&B ID of the company on the company record.

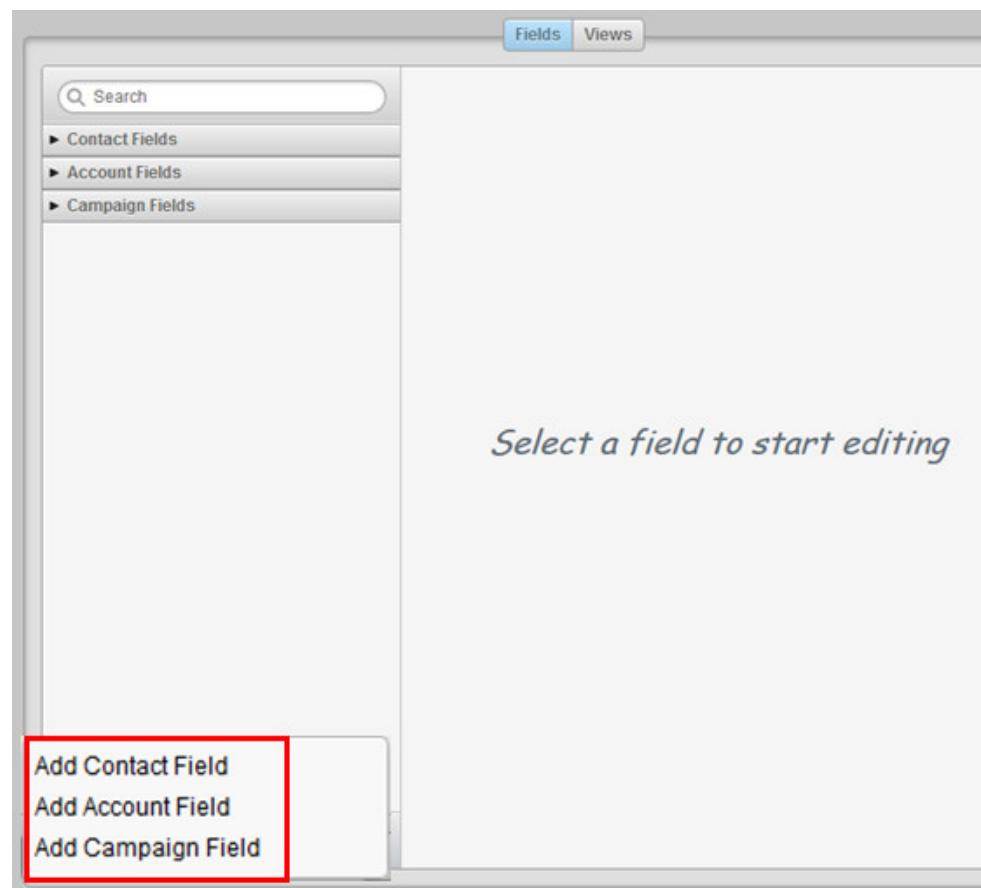
 **Note:**

If you store contact attributes on the contact record, and store company attributes on the account record, then you must create the DUNS Number field twice: once for contacts and once for companies. This connects the two records together.

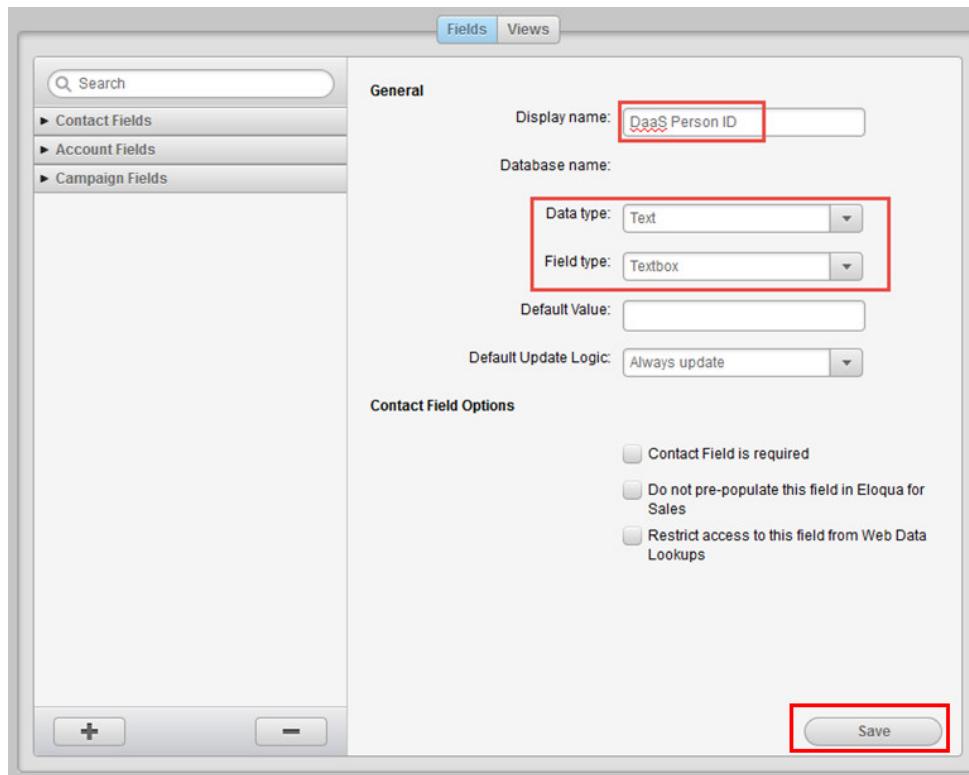
1. Log on to Eloqua, and from the wrench icon, select **Setup**.
2. Select the **Fields and Views** tab.



3. On the **Fields** tab, click the + button to add a field, and select the type of field (Contact or Account) for that field as shown at the beginning of this task.



4. Enter the **Display name**, **Data type** and **Field type** for that field as shown at the beginning of this task, and click **Save**.

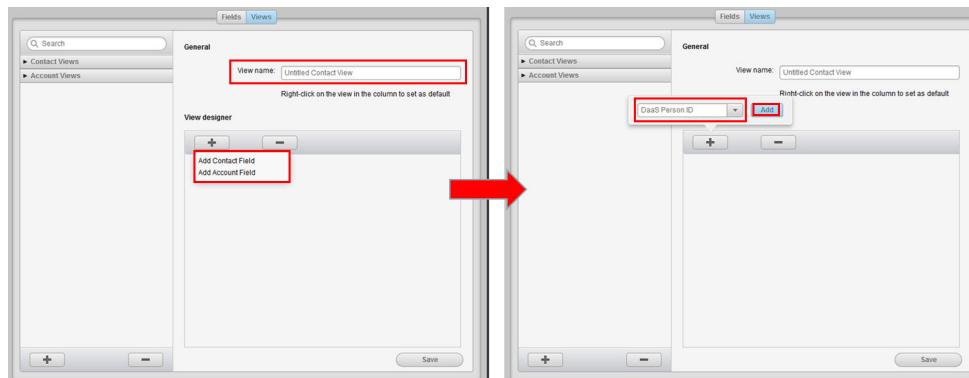


5. Repeat until you have entered all four fields shown at the beginning of this task.

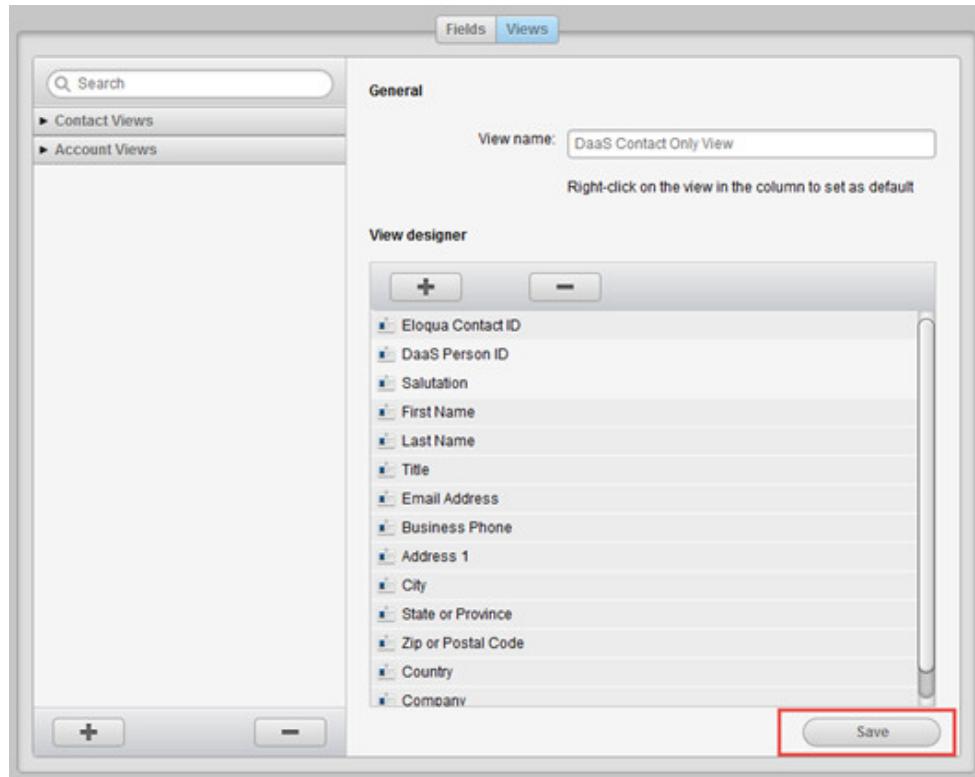
Next, on the **Views** tab, add the DaaS for Sales views to Eloqua.

1. Click the + button and select to add either a contact view or an account view.
2. Add fields to the view by entering the view name and selecting the type of field (contact field or account field) you want to add to the view.

Then enter the type of field you want to add (like DaaS Person ID), and click **Add**.



3. Click **Save**, so that you can use the view when adding companies and contacts from DaaS.



The following views should exist in Eloqua for users to add or enrich data from DaaS.

DaaS Company View

Field Name	Description
DaaS Company ID	Custom field to capture unique ID of contact from DaaS
Eloqua Company ID	Eloqua unique company ID
Company Name	Eloqua standard field
Address	Eloqua standard field
Address 2	Eloqua standard field
City	Eloqua standard field
State or Province	Eloqua standard field
Zip or Postal Code	Eloqua standard field
Country	Eloqua standard field
Business Phone	Eloqua standard field
Fax	Eloqua standard field
DUNS Number	The unique D&B ID of the company on the company record.

DaaS Contact View

Field Name	Description
DaaS Person ID	Custom field to capture unique ID of contact from DaaS
Eloqua Contact ID	Eloqua unique contact ID

Field Name	Description
Salutation	Eloqua standard field
First Name	Eloqua standard field
Last Name	Eloqua standard field
Title	Eloqua standard field
Email Address	Eloqua standard field
Business Phone	Eloqua standard field
Address 1	Eloqua standard field
City	Eloqua standard field
State or Province	Eloqua standard field
Zip or Postal Code	Eloqua standard field
Country	Eloqua standard field
Company	Eloqua standard field
DUNS Number	The unique D&B ID of the company on the contact record.

 **Note:**

If you are storing contact attributes on the contact record and company attributes on the account record in Eloqua, then make sure that you also have the DUNS Number field in both contact and company views to connect the two records together.

Add New Companies and Contacts to Other Oracle Cloud Applications

To add new companies or contact to other Oracle Cloud applications (such as Business Intelligence Cloud Service), perform the following tasks:

- [Task 1, Search for Data in DaaS](#)
- [Task 2, Export Data from DaaS](#)
- [Task 3, Import DaaS Data into Your Application](#)

Task 1 Search for Data in DaaS

The first step to finding data is to search DaaS. Click  **Search** to run a search.

Task 2 Export Data from DaaS

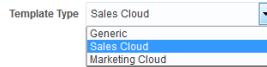
When you export company data from DaaS into an application for the first time, you create a mapping between the attributes in the export file that you create and those in the application.

To create mappings and then export those mappings to a file for later import:

1. From your search results, click **Select Companies to Export**.
 - Choose **Export All** for everything listed in the **Results** section.

- Choose **Export Selected** for selected items in the **Results** section.
- 2.** In the Export dialog, complete the fields using the descriptions in the following table.

Field	Description
Name	Consider a name that matches the name of the company or contacts that you are targeting, <i>company_company_export</i> and <i>company_contact_export</i> . If you don't specify a name, then DAAS_COMPANY_EXPORT_year_month_day_time is applied to a company mapping and DAAS_CONTACT_EXPORT_year_month_day_time is applied to a contact mapping.
Description	Enter an optional description for the export mapping file.
Mapping	Select a mapping from the list. You can select CompanyExport for most company export jobs or ContactExport for most contact export jobs. Skip to Step 6 to continue with the procedure.



Click a mapping to edit it, or if you prefer to create a new mapping, then click **Create Mapping**. From the **Template Type** list, select **Generic**. You then can choose a file to import for the mapping.

The Create Mapping page is displayed with the attributes discovered in your search with DaaS. When you select **Generic** template type, the Create Mapping page only lists the discovered attributes in DaaS. You must later map the attributes.

- 3.** Use the following elements to complete the mapping:

Element	Description
Name	Enter a unique name for your export mapping file.
×	Click this icon to remove any attributes whose values you don't want.
Add Attribute	Add any attributes that you use in your application. Or, add an attribute mapping that you accidentally removed but that you still want added. For each drop-down list that is displayed, select the attribute or object.

- 4.** Click **Save & Select**. The Select Mapping dialog is displayed.
- 5.** From the **Mapping** list, select the mapping you just created, and click **Download** to save the file to your local drive.

6. When prompted, save the file to a location on your desktop.
7. View the contents of the file to see the number of records.

Task 3 Import DaaS Data into Your Application

Using your application utilities, import the file into the application. See your application-specific documentation for details.

Match Data

You can match company and contact data against the DaaS directory of millions of company and contact records. After matches have been identified, data from these matched records can be imported into your application, resulting in substantially enriched information.

Topics:

- [About Matching Records](#)
- [Enrich Data in Engagement Cloud](#)
- [Enrich Data in Eloqua Marketing Cloud](#)
- [Enrich Data in Other Oracle Cloud Applications](#)

About Matching Records

For records that match, DaaS applies an internal match score. If the score meets the threshold specified in the **Match Confidence** field (or the related **Match Score** mapping attribute), then DaaS enriches the records with the matched records. In other words, the match confidence value specifies the accuracy threshold of the matching process. The default value is 70. You can select a value between 1 and 100, where 100 represents a match confidence of 100%. However, if you increase the value higher than 70, the number of matched records may be fewer, or there may be no matches found. If you decrease the value, then more matches will be found, but the accuracy of the match may be lower.

After the match process completes, you export the matched data in a file from DaaS into your Oracle Cloud application.

 **Note:**

- Do not open a text file with a different document editor (such as Microsoft Excel), since it may change the formatting or values and render the file incorrectly. To open a text file in a different document editor, first right-click the file and save it as .csv or .xls. (Administrators can change the default export file format from plain text to Excel on the **Administration** page.)
- If you match export more records than remain in your available quota, only the available records are exported. When your quota is reached, the export process stops. For example, if you have 100 company records left, and you export 200 company records, then the export process shows as completed with the a message in the job details that the quota limit has been reached for company records.
- The service switches from real-time match to batch match for jobs with more than five records. When batch matching contacts, the DUNS number is hashed out in the UI and in the enriched output file.

Topics:

- [Matching Contact Records](#)
- [Matching Company Records](#)
- [Examples of Company Attribute Combinations](#)

Matching Contact Records

For contact records, DaaS tries to match its records against the following **contact** attributes:

- First Name (mandatory)
- Last Name (mandatory)
- Business Name (mandatory)
- External ID (mandatory)
- Middle Name
- Company Phone
- Direct Dial Phone
- Email Address
- Title

When matching contacts from Oracle Engagement Cloud, the contact must belong to an account in Engagement Cloud; therefore, the following attributes must be present for a contact match: **External ID** and **Parent Daas ID**. The **External ID** and **Parent Daas ID** attributes, which are equivalent to the **ObjectKey** and **ObjOrigSystemReference** attributes in Engagement Cloud, are not used for matching, but they must be present in the input.

- External ID = Party ID (attribute in OSC) of PersonProfile (object in Engagement Cloud)

- Parent DaaS ID = ObjOrigSystemReference (attribute in Engagement Cloud) of ContactRelationship (object in Engagement Cloud)

When matching contacts from Oracle Eloqua, External ID along with other attributes must be present. For details about required attributes in Marketing Cloud mappings, see [Creating Mappings for Eloqua Marketing Cloud](#).

When matching contacts from other Oracle Cloud applications (such as Business Intelligence Cloud Service, where you want to match contacts not assigned to a company), DaaS can match a contact with just one of the following attributes:

- Email Address
- Social identifier (that is, Facebook Profile URL, LinkedIn Profile URL, Twitter Profile URL, Instagram Profile URL, Pinterest Profile URL, or Google Profile URL)
- First Name + Last Name + Direct Dial Phone
- DUNS#

Matching Company Records

The D&B attributes **Match Score**, **Match Data Profile**, and **Match Grade Strength** are included in default mappings for company match exports.

- **Match Score** returns the match confidence setting. Because Dun & Bradstreet scores in the range of 1–10 (instead of 1–100), this attribute transmits the D&B raw match score in the range of 1–10 in match results. For example, if you set the **Match Confidence** field to 50 on the Match page, then the **Match Score** attribute returns a value of 5.
- **Match Data Profile** and **Match Grade Strength** match to additional data in the D&B Match Reference files. With **Match Data Profile**, for each of the fourteen components, a two-digit numeric code identifying the type of the information used in the comparison is returned. **Match Grade Strength** provides 11 digits for US companies and 7 digits for non-US companies. To understand the values of these response digits, see <https://docs.dnb.com/direct/2.0/en-US/company/5.0/match/rest-API>.

For company records, DaaS tries to match its records against various combinations of attributes. For example, when submitting a match request by DUNS number, the service requires a valid DUNS Number attribute and an External ID (Company ID) attribute. When submitting a match request by telephone number, the service requires the Telephone Number attribute along with the Country Code and External ID attributes.

The following attribute combinations are supported (and new mappings must include one of the following combinations):

- DaaS ID + External ID
- DUNS Number + External ID
- Telephone Number + Country Code + External ID
- Business Name + Country Code + External ID
- Address (Street, Town, State/Territory) + Country Code + External ID (for US and Canada)
- Address (Street, Town) + Country Code + External ID (for all countries except US and Canada)

- Registration Number + Country Code + External ID (for all countries except US and Canada)
- Domain + either URL or Email + External ID

See [Examples of Company Attribute Match Combinations](#).

When matching companies from Oracle Engagement Cloud, the company must belong to an account in Engagement Cloud; therefore, the mapping file must include the required Engagement Cloud attribute **Party ID**. In other words, if you create a new mapping, it must have the column Data Attribute of **External ID** mapped to the column Target Attribute of **Party ID**. This company identifier (**External ID**, equivalent to **Party ID** in Engagement Cloud), is not used for matching, but it must be present in the input. For details about required attributes in Engagement Cloud mappings, see [Creating Mappings for Engagement Cloud](#).

 **Note:**

- If you get error message DCS-1059, make sure your mapping file has column Data Attribute = External ID mapped to column Target Attribute = Party ID, or, make sure that your input file contains a column header called External ID (or any name) with values that uniquely identifies the account record in Engagement Cloud.
- When matching a company record from DaaS, the DUNS number *is not* included or shown in the matched output file. When matching a company record from Engagement Cloud, the DUNS number *is* delivered as part of the matched record and is rendered in the Engagement Cloud interface.

When matching companies from Oracle Eloqua, the attributes External ID, Business Name and City must be present. For details about required attributes in Marketing Cloud mappings, see [Creating Mappings for Eloqua Marketing Cloud](#).

When matching companies from other Oracle Cloud applications, each record in the input file should have a unique identifier value, such as **Company ID**. When creating a Generic Match Export mapping, this **Company ID** should be mapped to the DaaS attribute **External ID**.

Examples of Company Attribute Match Combinations

This section shows examples of company attribute combinations, based on a sample map with the following attributes:

Source Attribute	DaaS Attribute
ExternalId	External ID
DaasId	Company ID
DunsNumber	DUNS Number
BusinessName	Business Name
Country	Country
PhoneNumber	Phone Number
Url	URL

Source Attribute	DaaS Attribute
Address1	Street Address 1
Address2	Street Address 2
City	City
State	State
NatIdNum	National Identification Number

- **DaaS ID + External ID**

Sample input file:

```
DaasId,ExternalId
RE5CLDAwMTAwNzk40CwxLDE=,1
RE5CLDE0NDcwOTE5MywxLDE=,2
RE5CLDUwMTMzNzg5MywxLDE=,3
```

Sample output file:

```
Data/ExternalId,Data/DaasId,Data/DunsNumber,Data/BusinessName,Data/Country,Data/
PhoneNumber,Data/Url,Data/Address1,Data/Address2,Data/City,Data/State,Data/
NatIdNum
1,RE5CLDAwMTAwNzk40CwxLDE=,001007988,"Friend Box Company, Inc.",USA,
9787740240,www.friendbox.com,90 High St.,Danvers,MA,
2,RE5CLDE0NDcwOTE5MywxLDE=,144709193,Oracle Corporation,USA,
6505067000,www.oracle.com,500 Oracle Pkwy,,Redwood City,CA,
3,RE5CLDUwMTMzNzg5MywxLDE=,501337893,ALDI STORES LIMITED,ENGLAND,
1827711800,www.aldi.co.uk,32 Station Street,,ATHERSTONE,,02321869
```

- **DUNS Number + External ID**

Sample input file:

```
DunsNumber,ExternalId
001007988,1
144709193,2
501337893,3
```

Sample output file:

```
Data/ExternalId,Data/DaasId,Data/DunsNumber,Data/BusinessName,Data/Country,Data/
PhoneNumber,Data/Url,Data/Address1,Data/Address2,Data/City,Data/State,Data/
NatIdNum
1,RE5CLDAwMTAwNzk40CwxLDE=,001007988,"Friend Box Company, Inc.",USA,
9787740240,www.friendbox.com,90 High St.,Danvers,MA,
2,RE5CLDE0NDcwOTE5MywxLDE=,144709193,Oracle Corporation,USA,
6505067000,www.oracle.com,500 Oracle Pkwy,,Redwood City,CA,
3,RE5CLDUwMTMzNzg5MywxLDE=,501337893,ALDI STORES LIMITED,ENGLAND,
1827711800,www.aldi.co.uk,32 Station Street,,ATHERSTONE,,02321869
```

- **Telephone Number + Country Code + External ID**

Sample input file:

```
PhoneNumber,Country,ExternalId
6505067000,US,1
1316263263,Scotland,2
1827711800,England,3
```

Sample output file:

Data/ExternalId,Data/DaaSId,Data/DunsNumber,Data/BusinessName,Data/Country,Data/PhoneNumber,Data/Url,Data/Address1,Data/Address2,Data/City,Data/State,Data/NatIdNum
1,RE5CLDE0NDcwOTE5MywxLDE=,144709193,Oracle Corporation,USA,
6505067000,www.oracle.com,500 Oracle Pkwy,,Redwood City,CA,
3,RE5CLDIxMTEwMjI0MCwxLDE=,211102240,ALDI STORES GENERAL PARTNER LIMITED,ENGLAND,
1827711800,,Holly Lane,,ATHERSTONE,,06517417
2,RE5CLDIyOTEyMzE0NiwxLDE=,229123146,THE ROYAL BANK OF SCOTLAND PUBLIC LIMITED
COMPANY,SCOTLAND,1316263263,,175 Glasgow Road,,EDINBURGH,,SC090312

- **Business Name + Country Code + External ID**

Sample input file:

BusinessName,Country,ExternalId
Oracle Corporation,USA,1
"Friend Box Company, Inc.",US,2
THE ROYAL BANK OF SCOTLAND GROUP PLC,GB,3
Geosite Surveys Nigeria Ltd,NIGERIA,4

Sample output file:

Data/ExternalId,Data/DaaSId,Data/DunsNumber,Data/BusinessName,Data/Country,Data/PhoneNumber,Data/Url,Data/Address1,Data/Address2,Data/City,Data/State,Data/NatIdNum
1,RE5CLDE0NDcwOTE5MywxLDE=,144709193,Oracle Corporation,USA,
6505067000,www.oracle.com,500 Oracle Pkwy,,Redwood City,CA,
2,RE5CLDAwMTAwNzk40CwxLDE=,001007988,"Friend Box Company, Inc.",USA,
9787740240,www.friendbox.com,90 High St,,Danvers,MA
4,RE5CLDM2NDcwNzg50CwxLDE=,364707898,Geosite Surveys Nigeria Ltd,NIGERIA,
53253281,,Enerhen Road,,Delta State,,RC:6712
3,RE5CLDIxNDUxMzA4NywxLDE=,214513087,THE ROYAL BANK OF SCOTLAND GROUP PUBLIC
LIMITED COMPANY,SCOTLAND,1316263015,www.rbs.com,Group Taxation Business House F
Gogarburn P O Box 1000,,EDINBURGH,,SC045551

(Note: Either country or country code can be passed. GB is iso code for Scotland)

- **Address (Street, Town, State/Territory) + Country Code + External ID (for US and Canada)**

Sample input file:

Address1,City,State,Country,ExternalId
"3200 Vine St",Cincinnati,Ohio,USA,1
500 Oracle Pkwy, Redwood City,California,USA,2
90 High St,Danvers,Massachusetts,USA,3

Sample output file:

Data/ExternalId,Data/DaaSId,Data/DunsNumber,Data/BusinessName,Data/Country,Data/PhoneNumber,Data/Url,Data/Address1,Data/Address2,Data/City,Data/State,Data/NatIdNum
2,RE5CLDE0NDcwOTE5MywxLDE=,144709193,Oracle Corporation,USA,
6505067000,www.oracle.com,500 Oracle Pkwy,,Redwood City,CA,
3,RE5CLDAwMTAwNzk40CwxLDE=,001007988,"Friend
1,RE5CLDA4MDE1MjU4NSwxLDE=,080152585,Cincinnati Educational and Research For
Veterans Foundation,USA,5138613100,www.cervf.org,3200 Vine St,,Cincinnati,OH,

- **Address (Street, Town) + Country Code + External ID (for all countries EXCEPT US and Canada)**

Sample input file:

Address1,City,Country,ExternalId
32 Station Street,ATHERSTONE,England,1
"Room 301A, Finance Center Mansion, No.1000, Qihang Road, Pudong",Shanghai,CN,2
22 30 PARIS 8,Paris,France,3

Sample output file:

```
Data/ExternalId,Data/DaaSId,Data/DunsNumber,Data/BusinessName,Data/Country,Data/  
PhoneNumber,Data/Url,Data/Address1,Data/Address2,Data/City,Data/State,Data/  
NatIdNum  
2,RE5CLDUyNzg1MjkyNywxLDE=,527852927,"Kch International Logistics (Shanghai)  
Co., Ltd.",CHINA,2168356135,,"Room 301A, Finance Center Mansion, No.1000, Qihang  
Road, Pudong",,Shanghai,,310000400437622  
1,RE5CLDUwMTMzNzg5MywxLDE=,501337893,ALDI STORES LIMITED,ENGLAND,  
1827711800,www.aldi.co.uk,32 Station Street,,ATHERSTONE,,02321869  
3,RE5CLDI2MzQ2NDgzNCwxLDE=,263464834,CATUSSE AXEL,FRANCE,689614502,,22 B RUE DE  
PARADIS,,PARIS,,5347122600015
```

- **Registration Number + Country Code + External ID (for all countries EXCEPT US and Canada)**

Sample input file:

```
NatIdNum,Country,ExternalId  
CH40030222982,Switzerland,1  
02321869,England,2  
310000400437622,CHINA,3
```

Sample output file:

```
Data/ExternalId,Data/DaaSId,Data/DunsNumber,Data/BusinessName,Data/Country,Data/  
PhoneNumber,Data/Url,Data/Address1,Data/Address2,Data/City,Data/State,Data/  
NatIdNum  
3,RE5CLDUyNzg1MjkyNywxLDE=,527852927,"Kch International Logistics (Shanghai)  
Co., Ltd.",CHINA,2168356135,,"Room 301A, Finance Center Mansion, No.1000, Qihang  
Road, Pudong",,Shanghai,,310000400437622  
2,RE5CLDUwMTMzNzg5MywxLDE=,501337893,ALDI STORES LIMITED,ENGLAND,  
1827711800,www.aldi.co.uk,32 Station Street,,ATHERSTONE,,02321869  
1,RE5CLDQ4MTQ2MjE5NSwxLDE=,481462195,HANGARTNER TERMINAL AG in  
Liquidation,SWITZERLAN,628346161,,Rautistrasse 75,,ZÜRICH,ZH,CH40030222982
```

- **Domain + either URL or Email + External ID**

Sample input file:

```
Url,Country,ExternalId  
www.walmart.com,US,1  
www.oracle.com,US,2  
www.aldi.co.uk,England,3
```

Sample output file:

```
Data/ExternalId,Data/DaaSId,Data/DunsNumber,Data/BusinessName,Data/Country,Data/  
PhoneNumber,Data/Url,Data/Address1,Data/Address2,Data/City,Data/State,Data/  
NatIdNum  
1,RE5CLDA1MTk1Nzc2OSwxLDE=,051957769,"Wal-Mart Stores, Inc.",USA,  
4792734000,www.walmart.com,702 SW 8th St,,Bentonville,AR,  
2,RE5CLDE0NDcwOTE5MywxLDE=,144709193,Oracle Corporation,USA,  
6505067000,www.oracle.com,500 Oracle Pkwy,,Redwood City,CA,  
3,RE5CLDUwMTMzNzg5MywxLDE=,501337893,ALDI STORES LIMITED,ENGLAND,  
1827711800,www.aldi.co.uk,32 Station Street,,ATHERSTONE,,02321869
```

Enrich Data in Engagement Cloud

This section describes matching *only* company data or matching both company and contact data together in Oracle Engagement Cloud.

To match only company data in Engagement Cloud:

1. From Engagement Cloud, export the records that require matching into a text file. Use the provided match export map that specifies which attributes you are exporting, and specify the filter criteria that the application uses to select the records for export.
See [Export Data for Matching](#).
2. Perform matching. Compare the file from Engagement Cloud with the records in DaaS to see if there is a record match. When a record matches, DaaS replaces the record in the file.
See [Find Matching Records in DaaS](#).
3. Import the file into Engagement Cloud by creating an import activity.
See [Import Match Export Data into Engagement Cloud](#).
4. Verify the company information that you imported is now in Engagement Cloud.
See [Verify the Import of Data into Engagement Cloud](#).

To match *contacts*, you must perform all the tasks for companies first, and then contacts. The following table describes the flow of tasks to match first company data, followed by contact data. There are two flows for performing matching for both companies and contacts.

Option 1: Match Companies First, then Contacts	Option 2: Match Companies and Contacts Together
The following flow describes the flow of the tasks to match first company data, followed by contact data: 1. Export the company records. See Export Data for Matching .	Alternatively, the following flow describes the flow of tasks to match company data and contact data together: 1. Export the records for companies. 2. Export the records for contacts. See Export Data for Matching .
2. Perform matching for companies. See Find Matching Records in DaaS .	3. Perform matching for companies. 4. Perform matching for contacts. See Find Matching Records in DaaS .
3. Import the file into Engagement Cloud by creating an import activity. See Import Match Export Data into Engagement Cloud .	5. Import the company file into Engagement Cloud by creating an import activity. 6. Import the contact file into Engagement Cloud by creating an import activity. See Import Match Export Data into Engagement Cloud .
4. Verify that the company information you imported is now in Engagement Cloud. See Verify the Import of Data into Engagement Cloud .	7. Verify that the company information you imported is now in Engagement Cloud. 8. Verify that the contact information you imported is now in Engagement Cloud. See Verify the Import of Data into Engagement Cloud .

Option 1: Match Companies First, then Contacts	Option 2: Match Companies and Contacts Together
5. Export the records for contacts. See Export Data for Matching .	
6. Perform matching for contacts. See Find Matching Records in DaaS .	
7. Import the file into Engagement Cloud by creating an import activity. See Find Matching Records in DaaS .	
8. Verify that the contact information you imported is now in Engagement Cloud. See Verify the Import of Data into Engagement Cloud .	

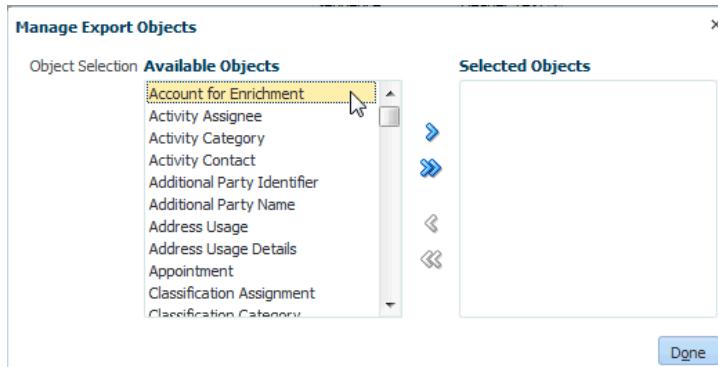
Export Data for Matching

Export the records that you want to match in DaaS to a text file.

When setting up the export job, you must select the attributes that you want to export and the filter criteria that determine what records are exported. When you export for the first time, the choices you make are saved automatically as a map. You can reuse the same map on subsequent export jobs.

To export company and contact data:

1. Sign in to Engagement Cloud as a Sales Administrator user or another user with the permission to import customer data. The Welcome page appears.
2. From the Administration list, select **Setup and Maintenance**.
3. In the Overview page, click the **All Tasks** tab.
4. Enter **Schedule Export Processes** for the task name, and click **Search**.
5. In the **Search Results** table, click  **Go to Task**. The Overview page is displayed.
6. Click  **Create** to create a new export job. The Create Export Process Definition: Enter Basic Information page appears.
7. In the **Name** field, provide a name for the export job, and then click **Next**. The Create Export Process Definition: Configure Export Objects page appears.
8. In the **Export Objects** section, click  **Create** to create export objects. The Manage Export Objects dialog appears.
9. Under **Available Objects**, double-click **Account for Enrichment** to move it to **Selected Objects**, and click **Done**. Account for Enrichment contains all the necessary attributes.

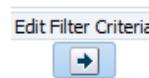


10. In the **Details** section, expand the **DaasOrgEnrichExpVO** item to view all the attributes that you can export.

Attribute Name	Output File Name	Sequence	Header Text	Enabled
DaasOrgEnrichExpVO	DaasOrgEnrichExpVO			
PartyId		1	PartyId	<input checked="" type="checkbox"/>
PartyNumber		2	PartyNumber	<input checked="" type="checkbox"/>
Url		3	Url	<input checked="" type="checkbox"/>
PartyName		4	PartyName	<input checked="" type="checkbox"/>
SicCode		5	SicCode	<input checked="" type="checkbox"/>
IdenAddrPartySiteId		6	IdenAddrPartySiteId	<input checked="" type="checkbox"/>
IdenAddrLocationId		7	IdenAddrLocationId	<input checked="" type="checkbox"/>
Country		8	Country	<input checked="" type="checkbox"/>
Address1		9	Address1	<input checked="" type="checkbox"/>
Address2		10	Address2	<input checked="" type="checkbox"/>
Address3		11	Address3	<input checked="" type="checkbox"/>
Address4		12	Address4	<input checked="" type="checkbox"/>
City		13	City	<input checked="" type="checkbox"/>

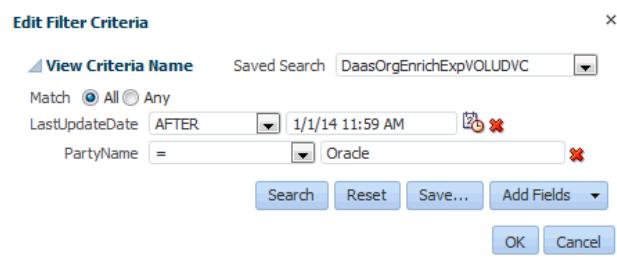
By default, all attributes are selected. You are exporting all attributes that will match your filter criteria, so you can leave all of the attributes selected.

11. Specify the filter criteria that the application will use to determine which records to export:
12. a. At the top of the list of attributes in the **Details** section, scroll to the right and click the **Edit Filter Criteria** button.



The Edit Filter Criteria dialog is displayed.

- b. From the **Add Fields** list, specify filters to narrow the scope of records to export.
For example, select **PartyName** to represent the company name and **LastUpdateDate** for the most recent update.



To export all companies that are businesses in California, you could enter the following criteria:

Attribute	Operator	Value
Country	=	US
State	STARTSWITH	CA

To export all records, regardless of the date they were last updated, remove the **LastUpdateDate** filter.

- c. Optionally, save the filter criteria for reuse in the future by clicking **Save** and entering a name. (The next time that you export, you can reuse the same filters by entering the name in the **View Filter Criteria** field on the Create Export Process Definition: Configure Export Objects page.)
 - d. Click **OK** in the Edit Filter Criteria dialog.
 - e. In the Create Export Process Definition: Configure Export Objects dialog, click **Next**. The Create Export Process Definition: Create Schedule page appears.
13. If you want to export immediately, click **Next** to skip the scheduling options. The Create Export Process Definition: Review page appears.
14. Click **Activate**.

Enter Basic Information Configure Export Objects Create Schedule **Review**

Create Export Process Definition: Review

Back **Next** | **Save and Close** **Activate** **Cancel**

Basic Information

Name	Oracle Export	Export Process ID	300100045621819
Description		Export Map ID	Oracle Export - Map - 1/23/14 9:38 PM
File Character Set	UTF-8	Description	
Delimiter	Comma	Header Row	✓
Quote Character	"	Included	
End of Line	Line Feed	Compression	No compression
Null Value		Time Stamp Format	2001-07-04T12:08:56.235-0700
		Date Format	1/31/99
		Decimal Separator	Period

Oracle Export: Export Objects

Attribute Name	Output File Name	Sequence	Header Text
Organization for Data Cloud Enrichme			

Oracle Export: Schedule

Schedule Type	Immediate	Active
---------------	-----------	--------

15. Click Refresh to verify that the job is completed.
16. On the Overview page, select your export process to view its status. You can monitor the status of your export from the History section at the bottom of the page. If you do not specify enough filters, the export may take some time.

Actions	View	Detach	Export Batch ID	Status	Start Date Time	End Time	Start Filter Time	End Filter Time	Exported data file
			300100045767123	Succeeded	1/24/14 5:47 AM	1/24/14 5:55 AM			DaasOrgEnrichExpVO.csv

17. When the export job is completed and has a status of Succeeded, download the file from the **Exported data file** field in the **History** section. This file is now ready for matching by DaaS.
18. At the top of the page, select **Done**.

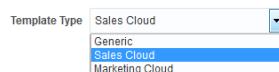
Find Matching Records in DaaS

To search and export company information:

1. In DaaS, click Match Data in the banner to display the Match page.
2. Use the following elements to specify how you want matching done:

Element	Description
Data File	Click Browse to locate the export file that you downloaded from Engagement Cloud in Export Data for Matching .

Element	Description
Filters	<p>Select to filter companies, based on internal Dun and Bradstreet (D&B) definitions.</p> <p>In Business: Select to include companies of all sizes and revenues that are currently operating.</p> <ul style="list-style-type: none"> • Enterprise: Select to match companies with over 100 employees OR revenues over 100 million US\$. • Medium: Select to match companies with between 50 and 100 employees OR revenues between 10 and 100 million US\$. • Small: Select to match companies with less than 50 employees OR revenues less than 10 million US\$. <p>Out of Business: Select to match companies that are not operating or inactive.</p> <p>Defunct: Select to match companies whose original company DUNS number is no longer tracked by D&B. When you search for some defunct companies (for example, a company that was acquired), the service returns the defunct company record along with the new DUNS number. The value in the New DUNS attribute is the DUNS number of the new legal entity after a merger or the DUNS number of the acquired company after an acquisition. D&B also defines a DUNS number as “defunct” in other scenarios, such as when it is a duplicate DUNS number of another record, or when a branch report becomes a separate entity.</p>
Data	Select Company or Contact to narrow the matching you want to perform.
Mapping	<p>Select a mapping from the list. For most match export jobs, you can use the default EngagementCloudCompanyMatch for companies or EngagementCloudContactMatch for contacts.</p> <p>Default mappings set by the administrator cannot be edited or deleted. See Edit Engagement Cloud Mappings for more information.</p> <p>You can create new mapping by clicking Create Mapping then selecting Engagement Cloud from the Template Type list.</p>



Click **Save & Select** to use your edited or new mapping.

Match Confidence	<p>This value specifies the accuracy threshold of the matching process. Select a value between 1 and 100, where 100 represents a match confidence of 100 percent. The default is 70.</p> <p>Note: The Match Score attribute returns the match confidence setting. Because Dun & Bradstreet scores in the range of 1–10 (instead of 1–100), this attribute transmits the D&B raw match score in the range of 1–10 in match results. For example, if you set the Match Confidence field to 50 here, then the Match Score attribute returns a value of 5 in the output file.</p>
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Element	Description
Match Limit	Specify the maximum number of records to return. The default is 1. Note that if you set this to a number greater than 1, then you could get multiple records in the CSV file. To avoid errors importing into Engagement Cloud, you should review the file and save only the 1 file you want before import.
Job Name	Enter a unique name for the match export job. (This field is optional. If you do not enter a job name, then the service will automatically generate one for you.)
Description	Enter a description for the match export job. (This field is optional.)

3. Click **Match**, and you are directed to the Home page to view the job status.
4. When the job completes, click the number on Match Exports to review the matched data file. See [Viewing the Status of Match Export Jobs](#) and [Analyzing the Log File for Failed or Rejected Records](#).

Import Match Export Data into Engagement Cloud

To import the matched company or contact data that you downloaded from DaaS back into Engagement Cloud, create an import activity. Enter basic data about the file to set up the import activity, specifying how the columns in your import file map to the attributes in the application, scheduling the import activity, and activating it.

To import the text file into Engagement Cloud:

1. Sign in to Engagement Cloud as a Sales Administrator user or another user with the permission to import data. The Welcome page appears.
2. From the Administration list, select **Setup and Maintenance**.
3. In the Overview page, click the **All Tasks** tab.
4. Enter **Manage File Import Activities** as the task name, and click **Search**.
5. In the **Search Results** table, click  **Go to Task**. The Manage Import Activities page appears.
6. Click  **Create**. The Enter Import Options page appears. Enter the information as follows:

Element	Description
Name	Enter a name for your import activity. Consider a name that matches the name of the company or types of companies that you are targeting, such as <i>company</i> or <i>company_type</i> .
Object	Select Account for companies. Select Contact for contacts.
Upload From	Select Desktop and browse for the file that you saved in Find Matching Records in DaaS .
Data Type	Select Comma Separated .
Header row included	Ensure that you select this option.

Element	Description
Import Mapping	<p>For companies, select Data Cloud Account Import for Sales Cloud release 8. Select Data Cloud Account Import — Advanced for Sales Cloud release 9.</p> <p>For contacts, select Data Cloud Contact Import for Sales Cloud release 8. Select Data Cloud Contact Import — Advanced for Sales Cloud release 9.</p> <p>If you can't easily find the mapping, then from the Import Mapping list, select Search... and search for data cloud.</p> <p>The import activity requires that you to create a mapping between the data in the import file and the target attributes in Engagement Cloud. The Data Cloud xxx Import mappings contain mappings used for companies and contacts in DaaS to data in Engagement Cloud.</p>

7. Click **Next**.

The Create Import Activity: Map Fields page displays the attributes in your file with some sample data. Both the **Source** and **Target** columns are populated.

Create Import Activity: Map Fields

Select Import Mapping

Import Mapping Data Cloud Account Import    Copy Mapping

Map Fields

Source			Target	
Column Header	Example Value	Ignore	Object	Attribute
PartyId	—	—	OrganizationProfile	ObjectKey
PartyOrigSystem	—	—	OrganizationProfile	PartyOrigSystem
PartyOrigSystemRef	—	—	OrganizationProfile	PartyOrigSystemRef
DataCloudStatus	—	—	OrganizationProfile	DataCloudStatus
OrganizationName	—	—	OrganizationProfile	OrganizationName
PrefFunctionalCurren	—	—	OrganizationProfile	PrefFunctionalCurren
CurrFyPotentialRever	—	—	OrganizationProfile	CurrFyPotentialRever
DomesticUltimateDun	—	—	OrganizationProfile	DomesticUltimateDun
DunsNumberC	—	—	OrganizationProfile	DunsNumberC
GlobalUltimateDunsNu	—	—	OrganizationProfile	GlobalUltimateDunsNu
ParentDunsNumC	—	—	OrganizationProfile	ParentDunsNumC
EmpAtPrimaryAdr	—	—	OrganizationProfile	EmpAtPrimaryAdr
EmpAtPrimaryAdrEstI	—	—	OrganizationProfile	EmpAtPrimaryAdrEstI
EmpAtPrimaryAdrMinI	—	—	OrganizationProfile	EmpAtPrimaryAdrMinI
EmployeesTotal	—	—	OrganizationProfile	EmployeesTotal

- 8.** Click **Next** to keep the mapping as is. The Create Import Activity: Create Schedule page appears.
- 9.** Specify when you want to process your file. The default is to start the import activity immediately.
- 10.** Click **Next**. The Review and Activate page appears.

Manage File Import Objects

Enter Import Options Map Fields Schedule **Review and Activate**

Create Import Activity: Review and Activate

Activate **Back** **Next** | **Save** ▾ **Cancel**

Import Details	Name: Oracle Description:	Object: Account Marketing List
File Details	File Type: Text file File Selection: Specific file File Name: oracle_company_export.csv Import Mapping: Data Cloud Account Import	Data Type: Comma separated Delimiter: Header row included: Yes Seeded: No
Import Options	Import Mode: Update and create records Allowable Error Count: 2000 Notification E-Mail: Duplicate Look Back Days: Customer Data Management: Duplicates	Decimal Separator: Period Date Format: 1/31/99 Time Stamp Format: File Encoding: UTF-8
Schedule	Schedule: Immediate Status: New Start Date: Repeat Frequency:	Repeat Unit: End Date:

11. Click **Activate** to run the import activity at the time you specified. The Manage Import Activities page is displayed with the status. On the far right, you see that the **Status** column for the mapping shows a status of **Scheduled**.
12. Click **Refresh** to see the job update to **Base table upload in progress**.
13. After about 10 minutes, click **Refresh** to see the final status.
14. Click the completed status to view the log in the View Import Status page.
15. In the **Process Log** section, from the **Message Type** list, select **Information** to look for the following messages to indicate success:

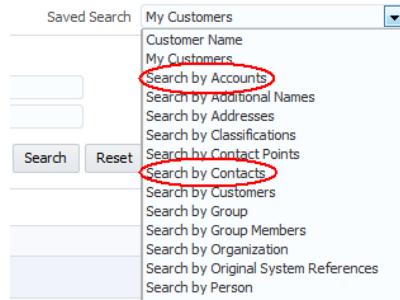
Message	Description
Completed importing all the records and number of records processed : <i>number</i>	This number should match the number of rows in the file that you imported.
Completed importing all the records and Error count : 0	This message indicates that the import activity was successful.

Alternatively, click **Export to Excel** to view the log in a Microsoft Excel file.

Verify the Import of Data into Engagement Cloud

To verify that the company or contact data from DaaS was imported successfully into Engagement Cloud:

1. On the **Manage Customers** link. The Manage Customer page is displayed.
2. On the Manage Customers page, from the **Saved Search** list, select **Search by Accounts** for companies or **Search by Contacts** for contacts.



3. In the **Unique Party Name** field, enter the name of one of the companies (or the last name of one of the contacts) in the file that you imported, and then click **Search**.

Manage Customers

The screenshot shows the 'Advanced Search' page for managing customers. It includes fields for 'Name' (with a red box around it), 'Record Type', 'Customer Type', 'Account Status', 'Account Number', 'Description', 'Account Established Date', and buttons for 'Search', 'Reset', and 'Save...'. A 'Saved Search' dropdown is also visible.

Manage Customers

The screenshot shows the 'Advanced Search' page for managing customers. It includes fields for 'Unique Party Name', 'Contact First Name', 'Contact Last Name' (with a red box around it), 'Contact Number', 'Job Title', 'Department Code', 'Record Type', 'Customer Type', 'Phone Country Code', 'Area Code', 'Phone', 'E-Mail', and buttons for 'Search', 'Reset', 'Save...', and 'Add Fields'. A 'Saved Search' dropdown is also visible.

4. In the **Search Results** table, click the company name to see the details of the imported data. For contacts, click the company name associated with the contact name that you entered to see the imported data.
5. Verify that fields match the information for the company or contact in the file. For example, confirm that the DUNS numbers match.

Note:

When submitting a match request using DaaS, the DUNS number for company records *is not* included or shown in the matched output file. When submitting a match request using Engagement Cloud, the DUNS number *is* delivered as part of the matched record and is rendered in the Engagement Cloud interface.

Enrich Data in Eloqua Marketing Cloud

Oracle Eloqua users can use the DaaS Enrichment app to ensure that they have the most up-to-date information for their companies and contacts.

Topics:

- [Enrich Leads in Eloqua](#)
- [Enrich Accounts in Eloqua](#)



Enrich Leads in Eloqua

Suppose you want the data for all your leads to include titles, because you want to send a marketing email targeted at only C-level leads. You can enrich the leads with 3rd party data from DaaS and send email to only appropriate people. Follow these basic steps:

1. Create a multi-step campaign.
2. Select a segment with your leads as the target audience for the campaign.
3. Connect it with the DaaS Lead Enrichment app.
4. Save the campaign.
5. Activate the campaign to enrich the contact data. After the leads are enriched, you can open the app to see details about the enrichment job.
6. Select to send email to leads if they have a C-level title.

To batch enrich leads on a regular basis, create a segment in an “always on” campaign that includes *all* leads and connect it with the DaaS Lead Enrichment app. Or, you can have contacts in a segment filtered through programs and then sent to a campaign with the DaaS Lead Enrichment app to get enriched automatically:

1. Create a program (**Create a Contact Program - Blank Contact Program**).
2. On the program canvas, associate the program to a campaign where you have the DaaS Lead Enrichment app. (For example, you could enrich contacts with city = New York or with annual revenue > 1000000.)
3. Select the segment you want to use, and click **Send To Program**. These contacts are automatically added to the campaign DaaS Lead Enrichment app and will be enriched.

The following campaign-specific tabs display for basic marketing users:

- **Summary:** Use this page to see the current data usage based on your DaaS subscription, a summary of enrichments in the campaign, and **Learn More** links that take you to the Oracle Help Center for DaaS (also known as Social Data and Insight Cloud Service).
- **Mapping:** Use this page to select the mapping for your campaign enrichment. This page also lets you override the match confidence level set by your administrator.
- **Job History:** Use this page to see details about all or selected enrichment jobs in this campaign, such as the number of contacts in Eloqua already up-to-date and the number of contacts in Eloqua enriched by DaaS in this campaign.

 **Note:**

Your browser may block pop-ups on the cloud action menu. If so, select the option to allow pop-ups for this site.

Enrich Accounts in Eloqua

After the DaaS Enrichment app has been configured, Eloqua users can use it to ensure that their *accounts* (or companies) have the most up-to-date information, and can target the right audience with the right message.

For information on installing and configuring the DaaS Enrichment app, see [About Integration with Oracle Eloqua Marketing Cloud](#).

1. Create an account group in Eloqua:
 - a. Select **Audience — Tools — Account Groups**.
 - b. On the Account Groups page, select **Accounts — New Account Group**.
 - c. Click **Group Members**, and select to add companies to the group. (Alternatively, you can upload a file containing a list of companies to the group.)
2. From the AppCloud menu, select the Oracle DaaS Account Enrichment app.
3. Create an account enrichment job:
 - a. On the app's Manage Jobs page, click **Create New Job**.
 - b. Select the account group you created, and move it to the **Account Groups to be Enriched** pane. (For the mapping, all seeded OMC Company Match and custom mappings that the admin created are listed. You can leave the default mapping and match confidence level.)
 - c. Click **Save and Run** to run this job immediately. (Alternatively, click **Save** and run the job later on the Manage Jobs page.)
 - d. In the dialog, enter a name for the job, and click **OK**.
If the account already has the latest data, then it does not get picked up for matching. If it doesn't have the latest data, then the account is matched with DaaS, and fields in Eloqua that were specified in the mapping are updated with enriched company data.
4. Optionally, change the default filters DaaS uses for searching and matching. See [About Admin Settings](#).

The following tabs display for basic marketing users:

- **Summary:** Use this page to see the current data usage based on your DaaS subscription, a summary of enrichments, and **Learn More** links that take you to the Oracle Help Center for DaaS.
- **Manage Jobs:** Use this page to create new jobs. You can also search for, edit, run, or delete existing jobs. You can only manage jobs that you've created.
- **Job History:** Use this page to see details about all or selected enrichment jobs, such as the number of accounts in Eloqua already up-to-date and the number of accounts in Eloqua enriched by DaaS.

Enrich Data in Other Oracle Cloud Applications

The following table describes the tasks for matching company or contact records in other Oracle Cloud applications (such as Business Intelligence Cloud Service).

Task	More Information
1. Export the application records that require matching into a file. In this task, use the provided export map that specifies which attributes you are exporting, and specify the filter criteria that the application uses to select the records for export job.	Export Data for Matching
2. Perform matching. Compare the file from your application with the records in DaaS to see if there is a record match. For records that match, DaaS replaces the matched record in the file with its records.	Find Matching Records in DaaS
3. Import the file into your application.	Import Matched Data into Other Oracle Cloud Applications

Export Data for Matching

Using your application utilities, export the data from your application to a file. See your application-specific documentation for details.

Note:

DaaS administrators can change the default export file format from plain text to Excel on the **Administration** page.

Find Matching Records in DaaS

Compare the file from your application with the records in DaaS to see if there is a record match. For records that match, DaaS replaces the matched record in the file with its records. After the match process completes, export the matched data from DaaS to a file for export back into your application.

To search and export company information:

1. In DaaS, click  **Match Data** in the banner to display the Match page.
2. Use the following elements to specify how you want the match export job done:

Element	Description
Data File	Click Browse to locate the export file that you downloaded from your application in Export Data for Matching .

Element	Description
Filters	<p>Select to filter companies, based on internal Dun and Bradstreet (D&B) definitions.</p> <p>In Business: Select to include companies of all sizes and revenues that are currently operating.</p> <ul style="list-style-type: none"> • Enterprise: Select to match companies with over 100 employees OR revenues over 100 million US\$. • Medium: Select to match companies with between 50 and 100 employees OR revenues between 10 and 100 million US\$. • Small: Select to match companies with less than 50 employees OR revenues less than 10 million US\$. <p>Out of Business: Select to match companies that are not operating or inactive.</p> <p>Defunct: Select to match companies whose original company DUNS number is no longer tracked by D&B. When you search for some defunct companies (for example, a company that was acquired), the service returns the defunct company record along with the new DUNS number. The value in the New DUNS attribute is the DUNS number of the new legal entity after a merger or the DUNS number of the acquired company after an acquisition. D&B also defines a DUNS number as “defunct” in other scenarios, such as when it is a duplicate DUNS number of another record, or when a branch report becomes a separate entity.</p>
Data	Select Company or Contact to narrow the match export job that you want to perform.
Mapping	<p>On the Mappings list, you see existing mappings.</p> <p>Click View Mapping, then Create Mapping to create a new mapping with the Generic template type.</p> <p>Click Save & Select to use your edited or new mapping.</p>
Match Confidence	<p>This value specifies the accuracy threshold of the matching process. Select a value between 1 and 100, where 100 represents a match confidence of 100 percent. The default is 70.</p> <p>Note: The Match Score attribute returns the match confidence setting. Because Dun & Bradstreet scores in the range of 1–10 (instead of 1–100), this attribute transmits the D&B raw match score in the range of 1–10 in match results. For example, if you set the Match Confidence field to 50 here, then the Match Score attribute returns a value of 5 in the output file.</p>
Match Limit	<p>Specify the maximum number of records to return. The default is 1.</p> <p>Note that if you set this to a number greater than 1, then you could get multiple records in your file. To avoid errors importing into your application, you should review the file and save only the 1 file you want before import.</p>
Job Name	Enter a unique name for the match export job. (This field is optional. If you don't enter a job name, the service automatically generates one for you.)
Description	Enter a description for the match export job. (This field is optional.)

3. Click **Match**, and you are directed to the Home page to view the job status.

4. When the job completes, click the number on Match Exports to review the matched data file. See [Viewing the Status of Match Export Jobs](#) and [Analyzing the Log File for Failed or Rejected Records](#).

Import Matched Data into Other Oracle Cloud Applications

Using your application utilities, import the file from DaaS back into your application. See your application-specific documentation for details.

3

Manage Exports

This section describes how to view and manage search export and match export jobs in DaaS.

Topics:

- [About Export Jobs](#)
- [Typical Workflow for Managing Export Jobs](#)
- [Explore the Exports Page](#)
- [View the Status of Jobs](#)
- [Analyze the Log File for Failed or Rejected Records](#)

About Export Jobs

When you export data to an application from DaaS or when you match your application records with those from DaaS, a job request is submitted to DaaS.

Also see:

- [Adding New Companies and Contacts](#)
- [Matching Data](#)

Typical Workflow for Managing Export Jobs

To start managing export jobs, refer to the typical workflow described in the following table:

Task	Description
Exploring the Exports Page	Learn how to use the Export page to manage jobs.
Viewing the Status of Search Export Jobs	View search export job requests related and analyze the results.
Viewing the Status of Match Export Jobs	View match export job requests and analyze the results.
Analyzing the Log File for Failed or Rejected Records	Learn about the error messages associated with failed and rejected match export jobs.

Explore the Exports Page

Click  in the Navigator at any time to display the Exports page. Or, click the **Search Exports** and **Match Exports** sections from the Home page.

Topics:

- [What You Can Do with Export Jobs](#)
- [What You See on the Exports Page](#)

What You Can Do with Export Jobs

On the Exports page, use the **Find** search box to locate specific export jobs. For example, to find a job by its name, enter the name in the search field and click the magnifying glass icon. See [View the Status of Jobs](#).

Use the **Show** box to display only the following:

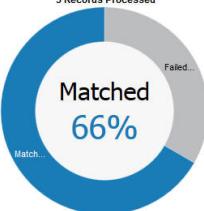
- All exports
- Match exports in the last 10 days
- Search exports in the last 10 days
- All match exports
- All search exports

Click the row for a job to see its detailed status, and click the file name to download the file for the job.

What You See on the Exports Page

The following table describes the details shown on the Exports page:

Exports Table Column	Description
Name	View the names of the files associated with the jobs.
Data	Track whether the jobs are for companies or contacts.
Type	Determine whether or not the job was a search export or a match export job.
ID	See the unique ID assigned to the job.
Submitted By	View the users who have been submitting jobs.
Start Time and End	Determine how long a job took.
Status	Review the status of the job: Completed , Running , or Failed . The Detailed Summary section of a job has information about the status. See Analyze the Log File for Failed or Rejected Records to understand the errors. Note: As soon as a job is in Running status, it can't be stopped.
Download	Click to download the file associated with the job.
Details for a Selected Search Export Job	Description
Job Summary	View the number of records exported.

Exports Table Column	Description
Download	View the name of the file that you can download to see what records were exported.
Details for a Selected Match Export Job	Description
	Review a graphical summary of match export jobs to gauge how the match request went.
	 <p>A pie chart titled "3 Records Processed". The largest segment is blue and labeled "Matched 66%". A smaller grey segment is labeled "Failed...". A very small white segment is labeled "Rejected...".</p>
Detailed Summary	<p>Click to download the file associated with the job.</p> <ul style="list-style-type: none"> • Records Matched: Shows how many records were matched. For records that match, DaaS replaces the matched records in the file with its records. After the matching process completes, you can then export the matched data for export back into Engagement Cloud or another application. • Failed: Shows the number of records that were not matched due to a failure. See Analyze the Log File for Failed or Rejected Records to understand the possible reasons for a failure. • Rejected: Shows the number of records that were not matched due to a rejection. See Analyze the Log File for Failed or Rejected Records to understand the possible reasons for a rejection. • Error Log File: Lets you download failed or rejected jobs from the log file. See Analyze the Log File for Failed or Rejected Records to understand the errors.

View the Status of Jobs

Topics:

- [View the Status of Search Export Jobs](#)
- [View the Status of Match Export Jobs](#)

View the Status of Search Export Jobs

To view search export jobs:

1. From the Home page, find jobs in the **Search Exports** section.
2. Use the **Show** list to sort the jobs based on the columns in the Exports table.
3. To further filter the job results, use **Sort Ascending** and **Sort Descending** in the columns of the Exports table. For example, if you use **Sort Ascending** and **Sort**

Descending in both the **Type** and **Data** columns, then you can sort jobs based on company or contact data, as well as search export and match export jobs.

4. Find the jobs that interest you from the **Exports** table:

Element	Description
Name	View the names of the files associated with the jobs.
Data	Track whether the jobs are for companies or contacts.
Type	Determine whether or not the job was a search export or a match export job.
Job ID	View the unique ID assigned to the jobs.
Submitted By	View the users who have been submitting jobs.
Start Time and End Time	Determine how long a job took.
Status	Review the status of the export: Completed , Running , or Failed . See the Detailed Summary section of the job for more information about the status. See Analyze Failed Export Jobs to understand the possible reasons for a failure. Note: As soon as a job is in Running status, it can't be stopped.
Download	Click to download the file associated with the job. DD

5. Select an export job from the Exports table to view a summary of the number of records exported to a file. You can use this file to export data from DaaS into an Oracle Cloud application.
6. Click the name of the file to download the file to your desktop.

View the Status of Match Export Jobs

To view match export jobs:

1. View jobs from the Home page, in the **Match Exports** section.
2. Use the **Show** list to sort the jobs based on the columns in the Exports table.
3. To further filter the job results, use **Sort Ascending** and **Sort Descending** in the columns of the Exports table. For example, if you use **Sort Ascending** and **Sort Descending** in the **Data** column, you can sort jobs based on company or contact data.
4. Find the jobs you are interested in from the Exports table:

Element	Description
Name	View the names of the files associated with the jobs.
Data	Track whether the jobs are for companies or contacts.
Type	Determine whether or not the job was a search export or a match export job.
Job ID	View the unique ID assigned to the jobs.
Submitted By	View the users who have been submitting jobs.
Start Time and End Time	Determine how long a job took.

Element	Description
Status	<p>Review the status of the match: Completed, Running, or Failed.</p> <p>See the Detailed Summary section of the job for more information on the status. See Analyze Rejected Match Export Jobs and Analyze Failed Match Export Jobs.</p> <p>Note: Once a job is in Running status, it cannot be stopped.</p>
Download	Click to download the file associated with the job.

5. Select a job to view a summary of the status:

Job Status Value	Description
Matched	Shows how many records were matched. For records that match, DaaS replaces the matched records in the file with its records. After the matching process completes, you can then export the matched data for export back into Engagement Cloud or another application.
Failed	See Analyze Failed Match Export Jobs .
Rejected	See Analyze Rejected Match Export Jobs .

6. Click the file name to download successful match export jobs, or click the log file to download the log for match export job with Failed or Rejected results.

Analyze the Log File for Failed or Rejected Jobs

The following topics describes explain failed and rejected export jobs.

Topics:

- [Analyze Rejected Match Export Jobs](#)
- [Analyze Failed Match Export Jobs](#)
- [Troubleshoot Rejected or Failed Match Export Jobs](#)
- [Analyze Failed Export Jobs](#)

 **Note:**

There are no rejection errors for export jobs.

Analyze Rejected Match Export Jobs

A match export job is rejected if a record in the CSV or TXT input file is missing a required field. In other words, if you delete a mandatory attribute when you create or update a mapping, then your match job will be rejected. You'll get an error saying column headers mapped to mandatory attributes are missing from the input file. (These attributes aren't required for creating Search Export mappings.)

Topics:

- [Rejected Matches with Oracle Engagement Cloud](#)

- Rejected Matches with Oracle Eloqua Marketing Cloud

See [About Matching Records](#).

 **Note:**

As an exception, you can upload an input file with a single column header titled **DUNS Number**, and mandatory attributes are ignored. As long as the DUNS numbers are valid, the service enriches the records just based on DUNS numbers.

Rejected Matches with Oracle Engagement Cloud

- A company record is rejected for matching if the **DaaS Id** field is invalid or if any of the following fields is missing:
 - PartyId** (for example, **CRM ID**)
 - Name**
 - City**
 - Country**

 **Note:**

When DaaS matches a record, it creates an internal attribute called Daas ID. If a record doesn't have this DaaS ID attribute, that means the record hasn't been matched before.

If the **Country** field isn't provided in the input record, then **US** is set internally as the default country code: the job is not rejected.

- A contact record is rejected if the **Parent DaaS Id** field is invalid or if any of the following fields is missing:
 - PartyId** (for example, **CRM ID**)
 - Last Name**
 - First Name**
 - Parent Company Name**
 - Parent DaaS Id**
- Both company and contact records are rejected if DaaS is unable to make a match because the **External Id** field is missing from the input file.

See [Create Mappings for Engagement Cloud](#) and [Understand Record-Level Export Failures](#).

Rejected Matches with Oracle Eloqua Marketing Cloud

- A company record is rejected if any of the following fields is missing:
 - Eloqua Company Id**
 - City**

- **Company Name**
- A *contact* record is rejected if any of the following fields is missing:
 - **Eloqua Contact Id**
 - **First Name**
 - **Last Name**

Here is an example for a missing value in column **Eloqua Contact Id**, which is mapped to **DaaS External Id**:

```
- ExternalID,DaaSID,Status,ErrorStatement,RecordSequence  
-1,,REJECTED,DCS-10002:Record is rejected for matching. External ID is  
missing in the record.,1
```

See [Create Mappings for Eloqua Marketing Cloud](#).

Analyze Failed Match Export Jobs

There are two types of match export failures:

- Job-level failures
- Record-level failures

Understand Job-Level Match Export Failures

Job-level match export failures occur if the input file format is invalid (for example, the file format is different than what your administrator selected) or if unexpected server-side errors happen during match export (for example, unreachable EDQ server, failure to send JMS, failure to persist record, or failure to construct output file).

The following error message appears for an invalid file format:

DCS-5009: Invalid file format. Select a valid file.

The following error message appears for unexpected errors:

Job 10032 - cont_25k_noappend_1 : FAILED ... DCS-5001: An unexpected error occurred while processing the request. Contact the system administrator.

Understand Record-Level Match Export Failures

Record-level match export failures occur if records find no match. In these cases, DaaS could not find a match among the records provided by D&B.

The following error message appears for no match found:

DCS-2002: No records found matching the input. Action: Update your input record with more information to find a match.

See [About Matching Records](#) to read more about the mandatory attributes used to match records.

Troubleshoot Rejected or Failed Match Export Jobs

The following log file shows a match export log with both **FAILED** and **REJECTED** status:

ExternalId	Status	ErrorStatement	Record Sequence
10014	FAILED	DCS-2002 : No records found matching the input. Action: Update your input record v	6
10012	FAILED	DCS-2002 : No records found matching the input. Action: Update your input record v	4
10022	FAILED	DCS-2002 : No records found matching the input. Action: Update your input record v	3
-1	REJECTED	DCS-1020 : Record is rejected for enrichment. External ID is missing in the record. Action: Update your input record v	1
-1	REJECTED	DCS-1020 : Record is rejected for enrichment. External ID is missing in the record. Action: Update your input record v	2

The **Record Sequence** column indicates what row in your file must be corrected. The records start from row number 2 in the input file (because row number 1 holds the column headers). You must add one to the sequence to locate the source of the problem in the input file.

In the following example:

- The records that were **REJECTED** are those that are missing the **PartyId** values. **PartyID** is the company ID provided by Engagement Cloud. If someone mistakenly deleted the value, then the record is rejected.
- The records that were **FAILED** are those where DaaS couldn't find a match among the company records provided by D&B. In other words, a match of the company does not exist in DaaS. For a company to match, the company name and city must match.

1	Address1	City	Country	PartyId	DaaSIdentifier	OrganizationName	State	County	PrimaryPhoneNumber
2	test1	San Mateo	US		Alicia Actual Industries	OK	McCurtain	1.23E+09	
3	6392 Westside Rd Ste J	redding	US		RE5CLDYyNjY5OTY3NywxLDE=	North Valley Bank		California	2.07E+09
4	143 Jordan Bridge Rd	Sabattus	IN	10022	Jillson	ME			1.31E+10
5	990 N Daleville Ave	DALEVILLE	US	10012	100 Hispanic Women	OK	McCurtain	1.23E+09	
6	4200 Bluffridge Dr	Austin	US	10013	Duncan, Suzanne Busch PHD	TX	Travis	5.12E+09	
7	400 N Dalton St	Valliant	US	10014	confidential,industries	OK	McCurtain	1.58E+10	
8	7115 E Wt Harris Blvd	charlotte	US	10015	Rite Aid Corporation	Alaska	north carolina	9.08E+09	
9	530 Rte 46	Wayne	US	10016	Spylen Benefit Inc		New Jersey	1.31E+10	
10	791n W Gulliver Lake Rc Gulliver		US	10019	ASAP Asphalt	MI	Schoolcraft	9.06E+09	
11	5810 Kittyhawk Dr	rowlett	US	10020	Briarwood Custom Homes LLC		texas	1.31E+10	

Analyze Failed Export Jobs

There are two types of export failures:

- Job-level failures
- Record-level failures

Understand Job-Level Export Failures

Job-level export failures occur if you export too many records or if unexpected server-side errors happen during export (for example, failure for a record to persist or failure to construct an output file).

The following error message appears for exceeding the export limit:

DCS-2018 : The number of records in the output exceed the maximum limit of records that can be exported by the Export service. Action: Update your query criteria/the number of records to be exported.

The following error message appears for unexpected errors:

DCS-5001: An unexpected error occurred while processing the request.
Contact the system administrator.

Understand Record-Level Export Failures

Record-level export failures occur if records find no match. The job shows completed, but an error message is displayed for the individual record that failed.

The following error messages can appear for exceeding the export quota limit:

DCS-2019: Your request has been interrupted because the quota limit has been reached for Company. Action: Contact your account administrator for more information.

or

DCS-2020=Your request has been interrupted because the quota limit has been reached for Contact. Action: Contact your account administrator for more information.

4

Manage Mappings

This section describes how to manage attribute mappings for use with the procedures [Add New Companies and Contacts](#) and [Match Data](#).

Topics:

- [About Mappings](#)
- [Typical Workflow for Using Mappings](#)
- [Explore the Mappings Page](#)
- [Create New Mappings](#)
- [Edit Existing Mappings](#)

About Mappings

When you match or export data from DaaS, you select a mapping between the attributes in the export file that you create and those in the application. The mappings define which attributes will be present in the export file.

DaaS provides the following search export mappings:

- EngagementCloudCompanyExport (for Engagement Cloud)
- EngagementCloudContactExport (for Engagement Cloud)
- MarketingCloudCompanyExport (for Oracle Eloqua)
- MarketingCloudContactExport (for Oracle Eloqua)
- MarketingCloudContact&CompanyExport (for Oracle Eloqua)
- CompanyExport (for other applications)
- ContactExport (for other applications)

DaaS provides the following match export mappings:

- EngagementCloudCompanyMatch (for Engagement Cloud)
- EngagementCloudContactMatch (for Engagement Cloud)
- MarketingCloudCompanyMatch (for Oracle Eloqua)
- MarketingCloudContactMatch (for Oracle Eloqua)
- MarketingCloudContact&CompanyMatch (for Oracle Eloqua)

The EngagementCloud and MarketingCloud mappings include default mappings to Engagement Cloud or Eloqua independent of the input file. The other provided mappings (for other applications) have no default mappings, but the input file includes mandatory attributes. In many cases, these provided mappings are sufficient.

However, you may want to create a new mapping if you only need a subset of the provided attributes, or if you created a custom attribute in Engagement Cloud or

Eloqua that you need to map to a DaaS attribute. New mappings are created using the existing map definition templates.

 **Note:**

There are different default maps for Engagement Cloud depending on the version you have running (for example, Release 9 or Release 8 Bundle 8).

Typical Workflow for Using Mappings

To start using mappings, refer to the typical workflow described in the following table:

Task	Description
Exploring the Mappings Page	Learn how to use the Mappings page to manage search export and match export mappings.
Creating Mappings for Engagement Cloud	Create a new mapping for use with Engagement Cloud.
Create Mappings for Eloqua Marketing Cloud	Create a new mapping for use with Eloqua.
Creating Mappings for Other Oracle Cloud Applications	Create a new mapping for use with other Oracle Cloud applications.
Editing an Existing Mapping	Modify an existing mapping.

Explore the Mappings Page

Click  in the Navigator at any time to display the Mappings page. From the Mappings page you can select, delete, or create a mapping of the attributes in DaaS to the attributes in your application.

Topics:

- [What You Can Do from the Mappings Page](#)
- [What You See on the Mappings Page](#)

What You Can Do from the Mappings Page

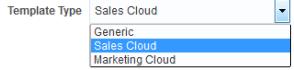
On the Mappings page, you see a list of all mappings in your system. The following mappings are provided. They should be sufficient for most search export and match export jobs:

- **EngagementCloudCompanyExport** and **EngagementCloudContactExport** for search export mappings to Engagement Cloud
- **MarketingCloudCompanyExport**, **MarketingCoudContactExport**, and **MarketingCloudContact&CompanyExport** for search export mappings to Oracle Eloqua
- **EngagementCloudCompanyMatch** and **EngagementCloudContactMatch** for match export mappings to Engagement Cloud

- **MarketingCloudCompanyMatch**, **MarketingCloudContactMatch**, and **MarketingCloudContact&CompanyMatch** for match export mappings to Oracle Eloqua
- **CompanyExport** and **ContactExport** for export mappings to other Oracle Cloud applications

You cannot delete these provided mappings. However, you can create a new map based on a default map and edit the attributes that way.

The following table highlights what you can do from the Mappings page:

Element	Description
Template Type	From the Template Type list, select the kind of mapping template that you require: 
	<ul style="list-style-type: none"> • Engagement Cloud: Use to create a mapping template to use with Engagement Cloud. • Marketing Cloud: Use to create a mapping template to use with Eloqua. • Generic: Use to create a mapping template to use with other Oracle Cloud applications.
×	Click the X icon to remove a custom mapping.
Row for a mapping	<p>Click the mapping name to edit the mapping. See Edit an Existing Mapping.</p> <p>To edit a mapping, click the mapping name, and click Create Mapping to create a new mapping by editing the existing mapping.</p>

What You See on the Mappings Page

The following table describes the details shown on the Mappings page:

Column	Description
Mapping Name	Unique name for the search export or match export mapping.
Data Type	Whether the mapping is for companies or contacts.
Mapping Type	Whether or not the job was a search export or a match export mapping.
Template Type	Identification that the mapping is for Engagement Cloud, Oracle Eloqua Marketing Cloud, or for another application (no value).
Date	Date the mapping was created.

Create New Mappings

Topics:

- [Creating Mappings for Engagement Cloud](#)
- [Create Mappings for Eloqua Marketing Cloud](#)
- [Create Mappings for Other Oracle Cloud Applications](#)

Create Mappings for Engagement Cloud

To create a new mapping for use with Engagement Cloud:

1. Click  **Mappings** in the banner to display the Mappings page.
2. Click **Create Mapping**.
3. Use the following elements to complete the mapping:

Element	Description
Name	Enter a unique name for your export mapping.
Data Type	Select Company or Contact to obtain the correct list of mappings.
Mapping Type	Specify whether the mapping is for a Search Export or a Match Export job to Engagement Cloud.
Template Type	Select Sales Cloud to create a mapping for use with Engagement Cloud. When you select the Sales Cloud template, DaaS automatically maps the discovered attributes to those in Engagement Cloud.
Add Attribute	<p>Add an attribute mapping that you accidentally removed but you still want added. If you extended the attributes in Engagement Cloud, use Add Attribute for any attributes that you extended in Engagement Cloud.</p> <p>For each dropdown list that is displayed, select the attribute or object.</p> <p>See Edit Engagement Cloud Mappings for more information about the Engagement Cloud attributes.</p>

 **Note:**

Match Export mappings require that certain attributes exist. If you delete mandatory attributes, then your import job will fail. See [About Matching Records](#) and [Analyze Rejected Match Export Jobs](#).

If you get error message DCS-1059, make sure your mapping file has Column Data Attribute = External ID mapped to Column Target Attribute = Party ID, or, make sure that your input file contains a column header called External ID (or any name) with values that uniquely identifies the account record in Engagement Cloud.

4. Click **Save & Select**.
5. Apply the mapping to a search export or match export job by following these procedures:
 - [Add New Companies to Engagement Cloud](#)
 - [Enrich Data in Engagement Cloud](#)

When prompted for the mapping, select the one that you created.

Create Mappings for Eloqua Marketing Cloud

Mappings define how DaaS attributes map to Eloqua attributes. Default mappings can't be edited or deleted, but you can create a new mapping based on a default mapping to add (and enrich) more of your attributes. To create a new mapping for use with Eloqua Marketing Cloud:

1. Click  **Mappings** in the banner to display the Mappings page.
2. Click **Create Mapping**.
3. Use the following elements to complete the mapping:

Element	Description
Name	Enter a unique name for your export mapping.
Data Type	Select Company or Contact to obtain the correct list of mappings. To create a mapping for both companies and contacts, select Contact for the Data Type, and then add both contact and company fields to it.
Mapping Type	Specify whether the mapping is for a Search Export or a Match Export job to Eloqua.
Template Type	Select Marketing Cloud to create a mapping for use with Eloqua Marketing Cloud. When you select the Marketing Cloud template, DaaS automatically maps the discovered attributes to those in Eloqua.
Add Attribute	For each dropdown list that is displayed, select the attribute. Mappings for <i>lead</i> (contact) enrichment must have one of the following options of required attributes: <ul style="list-style-type: none"> • External ID, Email Address • External ID, First Name, Last Name, Direct Dial Phone • External ID, First Name, Last Name, Business Name • External ID, First Name, Last Name, DUNS Number • External ID, First Name, Last Name, Parent DaaS ID Mappings for <i>account</i> (company) enrichment require the External ID, Business Name and City attributes. If you delete mandatory attributes, then import jobs will fail. See Rejected Matches with Oracle Eloqua Marketing Cloud . The number of attributes available for the mappings depends on which subscription you've purchased. See Understand Attributes for information about attributes in each subscription. See Edit Marketing Cloud Mappings for information about Marketing Cloud attributes.

 **Note:**

Match Export mappings require that certain attributes exist. If you delete mandatory attributes, then your import job will fail. See [About Matching Records](#) and [Rejected Matches with Oracle Eloqua Marketing Cloud](#).

4. Click **Save & Select**.

5. Apply the mapping to a search export or match export job by following the procedures in [Add New Companies and Contacts to Eloqua Marketing Cloud](#).

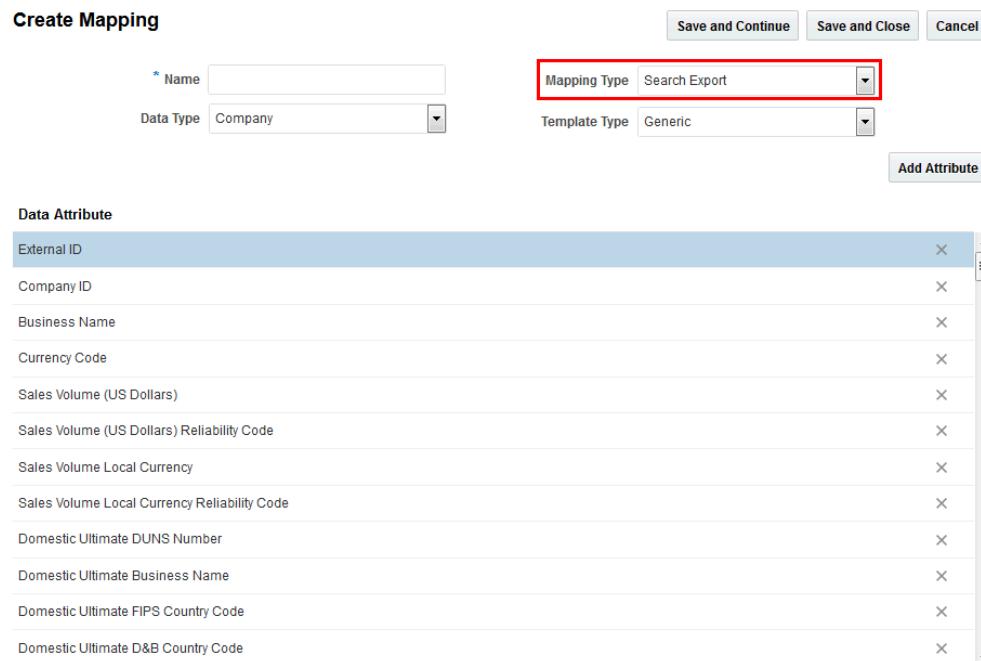
When prompted for the mapping, select the one that you created.

Create Mappings for Other Oracle Cloud Applications

To create a new mapping for use with other Oracle Cloud applications (such as Business Intelligence Cloud Service):

1. Click  **Mappings** in the banner to display the Mappings page.
2. Click **Create Mapping**.
3. From the **Template Type** list, select **Generic** to create a new mapping for use with your Oracle Cloud application.

If you are creating a Search Export mapping, the page lists the discovered attributes in DaaS.



Create Mapping

Save and Continue | Save and Close | Cancel

* Name:

Mapping Type: **Search Export** (highlighted with a red box)

Data Type: Company

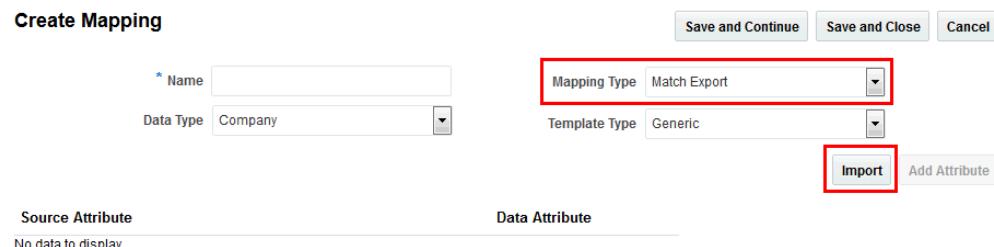
Template Type: Generic

Add Attribute

Data Attribute

- External ID
- Company ID
- Business Name
- Currency Code
- Sales Volume (US Dollars)
- Sales Volume (US Dollars) Reliability Code
- Sales Volume Local Currency
- Sales Volume Local Currency Reliability Code
- Domestic Ultimate DUNS Number
- Domestic Ultimate Business Name
- Domestic Ultimate FIPS Country Code
- Domestic Ultimate D&B Country Code

If you are creating a Match Export mapping, you must first click **Import** to select the file from your application that contains the data for mapping. You then need to manually map the source attributes from your application to the DaaS attributes.



Create Mapping

Save and Continue | Save and Close | Cancel

* Name:

Mapping Type: **Match Export** (highlighted with a red box)

Data Type: Company

Template Type: Generic

Import (highlighted with a large red box)

Add Attribute

Source Attribute

No data to display.

Data Attribute

 **Note:**

When matching companies from other Oracle Cloud applications, each record in the input file should have a unique identifier value, such as **Company ID**. When creating a Generic Match Export mapping, this **Company ID** should be mapped to the DaaS attribute **External ID**.

4. Use the following elements to complete the mapping:

Element	Description
Name	Enter a unique name for your export mapping.
Data Type	Select Company or Contact to obtain the correct list of mappings.
Mapping Type	Specify whether the mapping is for a search export or match export job.
Template Type	Select Generic .
	Click this icon to remove any attributes whose values you don't want.
Add Attribute	Add an attribute mapping that you accidentally removed but you still want added. If you extended the attributes in your application, use Add Attribute to add it in.

 **Note:**

Match Export mappings require that certain attributes exist. If you delete mandatory attributes, then your import job will fail. See [About Matching Records](#).

5. Click **Save**.
6. Apply the mapping to a search export or match export by following these procedures:
 - [Add New Companies and Contacts to Other Oracle Cloud Applications](#)
 - [Match Company and Contact Data in Other Oracle Cloud Applications](#)

When prompted for the mapping, select the new mapping.

Edit Existing Mappings

 **Note:**

Mappings included with DaaS cannot be deleted.

To modify an existing mapping:

1. Click  **Mappings** in the banner to display the Mappings page.
2. From the **Mapping Name** column, click the name of a mapping that you want to edit.

The Edit Mapping page is displayed. Here, you can add and remove attributes from the mapping. You can also modify the mappings of attributes to the equivalent attributes in Engagement Cloud or Eloqua Marketing Cloud. When you select to modify a template for other Oracle Cloud applications, the Edit Mapping page lists only the discovered attributes in DaaS. Later, you must map the attributes.

Use the following elements to modify the mapping:

Element	Description
	Click this icon to remove any attributes whose values you don't want.
Add Attribute	<p>Add an attribute mapping that you accidentally removed but you still want added. Use Add Attribute for any attributes you extended in Engagement Cloud, Eloqua, or another Oracle Cloud application.</p> <p>For each dropdown list that is displayed, select the attribute or object.</p> <p>See Understand Attributes.</p>

3. Click **Save**.
4. The Mappings page is displayed.
4. Apply the modified mapping to a search export or match export job. When prompted for the mapping, select the one you just modified. See:
 - [Add New Companies and Contacts](#)
 - [Match Data](#)

 **Note:**

Some Dun and Bradstreet attributes have an alphanumeric code value. DaaS renders the corresponding descriptions of these codes in our interface. For example, **Location Type** may appear in DaaS with a value of Single Location, Headquarters, or Branch. However, these descriptions are not included in the output files. In search export or match export files, these **Location Type** values appear as 0, 1, or 2.

See [Edit Engagement Cloud Mappings](#) and [Edit Marketing Cloud Mappings](#).

Edit Engagement Cloud Mappings

Topics:

- [Understand Engagement Cloud Mappings](#)
- [Understand the EngagementCloudCompanyExport Mapping](#)
- [Understand the EngagementCloudCompanyMatch Mapping](#)

- Understand the EngagementCloudContactExport Mapping
- Understand the EngagementCloudContactMatch Mapping

Understand Engagement Cloud Mappings

The Engagement Cloud mappings contain the full list of company and contact attributes we export. However, the mappings include some attributes that don't have a corresponding map to Engagement Cloud. Your administrator can decide if they want to leverage these attributes in your implementation. Follow these steps to edit your mapping (that is, to map these "not mapped" attributes to their corresponding Engagement Cloud attribute and object name):

1. Either identify the Engagement Cloud attribute and object that should be mapped to the DaaS attribute and object, or create a custom attribute in Application Composer and add the custom attribute to the Company or Contacts profile page. The Engagement Cloud documentation has information on creating custom attributes.
2. Map the DaaS attribute (shown as "not mapped" in the table) to the attribute identified or created in step 1 in DaaS.
3. Map the DaaS attribute (shown as "not mapped" in the table) to the attribute identified or created in step 1 in Engagement Cloud Setup Manager.

 **Note:**

Mappings included with DaaS cannot be deleted.

Understand the EngagementCloudCompanyExport Mapping

Use this table to understand how EngagementCloudCompanyExport attributes map to Engagement Cloud attributes.

To see the geographic availability of each attribute, see [Understand Attributes](#).

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
External ID	internal attribute	1	OrganizationProfile	PartyId	The Engagement Cloud party ID.	Data/PartyId
Orig System	internal attribute	2	OrganizationProfile	PartyOrgSystem	The service name that originated the company ID.	Data/PartyOrigSystem
Company ID	internal attribute	3	OrganizationProfile	PartyOrgSystemReference	The ID of a company and sent by DaaS to Engagement Cloud.	Data/PartyOrigSystemReference
Data Cloud Status	internal attribute	4	OrganizationProfile	DataCloudStatus	Whether or not the record has been matched.	Data/DataCloudStatus

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Business Name Standard Record	D&B Company	5	OrganizationProfile	OrganizationName	The primary or registered name of the business.	Data/OrganizationName
Currency	D&B Company Enterprise Record	6	OrganizationProfile	PrefFunctionalCurrency	A code value that describes the type of currency in which the sales volume (local currency) is expressed.	Data/PrefFunctionalCurrency
Sales Volume (Local currency)	D&B Company Standard Record	7	OrganizationProfile	CurrFyPotentialRevenue	The total annual sales/revenue for this business, expressed in US dollars as a signed, decimal field. If the sales/revenue is collected in local currency, then the local value is converted to US dollars.	Data/CurrFyPotentialRevenue
Domestic Ultimate DUNS Number	D&B Company Enterprise Record	8	OrganizationProfile	DomesticUltimateDunsNumberC	A subsidiary within the global family tree that is the highest-ranking member within a specific country. May contain leading zeros, which will be lost if the field is treated as numeric.	Data/DomesticUltimateDunsNumC
DUNS Number	D&B Company Standard Record	9	OrganizationProfile	DunsNumberC	A randomly generated 9-digit number assigned by D&B to identify unique business establishments. May contain leading zeros, which will be lost if the field is treated as numeric.	Data/DunsNumberC
Global Ultimate DUNS Number	D&B Company Enterprise Record	10	OrganizationProfile	GlobalUltimateDunsNumberC	The top-most responsible entity within the corporate family tree. May contain leading zeros, which will be lost if the field is treated as numeric.	Data/GlobalUltimateDunsNumC
Parent DUNS Number	D&B Company Enterprise Record	11	OrganizationProfile	ParentDunsNumberC	The D-U-N-S number of the parent organization. May contain leading zeros, which will be lost if the field is treated as numeric.	Data/ParentDunsNumberC

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Number of Employees (This Site)	D&B Company Enterprise Records	12	OrganizationProfile	EmpAtPrimaryAddress	The number of employees at this location.	Data/EmpAtPrimaryAddress
Employees Here Reliability Code	D&B Company Enterprise Records	13	OrganizationProfile	EmpAtPrimaryAddressEstInd	A code value that describes the reliability of the Employees Total value.	Data/EmpAtPrimaryAddressEstInd
Employees Primary Minimum Indicator	internal attribute	14	OrganizationProfile	EmpAtPrimaryAddressMinInd	A code value that describes the reliability of the Employees Total value.	Data/EmpAtPrimaryAddressMinInd
Employees Total	D&B Company Standard Records	15	OrganizationProfile	EmployeesTotal	The total number of employees in the business organization; it should include subsidiary and branch locations.	Data/EmployeesTotal
Employees Total Reliability Code	D&B Company Standard Records	16	OrganizationProfile	TotalEmployeeEstInd	A code value that describes the reliability of the Employees Total value.	Data/TotalEmpEstInd
Employees Total Minimum Indicator	internal attribute	17	OrganizationProfile	TotalEmployeeMinInd	A code value that describes the reliability of the Employees Total value.	Data/TotalEmpMinInd
Import Indicator	D&B Company Enterprise Records	18	OrganizationProfile	ImportInd	A code value that identifies whether the business imports goods or services for remanufacture or sale, exports products or services to a foreign country, or is an agent for goods.	Data/ImportInd

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Export Indicator	internal attribute	19	OrganizationProfile	ExportInd	A code value that identifies whether the business imports goods or services for remanufacture or sale, exports products or services to a foreign country, or is an agent for goods.	Data/ExportInd
Legal Status Code	D&B Company Enterprise Record S	20	OrganizationProfile	LegalStatus	A code value that describes the legal structure of the business.	Data/LegalStatusCode
Line of Business	D&B Company Enterprise Record S	21	OrganizationProfile	LineOfBusiness	A description of the operations or activities of the business. Relates to the primary four-digit 1987 US SIC.	Data/LineOfBusiness
Minority Owned Indicator	D&B Company Enterprise Record S	22	OrganizationProfile	MinorityOwnedInd	Whether or not the business is owned by a member of a minority group.	Data/MinorityOwnedInd
Minority Owned Type	D&B Company Enterprise Record S	23	OrganizationProfile	MinorityOwnedType	Indicates the ethnicity of the minority holding an ownership interest.	Data/MinorityOwnedType
OwnsRents Code	D&B Company Enterprise Record S	24	OrganizationProfile	RentOwnInd	A code value that indicates if the business owns or rents the building it occupies.	Data/RentOwnInd
PublicPrivate Indicator	D&B Company Standard Record S	25	OrganizationProfile	PublicPrivateOwnershipFlag	Whether or not ownership of the business is public or private.	Data/PublicPrivateOwnershipFlag

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Small Business Indicator	D&B Company Enterprise Record	26	OrganizationProfile	SmallBusinessInd	Whether or not a business meets certification eligibility criteria established by the SBA effective July 1, 1999. All firms must be certified by one of the Small Disadvantaged Business Certification Agencies.	Data/SmallBusInd
Stock Symbol	D&B Company Standard Record	27	OrganizationProfile	StockSymbol	The most commonly known symbol used to trade the company's stock.	Data/StockSymbol
Subsidiary Status	D&B Company Enterprise Record	28	OrganizationProfile	ParentSubInd	Whether or not the subject business is more than 50% owned by another organization.	Data/ParentSubInd
Year Started	D&B Company Enterprise Record	29	OrganizationProfile	YearEstablished	The year when the current ownership or management assumed control of the business or the year established if no control change has taken place. This is not provided for branch records.	Data/YearStarted
Location Type	D&B Company Enterprise Record	30	OrganizationProfile	HqBranchInd	A code value that describes the organizational status of the business; for example, Single Location, Headquarters, Branch.	Data/LocationType
National Identification Number	D&B Company Enterprise Record	31	AdditionallIdentifier	AdditionallPartyIdentifierValue	The business identification number used in some countries for business registration and tax collection. Examples include CRO numbers in the U.K. and the French Siren numbers.	Data/NationalIdentificationNumber
National Identification Type	internal attribute	32	AdditionallIdentifier	AdditionallPartyIdentifierType	An internal value to represent the type of business identification used in business registration and tax collection.	Data/NationalIdentificationType
Issuing Authority	internal attribute	33	AdditionallIdentifier	IssuingAuthorityName	The authority that provides the National Identification Number. For example, in the US, the Social Security Office is the issuing authority.	Data/IssuingAuthority

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Federal Tax ID Number	D&B Company Enterprise Record	34	OrganizationProfile	JgzzFiscalCode	A number assigned by the Internal Revenue Services (IRS) that either uniquely identifies or helps to identify a subject, also referred to as Federal Taxpayer Identification Number.	Data/FederalTaxIDNumber
Labor Surplus Indicator	D&B Company Enterprise Record	35	OrganizationProfile	LABOR_SURP_LUS_IN_D	Indicator of labor surplus area as defined by the United States Department of Labor and available only from the US.	Data/LaborSurplusIndicator
Street Address 1	D&B Company Standard Record	36	Address	Address 1	The first street address line where a business is physically located. Generally in local language.	Data/PrimaryAddressLine1
Street Address 2	D&B Company Standard Record	37	Address	Address 2	The second street address line where a business is physically located. Generally in local language.	Data/PrimaryAddressLine2
City	D&B Company Standard Record	38	Address	City	The name of the city where the business is physically located. Generally in local language.	Data/PrimaryCity
County	D&B Company Standard Record	39	Address	County	The full name of the county where the business is located.	Data/PrimaryCounty
State	D&B Company Standard Record	40	Address	State	The abbreviation for the physical state or province name where the business is located.	Data/PrimaryState

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
State Name	D&B Company Standard Record S	41	not mapped	not mapped	The full name of the physical state or province name where the business is located.	Data/State Name
OSC Postal Code	internal attribute	42	Address	PostalCode	The 5-digit postal code where the business is physically located.	Data/PrimaryPostalCode
OS Postal Plus 4 Code	internal attribute	43	Address	PostalPlus4Code	The 4 digits that determine a more specific location within a given ZIP code.	Data/PrimaryPostalPlus4Code
Full Postal Code	D&B Company Standard Record S	44	not mapped	not mapped	Full postal code as received by D&B.	Data/PrimaryFullPostalCode
Country	D&B Company Standard Record S	45	Address	Country	The 2-byte alpha character ISO code for the country where the business is located.	Data/PrimaryCountry
Latitude	D&B Company Enterprise Record S	46	Address	Latitude	The angular distance north or south from the earth's equator measured through 90 degrees.	Data/PrimaryLatitude
Latitude Short	D&B Company Enterprise Record S	47	not mapped	not mapped	The angular distance north or south from the earth's equator measured through 90 degrees. Note: This is a less granular view of the Latitude field.	Data/LatitudeShort
Longitude	D&B Company Enterprise Record S	48	Address	Longitude	The angular distance east or west from the prime meridian measured through 180 degrees.	Data/PrimaryLongitude

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Longitude Short	D&B Company Enterprise Record S	49	not mapped	not mapped	The angular distance east or west from the prime meridian measured through 180 degrees. Note: This is a less granular view of the Longitude field.	Data/LongitudeShort
Location ID	internal attribute	50	Address	LocationOrigSystemReference	The ID of the location object sent by DaaS to Engagement Cloud.	Data/PrimaryLocationOrigSystemReference
Site ID	internal attribute	51	Address	SiteOrigSystemReference	The ID of the site object sent by DaaS to Engagement Cloud.	Data/PrimarySiteOrigSystemReference
Mailing Address 1	D&B Company Enterprise Record S	52	Address 1	Address 1	The address line where a business has its mail delivered. Generally in local language.	Data/MailingAddressLine1
Mailing Address 2	D&B Company Enterprise Record S	53	Address 2	Address 2	The second street address line where a business has its mail delivered. Generally in local language.	Data/MailingAddressLine2
Mailing City	D&B Company Enterprise Record S	54	Address	City	The city name where the business has its mail delivered. Generally in local language.	Data/MailingCity
Mailing State	D&B Company Enterprise Record S	55	Address	State	The abbreviation for the state or province where the business has its mail delivered.	Data/MailingState
OSC Mailing Postal Code	internal attribute	56	Address	PostalCode	The 5-digit postal code where the business has its mail delivered.	Data/MailingPostalCode

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
OSC Mailing Post Plus 4 Code	internal attribute	57	Address	PostalPlus4Code	The 4 digits that determine a more specific location within a given ZIP code where the business has its mail delivered.	Data/MailingPostPlus4Code
Mailing Full Postal Code Record	D&B Company Enterprise Record	58	not mapped	not mapped	Full postal code as received by D&B.	Data/MailingFullPostalCode
Mailing Country	internal attribute	59	Address	Country	The country where the business has its mail delivered.	Data/MailingCountry
Mailing Location ID	internal attribute	60	Address	LocationOrigSystemReference	The ID of the mailing location object sent by DaaS to Engagement Cloud.	Data/MailingLocationOrigSystemReference
Mailing Site ID	internal attribute	61	Address	SiteOrigSystemReference	The ID of the mailing site object sent by DaaS to Engagement Cloud.	Data/MailingSiteOrigSystemReference
Mailing Site Use type	internal attribute	62	Address	SiteUseType	A literal value that DaaS sends to Engagement Cloud denoting the type of address. Example: Mail To, Sent To.	Data/MailingSiteUseType
Country Access Code	D&B Company Standard Record	63	Primary Phone	PhoneCountryCode	The international dialing code required to connect to the phone or fax number when dialing internationally.	Data/PhoneCountryCode
Phone Number	D&B Company Standard Record	64	Primary Phone	RawPhoneNumber	The primary phone number for the business with no formatting or punctuation. This string contains all telecommunication number components (area code, exchange, number).	Data/RawPhoneNumber
Phone ID	internal attribute	65	Primary Phone	CpOrigSystemReference	The ID of the phone object sent by DaaS to Engagement Cloud.	Data/PhoneOrigSystemReference

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Facsimile Number	D&B Company Standard Record	66	Fax	RawPhoneNumber	The primary facsimile number for the business with no formatting or punctuation. This string contains all telecommunication number components (area code, exchange, number).	Data/FaxRawPhoneNumber
Fax ID	internal attribute	67	Fax	CpOrigSystemReference	The ID of the fax object sent by DaaS to Engagement Cloud.	Data/FaxOrigSystemReference
Url	D&B Company Standard Record	68	Url	Url	The primary URL for the company.	Data/Url
Website ID	internal attribute	69	Url	CpOrigSystemReference	The ID of the website object sent by DaaS to Engagement Cloud.	Data/UrlOrigSystemReference
Woman Owned	D&B Company Enterprise Record	70	OrganizationProfile	WOMAN_OW_NED_IN_D	A business that is at least 51% owned by, and whose management and daily business operations are controlled by, a woman.	Data/WomanOwned
Trade Name Type	internal attribute	71	AdditionalName	NameType	A literal value that DaaS sends to Engagement Cloud denoting the type of business name. Example: Alias.	Data/AdditionalNameType1
Trade Style Name	D&B Company Standard Record	72	AdditionalName	Name	A trading style name used by a business. It is an additional name used by a company. Also referred to as "Doing Business As" (DBA) and "Also Known As" (AKA).	Data/AdditionalName1
Trade Name 2 Type	internal attribute	73	AdditionalName	NameType	A literal value that DaaS sends to Engagement Cloud denoting the type of business name. Example: Alias.	Data/AdditionalNameType2

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Trade Style Name 2	D&B Company Enterprise Record	74	Addition alName	Name	A second trading style name used by the business.	Data/AdditionalName2
Trade Name 3 Type	internal attribute	75	Addition alName	NameType	A literal value that DaaS sends to Engagement Cloud denoting the type of business name. Example: Alias.	Data/AdditionalNameType3
Trade Style Name 3	D&B Company Enterprise Record	76	Addition alName	Name	An additional name used by a business for advertising or buying purposes: a "doing business as" name.	Data/AdditionalName3
Trade Name 4 Type	internal attribute	77	Addition alName	NameType	A literal value that DaaS sends to Engagement Cloud denoting the type of business name. Example: Alias.	Data/AdditionalNameType4
Trade Style Name 4	D&B Company Enterprise Record	78	Addition alName	Name	An additional name used by a business for advertising or buying purposes: a "doing business as" name.	Data/AdditionalName4
Trade Name 5 Type	internal attribute	79	Addition alName	NameType	A literal value that DaaS sends to Engagement Cloud denoting the type of business name. Example: Alias.	Data/AdditionalNameType5
Trade Style Name 5	D&B Company Enterprise Record	80	Addition alName	Name	An additional name used by a business for advertising or buying purposes: a "doing business as" name.	Data/AdditionalName5
Major Industry Category	internal attribute	81	Classification	ClassificationCategory	Send a hard code category = MAJOR_INDUSTRY.	Data/MajorIndustryCategory
Major Industry Category Code	D&B Company Standard Record	82	Classification	ClassificationCode	A code value that denotes under which major industry category an establishment falls.	Data/MajorIndustryCategoryCode

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
NAICS Class Category1_1	internal attribute	83	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory1_1
NAICS Class Code1_1	D&B Company Standard Record	84	Classification	ClassificationCode	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4-byte node of the primary SIC code.	Data/NAICSClassCode1_1
NAICS Class Category1_2	internal attribute	85	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory1_2
NAICS Class Code1_2	D&B Company Standard Record	86	Classification	ClassificationCode	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4-byte node of the secondary SIC code.	Data/NAICSClassCode1_2
NAICS Class Category1_3	internal attribute	87	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory1_3
NAICS Class Code1_3	D&B Company Standard Record	88	Classification	ClassificationCode	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4-byte node of the third SIC code.	Data/NAICSClassCode1_3
NAICS Class Category1_4	internal attribute	89	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory1_4
NAICS Class Code1_4	D&B Company Standard Record	90	Classification	ClassificationCode	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4-byte node of the fourth SIC code.	Data/NAICSClassCode1_4
NAICS Class Category2_1	internal attribute	91	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory2_1

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
NAICS Class Code2_1	D&B Company Enterprise Record S	92	Classification	ClassificationCode	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4 byte node of the secondary SIC code.	Data/NAICSClassCode2_1
NAICS Class Category2_2	internal attribute	93	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory2_2
NAICS Class Code2_2	D&B Company Enterprise Record S	94	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the second 4 byte node of the secondary SIC code.	Data/NAICSClassCode2_2
NAICS Class Category2_3	internal attribute	95	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory2_3
NAICS Class Code2_3	D&B Company Enterprise Record S	96	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the third 4 byte node of the secondary SIC code.	Data/NAICSClassCode2_3
NAICS Class Category2_4	internal attribute	97	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory2_4
NAICS Class Code2_4	D&B Company Enterprise Record S	98	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the fourth 4 byte node of the secondary SIC code.	Data/NAICSClassCode2_4
NAICS Class Category3_1	internal attribute	99	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory3_1

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
NAICS Class Code3_1	D&B Company Enterprise Record	100	Classification	ClassificationCode	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4 byte node of the third SIC code.	Data/NAICSClassCode3_1
NAICS Class Category3_2	internal attribute	101	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory3_2
NAICS Class Code3_2	D&B Company Enterprise Record	102	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the second 4 byte node of the third SIC code.	Data/NAICSClassCode3_2
NAICS Class Category3_3	internal attribute	103	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory3_3
NAICS Class Code3_3	D&B Company Enterprise Record	104	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the third 4 byte node of the third SIC code.	Data/NAICSClassCode3_3
NAICS Class Category3_4	internal attribute	105	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory3_4
NAICS Class Code3_4	D&B Company Enterprise Record	106	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the fourth 4 byte node of the third SIC code.	Data/NAICSClassCode3_4
NAICS Class Category4_1	internal attribute	107	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory4_1

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
NAICS Class Code4_1	D&B Company Enterprise Record S	108	Classification	ClassificationCode	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4 byte node of the fourth SIC code.	Data/NAICSClassCode4_1
NAICS Class Category4_2	internal attribute	109	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory4_2
NAICS Class Code4_2	D&B Company Enterprise Record S	110	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the second 4 byte node of the fourth SIC code.	Data/NAICSClassCode4_2
NAICS Class Category4_3	internal attribute	111	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory4_3
NAICS Class Code4_3	D&B Company Enterprise Record S	112	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the third 4 byte node of the fourth SIC code.	Data/NAICSClassCode4_3
NAICS Class Category4_4	internal attribute	113	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory4_4
NAICS Class Code4_4	D&B Company Enterprise Record S	114	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the fourth 4 byte node of the fourth SIC code.	Data/NAICSClassCode4_4
NAICS Class Category5_1	internal attribute	115	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory5_1

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
NAICS Class Code5_1	D&B Company Enterprise Record S	116	Classification	ClassificationCode	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4 byte node of the fifth SIC code.	Data/NAICSClassCode5_1
NAICS Class Category5_2	internal attribute	117	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory5_2
NAICS Class Code5_2	D&B Company Enterprise Record S	118	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the second 4 byte node of the fifth SIC code.	Data/NAICSClassCode5_2
NAICS Class Category5_3	internal attribute	119	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory5_3
NAICS Class Code5_3	D&B Company Enterprise Record S	120	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the third 4 byte node of the fifth SIC code.	Data/NAICSClassCode5_3
NAICS Class Category5_4	internal attribute	121	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory5_4
NAICS Class Code5_4	D&B Company Enterprise Record S	122	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the fourth 4 byte node of the fifth SIC code.	Data/NAICSClassCode5_4
NAICS Class Category6_1	internal attribute	123	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory6_1

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
NAICS Class Code6_1	D&B Company Enterprise Record S	124	Classification	ClassificationCode	The North American Industry Classification System equivalent for the combination of the first 4 bytes and the first 4 byte node of the sixth SIC code.	Data/NAICSClassCode6_1
NAICS Class Category6_2	internal attribute	125	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory6_2
NAICS Class Code6_2	D&B Company Enterprise Record S	126	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the second 4 byte node of the sixth SIC code.	Data/NAICSClassCode6_2
NAICS Class Category6_3	internal attribute	127	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory6_3
NAICS Class Code6_3	D&B Company Enterprise Record S	128	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the third 4 byte node of the sixth SIC code.	Data/NAICSClassCode6_3
NAICS Class Category6_4	internal attribute	129	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/NAICSClassCategory6_4
NAICS Class Code6_4	D&B Company Enterprise Record S	130	Classification	ClassificationCode	The NAICS equivalent for the combination of the first 4 bytes and the fourth 4 byte node of the sixth SIC code.	Data/NAICSClassCode6_4
SIC Code 1 Category	internal attribute	131	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/SICClassCategory1

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
US 1987 SIC 1	D&B Company Standard Record	132	Classification	ClassificationCode	The US 1987 Standard Industrial Classification (SIC) code system categorizes business establishments based upon the type of activity done by that business at that location. A business can have up to six SIC codes and each SIC code can have four extensions. The first-listed SIC code represents the primary operations of the business. Then, SIC codes are assigned in descending order according to the percentage of the revenue contributed by each function of the business. The SIC code of a parent/ultimate may include the activities of its subsidiaries.	Data/SICClassCode1
SIC Code 2 Category	internal attribute	133	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/SICClassCategory2
US 1987 SIC 2	D&B Company Enterprise Record	134	Classification	ClassificationCode	The Standard Industrial Classification code for the second line of business operations as ranked by percent of sales/revenue.	Data/SICClassCode2
SIC Code 3 Category	internal attribute	135	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/SICClassCategory3
US 1987 SIC 3	D&B Company Enterprise Record	136	Classification	ClassificationCode	The Standard Industrial Classification code for the third line of business operations as ranked by percent of sales/revenue.	Data/SICClassCode3
SIC Code 4 Category	internal attribute	137	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/SICClassCategory4

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
US 1987 SIC 4	D&B Company Enterprise Record S	138	Classification	ClassificationCode	The Standard Industrial Classification code for the fourth line of business operations as ranked by percent of sales/revenue.	Data/SICClassCode4
SIC Code 5 Category	internal attribute	139	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/SICClassCategory5
US 1987 SIC 5	D&B Company Enterprise Record S	140	Classification	ClassificationCode	The Standard Industrial Classification code for the fifth line of business operations as ranked by percent of sales/revenue.	Data/SICClassCode5
SIC Code 6 Category	internal attribute	141	Classification	ClassificationCategory	A literal value that denotes the type of classification. Example: Major Industry, SIC 1987, NAICS 2107.	Data/SICClassCategory6
US 1987 SIC 6	D&B Company Enterprise Record S	142	Classification	ClassificationCode	The Standard Industrial Classification code for the sixth line of business operations as ranked by percent of sales/revenue.	Data/SICClassCode6
Match Score	internal attribute	143	not mapped	not mapped	A score representing the likelihood of a match between records.	MetaData/MatchScore
Company Description	D&B Company Standard Record S	144	not mapped	not mapped	Narrative company description.	Data/CompanyDescription
Marketability Indicator	D&B Company Enterprise Record S	145	not mapped	not mapped	Indicates that the record satisfies D&B global marketability rules.	Data/MarketableIndicator

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
GEO Code Accuracy	D&B Company Enterprise Record	146	not mapped	not mapped	A code value that describes how close the coordinates for a location are to "rooftop" level.	Data/GEOCodeAccuracy
Sales Volume (US Dollars) Reliability Code	D&B Company Standard Record	147	not mapped	not mapped	A code value that describes the reliability of the annual sales/revenue figure that is expressed in US dollars.	Data/SalesVolume(USDollars)Reliability Code
Sales Volume US Dollars	D&B Company Standard Record	148	not mapped	not mapped	The total annual sales/revenue for this business in local currency. Not available on branch locations.	Data/SalesVolume(LocalCurrency)
Sales Volume Local Currency Reliability Code	D&B Company Standard Record	149	not mapped	not mapped	A code value that describes the reliability of the annual sales/revenue figure that is expressed in local currency.	Data/SalesVolumeLocalCurrencyReliabilityCode
Domestic Ultimate Business Name	D&B Company Enterprise Record	150	not mapped	not mapped	The primary name of the domestic ultimate business.	Data/DomesticUltimateBusinessName
Domestic FIPS Country Code	D&B Company Enterprise Record	151	not mapped	not mapped	The Federal Information Processing Standards code value that identifies the country where the domestic ultimate company is located.	Data/DomesticUltimateFIPSCountryCode
Domestic D&B Country Code	D&B Company Enterprise Record	152	not mapped	not mapped	D&B geographical code identifying the country where the domestic ultimate is located.	Data/DomesticUltimateD&BCountryCode

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Domestic Ultimate State Province Abbreviation	D&B Company Enterprise Record Abbreviations	153	not mapped	not mapped	The abbreviated name of the state or province in which the domestic ultimate is located.	Data/ DomesticUltimateState/ ProvinceAbbreviation
Global Ultimate Business Name	D&B Company Enterprise Record S	154	not mapped	not mapped	The name of the ultimate company.	Data/ GlobalUltimateBusinessName
Global Ultimate Indicator	D&B Company Enterprise Record S	155	not mapped	not mapped	Indicates whether the site record is the Global Ultimate D-U-N-S within the corporate family tree.	Data/ GlobalUltimateIndicator
Global Ultimate FIPS Country Code	D&B Company Enterprise Record S	156	not mapped	not mapped	The Federal Information Processing Standards code value that identifies the country where the ultimate company is located.	Data/ GlobalUltimateFIPSCountryCode
Global Ultimate D&B Country Code	D&B Company Enterprise Record S	157	not mapped	not mapped	D&B geographical code identifying the country where the ultimate company is located.	Data/ GlobalUltimateD&BCountryCode
Global Ultimate State Province Abbreviation	D&B Company Enterprise Record S	158	not mapped	not mapped	The abbreviated name of the state or province in which the domestic ultimate is located.	Data/ GlobalUltimateState/ ProvinceAbbreviation
Headquarter DUNS Number	D&B Company Enterprise Record S	159	not mapped	not mapped	The D-U-N-S number of the headquarter organization. May contain lead zeros which will be lost if field is treated as numeric.	Data/ HeadquarterDUNSNumber

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Parent Headquarter Business Name	D&B Company Enterprise Record	160	not mapped	not mapped	The primary name of the parent/ headquarter company.	Data/ParentHeadquarterBusinessName
Hierarchy Code	D&B Company Enterprise Record	161	not mapped	not mapped	A number used with the status and subsidiary indicators to pinpoint the location of an establishment within a corporate hierarchy. The hierarchy on the global ultimate is '01'. A branch hierarchy is the same as its headquarters'. A subsidiary's hierarchy is one more than its parent's.	Data/HierarchyCode
Number of Family Member	D&B Company Enterprise Record	162	not mapped	not mapped	The number of family members including the global ultimate and all subsidiaries and branches of the entire family tree worldwide. All family members within a particular tree carry the same count.	Data/NumberOfFamilyMembers
Out of Business Indicator	D&B Company Standard Record	163	not mapped	not mapped	Indicates that the business is out of business or inactive based upon D&B policies and procedures.	Data/OutofBusinessIndicator
Over the Counter Stock Exchange	D&B Company Standard Record	164	not mapped	not mapped	The symbol used to trade the company's stock on the Over the Counter Stock Exchange.	Data/OvertheCounterStockExchange
NYSE Stock Exchange	D&B Company Standard Record	165	not mapped	not mapped	The symbol used to trade the company's stock on the New York Stock Exchange.	Data/NYSEStockExchange
ASE Ticker	D&B Company Standard Record	166	not mapped	not mapped	The symbol used to trade the company's stock on the American Stock Exchange.	Data/ASETicker

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
NMS Ticker	D&B Company Standard Record	167	not mapped	not mapped	The symbol used to trade the company's stock on the NASDAQ National Market.	Data/NMSTicker
NAS Ticker	D&B Company Standard Record	168	not mapped	not mapped	The symbol used to trade the company's stock on the NASDAQ Small Cap Exchange.	Data/NASTicker
Operates From Residence Indicator	D&B Company Enterprise Record	169	not mapped	not mapped	A flag stating whether or not the business is run from a residential address.	Data/OperatesFromResidenceIndicator
Primary Competitor 1	D&B Company Enterprise Record	170	not mapped	not mapped	DUNS number of the company deemed to be the primary competitor for the business.	Data/PrimaryCompetitor1
3 Year Growth Percentage on Sales Volume	D&B Company Enterprise Record	171	not mapped	not mapped	The percentage increase or decrease in the sales volume over a three year period. Includes a + or - sign denoting positive or negative growth in sales.	Data/3YearGrowthPercentageonSalesVolume
3 Year Growth Percentage on Employees	D&B Company Enterprise Record	172	not mapped	not mapped	The percentage increase or decrease in the number of employees over a three year period. Includes a + or - sign denoting positive or negative growth in sales.	Data/3YearGrowthPercentageonEmployees
Delinquency Risk	D&B Company Enterprise Record	173	not mapped	not mapped	Based on the standard Commercial Credit Score, which predicts the likelihood of a company becoming severely delinquent over the next 12 months. Grouped into risk ranges.	Data/DelinquencyRisk

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Census FIPS Territory Code	D&B Company Enterprise Record	174	not mapped	not mapped	The Federal Information Processing Standards territory code for where this subject is located. These territory codes are defined and developed by the National Institute of Standards and Technology (NIST) organization within the US federal Department of Commerce.	Data/CensusFIPSTerritoryCode
Census FIPS Country Code	D&B Company Enterprise Record	175	not mapped	not mapped	The Federal Information Processing Standards county code identifying the county where the subject is located.	Data/CensusFIPSCountryCode
Primary Competitor 2	D&B Company Enterprise Record	184	not mapped	not mapped	DUNS number of the company deemed to be the second primary competitor for the business.	Data/PrimaryCompetitor2
Primary Competitor 3	D&B Company Enterprise Record	185	not mapped	not mapped	DUNS number of the company deemed to be the third primary competitor for the business.	Data/PrimaryCompetitor3
Secondary Competitor 1	D&B Company Enterprise Record	186	not mapped	not mapped	DUNS number of the company deemed to be the secondary competitor for the business.	Data/SecondaryCompetitor1
Secondary Competitor 2	D&B Company Enterprise Record	187	not mapped	not mapped	DUNS number of the company deemed to be the second secondary competitor for the business.	Data/SecondaryCompetitor2
Global Exchange Name	D&B Company Standard Record	188	not mapped	not mapped	The exchange where the stock symbol is listed.	Data/GlobalExchangeName

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Primary Indicator	D&B Company Standard Record	189	not mapped	not mapped	Indicates whether or not the ticker is the primary one for the business.	Data/PrimaryIndicator
National Identification Code	D&B Company Enterprise Record	190	not mapped	not mapped	A code value that describes the type of national ID number provided; for example, '12' = CRO, '14' = Siren.	Data/NationalIdentificationCode
FIPS MSA Code	D&B Company Enterprise Record	191	not mapped	not mapped	The Federal Information Processing Standards code value that identifies the Metropolitan Statistical Area (known as the MSA) where this subject is located. These MSA codes were defined and developed by the National Institute of Standards and Technology (NIST) organization within the US Federal Department of Commerce.	Data/FIPSMSACode
Parent Headquarter D&B Country Code	D&B Company Enterprise Record	192	not mapped	not mapped	D&B geographical code identifying the country where the parent/headquarter is located	Data/ParentHeadquarterD&BCountryCode

Understand the EngagementCloudCompanyMatch Mapping

During matching, Engagement Cloud sends DaaS a list of attributes for matching. (The Engagement Cloud CompanyMatch mapping uses the same attributes as the Engagement Cloud CompanyExport mapping – see [Understand the EngagementCloudCompanyExport Mapping](#).)

A company record is rejected if the **DaaS Id** field is invalid or if any of the following fields is missing:

- **PartyId** (for example, **CRM ID**)
- **Name**
- **City**
- **DaaS Id**
- **ExternalId**

In addition to the required attributes, the following attributes also are sent:

- **Data Cloud Status:** This indicates whether or not the record was previously matched.
- **DUNS#:** If Engagement Cloud sends the DUNS# of the company, then DaaS can do a match using that unique number (DUNS#). There is no need to use the other required fields required for matching.

See [About Matching Records](#).

When you export records from Engagement Cloud for matching, the values are exported from the Source Attribute (OSC) and Source Object (OSC) columns. DaaS completes the matching process, and the matched file is exported in a TXT file. This file should have the same columns as the columns in the TXT file during an export job that uses the template EngagementCloudCompanyExport.

Understand the EngagementCloudContactExport Mapping

Use the following table to understand how EngagementCloudContactExport attributes map to Engagement Cloud attributes.

To see the geographic availability of each attribute, see [Understand Attributes](#).

Data Attribute	Subscription Level	Subscriber ID	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
External ID	internal attribute	1	Person Profile	ObjectKey	The ID of the contact and sent by Engagement Cloud to DaaS.	Data/PartyId	
Orig System	D&B Company Enterprise Contact Record S	2	Person Profile	PartyOriginSystem	The source from which the data is procured (DaaS).	Data/PartyOrigSystem	
Person ID	D&B Company Enterprise Contact Record S	3	Person Profile	PartyOriginSystemReference	The ID of the contact sent by DaaS to Engagement Cloud.	Data/PartyOrigSystemReference	
Data Cloud Status	D&B Company Enterprise Contact Record S	4	Person Profile	DataCloudStatus	The status of the record. Example: Matched.	Data/DataCloudStatus	

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Prefix	D&B Company Enterprise Contact Record S	5	Person Profile	Person PreNameAdjunct	The prefix (Mr., Ms., Dr.) associated with the person's name.	Data/PersonPreNameAdjunct
First Name	D&B Company Enterprise Contact Record S	6	Person Profile	Person FirstName	The first name of the person.	Data/PersonFirstName
Middle Name	internal attribute	7	Person Profile	Person MiddleName	The middle name of the person.	Data/PersonMiddleName
Last Name	D&B Company Enterprise Contact Record S	8	Person Profile	Person LastName	The last name of the person.	Data/PersonLastName
Title	D&B Company Enterprise Contact Record S	9	Person Profile	JobTitle	The title associated with the person's role. This is the title as it would read on a person's business card.	Data/JobTitle
MRC Code	D&B Company Enterprise Contact Record S	10	not mapped	not mapped	The management responsibility code, which is a code that has been derived from the vanity title or standardized title.	Data/MRCCode
Suffix	D&B Company Enterprise Contact Record S	12	Person Profile	Person NameSuffix	The last name suffix of the person.	Data/PersonNameSuffix

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
External Parent ID	D&B Company Enterprise Contact Record S	13	Contact Relationship	ObjectID	The ID of the organization object sent by DaaS to Engagement Cloud.	Data/ OrganizationId
Organization Orig System	D&B Company Enterprise Contact Record S	14	Contact Relationship	ObjOrig System	The source from which the data is procured (DaaS).	Data/ OrganizationOriginSystem
Parent Daas ID	internal attribute	15	Contact Relationship	ObjOrig System Reference	The ID of the organization object in a company associated with the contact record and sent by DaaS to Engagement Cloud.	Data/ OrgOrigSystem Reference
Relationship ID	D&B Company Enterprise Contact Record S	16	Contact Relationship	RelOrig System Reference	The ID of the relationship object sent by DaaS to Engagement Cloud.	Data/ RelOrigSystem Reference
Location ID	D&B Company Enterprise Contact Record S	17	Address	Locatio nOrigSy stemRe ference	The ID of the location object sent by DaaS to Engagement Cloud.	Data/ LocationOrigSy stemReference
Site ID	D&B Company Enterprise Contact Record S	18	Address	SiteOrig System Referen ce	The ID of the site object sent by DaaS to Engagement Cloud.	Data/ SiteOrigSystem Reference
Street Address 1	D&B Company Enterprise Contact Record S	19	Address	Address 1	The first street address line where a business is physically located. Generally in local language.	Data/Address1

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
City	D&B Company Enterprise Contact Record s	20	Address	City	The name of the city where the business is physically located. Generally in local language.	Data/City
State	D&B Company Enterprise Contact Record s	21	Address	State	The abbreviation for the physical state or province name where the business is located.	Data/State
OCS Postal Code	D&B Company Enterprise Contact Record s	22	Address	PostalCode	The 5-digit postal code where the business is physically located.	Data/PostalCode
OSC Postal Plus 4 Code	D&B Company Enterprise Contact Record s	23	Address	PostalPlus4Code	The 4 digits that determine a more specific location within a given ZIP code.	Data/PostalPlus4Code
Primary Full Postal Code	D&B Company Enterprise Contact Record s	24	not mapped	not mapped	Full postal code as received by D&B.	Data/FullPostalCode
Country	D&B Company Enterprise Contact Record s	25	Address	Country	The 2-byte alpha character ISO code for the country where the business is located.	Data/Country
Direct Phone ID	internal attribute	26	Phone	CpOrig System Reference	The ID of the phone object sent by DaaS to Engagement Cloud.	Data/PhoneOrigSystemReference

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Direct Dial Phone	D&B Company Enterprise Contact Record S	27	Phone	RawPhoneNumber	The direct-dial phone number associated with this person in this role. It includes country code, area code and phone number.	Data/PhoneRawPhoneNumber
Company Phone ID	internal attribute	28	Phone	CpOrigSystemReference	Internal ID value.	Data/PhoneOrigSystemReference
Company Phone	D&B Company Enterprise Contact Record S	29	Phone	PhoneNumber	The company phone number at which the professional can be reached (for current role assignments).	Data/CompanyPhone
Company Phone Extension	D&B Company Enterprise Contact Record S	30	Phone	PhoneExtension	This is the phone extension associated with the company phone number indicated on this record.	Data/PhoneExtension
Email ID	internal attribute	31	Email	CpOrigSystemReference	The ID of the email object sent by DaaS to Engagement Cloud.	Data/EmailOrigSystemReference
Email Address	D&B Company Enterprise Contact Record S	32	Email	EmailAddress	The main email address associated with this person's role or contact record.	Data/EmailAddress
DUNS Number	D&B Company Enterprise Contact Record S	33	not mapped	not mapped	DUNS number of the business location.	Data/DUNSNumber

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Individual ID	D&B Company Enterprise Contact Records	34	not mapped	not mapped	The unique identifier of the professional.	Data/IndividualID
Role ID	D&B Company Enterprise Contact Records	35	not mapped	not mapped	Unique identifier of the professional's job at a particular DUNS location.	Data/RoleID
Last Update Date Role	D&B Company Enterprise Contact Records	36	not mapped	not mapped	The date any of the role data was last updated.	Data/LastUpdateDateRole
Department	D&B Company Enterprise Contact Records	37	Person Profile	Department	A division of a large organization such as Executive, Administration, etc.	Data/Department
Management Level	D&B Company Enterprise Contact Records	38	not mapped	not mapped	Level of management; for example, C-Level, VP Level, and so on.	Data/ManagementLevel
Standardized Title	D&B Company Enterprise Contact Records	39	not mapped	not mapped	A business title derived from the Management Responsibility Code which identifies a title or area of responsibility of an executive.	Data/StandardizedTitle
Match Score	internal attribute	40	not mapped	not mapped	A score representing the likelihood of a match between records.	MetaData/MatchScore

Data Attribute	Subscription Level	Sequence	Engagement Cloud Object	Engagement Cloud Attribute	Description	Column in TXT/CSV File
Location	D&B Company Standard Contact Record	43	not mapped	not mapped	Address information for individual.	Data/Location

Understand the EngagementCloudContactMatch Mapping

During matching, Engagement Cloud sends DaaS a list of attributes for matching. (The Engagement Cloud ContactMatch mapping uses the same attributes as the Engagement Cloud ContactExport mapping – see [Understand the EngagementCloudContactExport Mapping](#).)

A contact record is rejected if the **Parent DaaS Id** field is invalid or if any of the following fields is missing:

- **PartyId** (for example, CRM ID)
- **Last Name**
- **First Name**
- **Parent Company Name**
- **Parent DaaS Id**
- **ExternalId**

In addition to the required attributes, the following attributes also are sent:

- **DataCloudStatus:** This indicates whether or not the record was previously matched.
- **DUNS#:** If Engagement Cloud sends the DUNS# of the company, then DaaS can do a match using that unique number (DUNS#). There is no need to use the other required fields required for matching.

When you export records from Engagement Cloud for matching, the values are exported from the Source Attribute (OSC) and Source Object (OSC) columns. DaaS completes the matching process, and the matched file is exported in a TXT file. This file should have the same columns as the columns in the TXT file during an export job that uses the template EngagementCloudContactExport.

See [About Matching Records](#).

Edit Marketing Cloud Mappings

Topics:

- [Understand the MarketingCloudCompanyExport Mapping](#)
- [Understand the MarketingCloudCompanyMatch Mapping](#)

- Understand the MarketingCloudContactExport Mapping
- Understand the MarketingCloudContactMatch Mapping
- Understand the MarketingCloudContact&CompanyExport Mapping
- Understand the MarketingCloudContact&CompanyMatch Mapping

 **Note:**

Mappings included with DaaS cannot be deleted.

See [About Matching Records](#).

Understand the MarketingCloudCompanyExport Mapping

Use the following table to understand how MarketingCloudCompanyExport attributes map to Eloqua Marketing Cloud attributes.

Data Attribute	Subscription Level	Eloqua Attribute	Description	Column in TXT/CSV File
External ID	internal attribute	Eloqua Company ID	The unique ID of a company in Eloqua.	Eloqua Company ID
Company ID	internal attribute	DaaS Company ID	The ID of a company in DaaS for Sales.	DaaS Company ID
Business Name	D&B Company Standard Records	Company Name	The primary or registered name of the business.	Company Name
Street Address 1	D&B Company Standard Records	Address	The first street address line where a business is physically located. Generally in local language.	Address
Street Address 2	D&B Company Standard Records	Address 2	The second street address line where a business is physically located. Generally in local language.	Address 2
City	D&B Company Standard Records	City	The name of the city where the business is physically located. Generally in local language.	City
State Name	D&B Company Standard Records	State or Province	The full name of the physical state or province name where the business is located.	State or Province
Full Postal Code	D&B Company Standard Records	Zip or Postal Code	The postal code where the business is physically located.	Zip or Postal Code

Data Attribute	Subscription Level	Eloqua Attribute	Description	Column in TXT/CSV File
County	D&B Company Standard Records	Country	The full name of the county where the business is located.	Country
Phone Number	D&B Company Standard Records	Business Phone	The primary voice telephone number for the business with no formatting or punctuation. This string contains all telecommunication number components (area code, exchange, number).	Business Phone
Facsimile Number	D&B Company Standard Records	Fax	The primary facsimile number for the business with no formatting or punctuation. This string contains all telecommunication number components (area code, exchange, number).	Fax
Major Industry Category	internal attribute	Company Category	A value that denotes under which major industry category an establishment falls.	Company Category
DUNS Number	D&B Company Standard Records	DUNS Number	A randomly generated nine-digit number assigned by D&B to identify unique business establishments. May contain lead zeros which will be lost if field is treated as numeric.	DUNS Number

Understand the MarketingCloudCompanyMatch Mapping

The Marketing Cloud CompanyMatch mapping attributes are the same as the Marketing Cloud CompanyExport attributes – see [Understand the MarketingCloudCompanyExport Mapping](#).

Understand the MarketingCloudContactExport Mapping

Use the following table to understand how MarketingCloudContactExport attributes map to Eloqua Marketing Cloud attributes.

Data Attribute	Subscription Level	Eloqua Attribute	Description	Column in TXT/CSV File
Person ID	internal attribute	DaaS Person ID	The ID of a contact in DaaS for Sales.	DaaS Person ID
External ID	internal attribute	Eloqua Contact ID	The ID of the contact in Eloqua.	Eloqua Contact ID
Prefix	D&B Company Enterprise Contact Records	Salutation	The prefix (Mr, Ms, Dr, etc.) associated with the professional's name.	Salutation

Data Attribute	Subscription Level	Eloqua Attribute	Description	Column in TXT/CSV File
First Name	D&B Company Enterprise Contact Records	First Name	The first name of the professional.	First Name
Last Name	D&B Company Enterprise Contact Records	Last Name	The last name of the professional.	Last Name
Title	D&B Company Enterprise Contact Records	Title	This is the title associated with the professional's role. This is the title as it would read on a professional's business card.	Title
Email Address	D&B Company Enterprise Contact Records	Email Address	This is the main email address associated with this professional's role/contact record.	Email Address
Direct Dial Phone	D&B Company Enterprise Contact Records	Business Phone	This is the direct dial phone number associated with this professional in this role.	Business Phone
Street Address 1	D&B Company Enterprise Contact Records	Address 1	The first street address line where a business is physically located. Generally in local language.	Address 1
City	D&B Company Enterprise Contact Records	City	The name of the city where the business is physically located. Generally in local language.	City
State	D&B Company Enterprise Contact Records	State or Province	The name of the state/province where the business is located. Generally in local language.	State or Province
Primary Full Postal Code	D&B Company Enterprise Contact Records	Zip or Postal Code	The 5-digit postal code where the business is physically located.	Zip or Postal Code
Country	D&B Company Enterprise Contact Records	Country	The name of the country where the business is located. In English.	Country

Data Attribute	Subscription Level	Eloqua Attribute	Description	Column in TXT/CSV File
Organization Name	D&B Company Enterprise Contact Records	Company	The Primary or Registered name of the business. Derived from the associated company record.	Company
DUNS Number	D&B Company Enterprise Contact Records	DUNS Number	DUNS number of the business location.	DUNS Number

Understand the MarketingCloudContactMatch Mapping

The Marketing Cloud ContactMatch mapping attributes are the same as the Marketing Cloud ContactExport mapping attributes – see [Understand the MarketingCloudContactExport Mapping](#).

Understand the MarketingCloudContact&CompanyExport Mapping

Use the following table to understand how MarketingCloudContact&CompanyExport attributes map to Eloqua Marketing Cloud attributes.

Data Attribute	Attribute Type	Subscription Level	Eloqua Attribute	Description	Column in TXT/CSV File
Person ID	Contact	internal attribute	DaaS Person ID	The ID of a contact in DaaS for Sales.	DaaS Person ID
External ID	Contact	internal attribute	Eloqua Contact ID	The ID of the contact in Eloqua.	Eloqua Contact ID
Prefix	Contact	D&B Company Enterprise Contact Records	Salutation	The prefix (Mr, Ms, Dr, etc.) associated with the professional's name.	Salutation
First Name	Contact	D&B Company Enterprise Contact Records	First Name	The first name of the professional.	First Name
Last Name	Contact	D&B Company Enterprise Contact Records	Last Name	The last name of the professional.	Last Name
Title	Contact	D&B Company Enterprise Contact Records	Title	The title associated with the professional's role. This is the title as it would read on a professional's business card.	Title

Data Attribute	Attribute Type	Subscription Level	Eloqua Attribute	Description	Column in TXT/CSV File
Email Address	Contact	D&B Company Enterprise Contact Records	Email Address	The main email address associated with this professional's role/contact record.	Email Address
Direct Dial Phone	Contact	D&B Company Enterprise Contact Records	Business Phone	The direct dial phone number associated with this professional in this role.	Business Phone
Street Address 1	Contact	D&B Company Enterprise Contact Records	Address 1	The first street address line where a business is physically located. Generally in local language.	Address 1
City	Contact	D&B Company Enterprise Contact Records	City	The name of the city where the business is physically located. Generally in local language.	City
State	Contact	D&B Company Enterprise Contact Records	State or Province	The name of the state/province where the business is located. Generally in local language.	State or Province
Primary Full Postal Code	Contact	D&B Company Enterprise Contact Records	Zip or Postal Code	The 5-digit postal code where the business is physically located.	Zip or Postal Code
Country	Contact	D&B Company Enterprise Contact Records	Country	The name of the country where the business is located. In English.	Country
Organization Name	Contact	D&B Company Enterprise Contact Records	Company	The primary or registered name of the business. Derived from the associated company record.	Company

Data Attribute	Attribute Type	Subscription Level	Eloqua Attribute	Description	Column in TXT/CSV File
Sales Volume (US Dollars)	Company	D&B Company Standard Records	Annual Revenue	The total annual sales/revenue for this business, expressed in US dollars as a signed, decimal field. If the sales/revenue figure is collected in local currency, the local value is converted to US dollars. Note: Data is converted to US dollars based on the date of the financial figures/statement of the record. If the sales/revenue figure is from Jun-2009, the conversion rate is as of Jun-2009.	Annual Revenue
Employees Total	Company	D&B Company Standard Records	Employees	The total number of employees in the business organization; it should include subsidiary and branch locations.	Employees
Major Industry Category	Company	internal attribute	Industry	A value that denotes under which major industry category an establishment falls.	Industry
Facsimile Number	Company	D&B Company Standard Records	Fax	The primary facsimile number for the business with no formatting or punctuation. This string contains all telecommunication number components (area code, exchange, number).	Fax
Street Address 2	Company	D&B Company Standard Records	Address 2	The second street address line where a business is physically located. Generally in local language.	Address 2
DUNS Number	Contact	D&B Company Enterprise Contact Records	DUNS Number	DUNS number of the business location.	DUNS Number

Understand the MarketingCloudContact&CompanyMatch Mapping

The Marketing Cloud Contact&CompanyMatch mapping attributes are the same as the Marketing Cloud Contact&CompanyExport mapping attributes – see [Understand the MarketingCloudContact&CompanyExport Mapping](#).

5

Frequently Asked Questions for DaaS

This section provides answers to frequently asked questions for DaaS (also known as Social Data and Insight Cloud Service).

Topics:

- [FAQ — Subscriptions](#)
- [FAQ — Matches](#)
- [FAQ — Exports](#)
- [FAQ — Mapping Files and Export Files](#)
- [FAQ — Jobs](#)

FAQ — Subscriptions

For an overview of subscription information, see [Understand Subscriptions](#).

How do I get another Welcome email?

After your subscription is activated, you receive a **Welcome to Oracle Cloud** email that lists the service URLs to log on, as well as the data center where your DaaS service is located, your identity domain, and your identity domain password (which are necessary to create new DaaS users). If you can't find this email, you can resend it from My Account. The username and password for My Account should be the same you use for Oracle Support.

Can I change my subscription?

The following subscription plans are offered:

- Oracle Social Data and Insight Cloud Service for D&B Company Standard Records (monthly or yearly)
- Oracle Social Data and Insight Cloud Service for D&B Company Enterprise Records (monthly or yearly)
- Oracle Social Data and Insight Cloud Service for D&B Company Enterprise Contact Records (monthly or yearly)

You can renew your subscription, you can upgrade (supersede) your D&B Company subscription from Standard to Enterprise, and you can add to your Company or Contact subscription's existing pool of records. For example, suppose you purchased 100 Company Standard records. Later, you add can more Standard records to your subscription.

 **Note:**

You cannot *decrease* your subscription's records purchased, and you cannot *downgrade* your subscription from Enterprise to Standard. To downsize, terminate your existing subscription and create a new subscription.

You cannot upgrade a trial subscription to a paid order.

Can I use this with any CRM application?

Social Data and Insight (also known as DaaS) is licensed for use with Oracle Customer Experience Cloud (for example, Engagement Cloud, Customer Data Management, or Eloqua Marketing Cloud) subscriptions.

How many records can I purchase?

A trial subscription allows 500 contact and 500 company records. You get an error if you exceed this limit.

The *minimum* number of records that can be purchased is 2,000 records in total (companies and contacts).

The *maximum* number of records that can be purchased is 50,000 records in total (company and contacts) for monthly subscriptions and 5 million records for yearly subscriptions.

How can I test data?

Order a free trial subscription, where you can test 500 contact and 500 company records. Trial subscriptions use our same worldwide data set of approximately 246 million companies and 80 million contacts. After your paid subscription is activated, any record you download or match counts toward your subscription limit.

How are records counted?

When you export or match a D&B company or contact record, the record is given a unique ID. This **DAAS ID** attribute appears on the output file. As soon as a record has a DAAS ID, the record counts toward your subscription limit.

Records must be used before the subscription period ends: They do not rollover with renewals or other changes to the service.

Is the same record counted multiple times toward my subscription limit?

A D&B company or contact record that is re-processed during an active subscription period does *not* count against your subscription limit. For example, when you match and download record ABC in January, record ABC counts toward your annual (365 day) subscription limit. When you re-match and download the same record ABC in February, it does *not* count toward your subscription limit. In other words, you can export or match a record as many times as you want for 365 days from the date you first performed an export or match on the record, without having to pay again for the record. After 365 days, any new export or match of that record is counted toward your new subscription limit.

 **Note:**

This works differently for Address Verification Cloud Service subscriptions. Every time you submit an address verification request, the service subtracts one record from your subscription limit, even if the address had been previously verified.

What happens if I download records by mistake?

All downloaded records count toward your subscription limit. You cannot get credit back for records you download accidentally.

What happens if I export more records than I have available?

If you export more records than remain in your available quota, then only the available records are exported. When your quota is reached, the export process stops. For example, if you have 100 company records left, and you export 200 company records, then the export process shows as completed with the a message in the job details that the quota limit has been reached for company records.

How do I make sure I don't go over my available records?

On the Home page, users can see the number of records that have been downloaded for export and the number of records available based on their subscription plan. Click the refresh button in the top right corner of the **Current Data Usage** box (hover over this area to view the button) for the last updated date and time.

What happens when my trial subscription period expires?

You will be unable to use the service.

What happens to my data when my subscription expires?

When your subscription ends, the records you purchased (downloaded) are still owned by you. In the purchase order, you agreed to delete D&B licensed material; however, Oracle does not delete anything after the service is terminated.

FAQ — Matches

How do I update Engagement Cloud contacts?

First match the company records associated with the contacts and then import the matched records into Engagement Cloud. During the match process, DaaS adds an identifier to each company record indicating that the company record has been matched.

1. From Engagement Cloud, export companies.
2. Match companies using DaaS.
3. Import companies into Engagement Cloud.

Next, from Engagement Cloud, export the contacts for the companies that you want to update. The contacts that belong to companies that have already been matched will have a unique identifier. Match the contacts using DaaS, and import the matched contact file to Engagement Cloud.

1. From Engagement Cloud, export contacts.
2. Match contacts using DaaS.
3. Import contacts into Engagement Cloud.

How come when I enrich a record from Engagement Cloud in real time, it says there is no matching record, but in DaaS I can search and find that same record?

DaaS has the filters **Enterprise Companies** and **Companies in Business** enabled by default. These filters apply to search and match for both batch match in DaaS and real-time enrichment from other applications (such as Oracle Engagement Cloud or Oracle Marketing Cloud). If you're not seeing matches for records you expect to see, go to Admin settings and deselect the **Enterprise Companies** filter. See [About Admin Settings](#).

How do I configure service association with Engagement Cloud?

Oracle Engagement Cloud and DaaS have different subscriptions. The account administrator for Engagement Cloud needs to associate the two services, so Engagement Cloud knows which DaaS subscription to access. See [About Integration with Oracle Engagement Cloud](#).

Is there a limit on the number of records I can submit to match?

For trial subscriptions, the maximum number of records you can match is based on the number of records in your input file multiplied by the limit value. The total value can't exceed 500 records.

For paid subscriptions, the maximum number of records you can match is based on the number of records in your input file multiplied by the limit value. The total value can't exceed 250,000 records. If the total value exceeds the limit, then consider reducing the records in the input file or decreasing the match export limit value.

Note: Suppose you are running a marketing campaign and you enrich (match) 10,000 leads. You can re-enrich these same 10,000 contacts for 365 days in your one year DaaS subscription — you are not charged for re-enriching the same record.

What is Match Limit — or, what if a match returns multiple records?

For real-time matches, and for all company matches, DaaS returns the one best match. For batch matches, and for contact matches, you can configure the **Match Limit** setting (on the **Match** page) to return more than one record when it finds multiple matches. The default value for **Match Limit** is 1.

For example, say you have 10,000 records in your input file, and you have changed the **Match Limit** setting from 1 to 10. Imagine DaaS finds multiple matches (over 10 matches) for "John Doe". It returns the best 10 records for John Doe. Also imagine it finds multiple matches for each of the 10,000 records in the file. Then, 10,000 records times 10 matches for each record = 100,000 records in the batch output file, and you are charged for 100,000 records from your subscription quota.

If you set **Match Limit** to a number greater than 1, then to avoid errors with the import, you should review the file and save only the 1 file you want before import.

Is the state required for matching companies?

The D&B match service has slightly different requirements for real-time and batch processing. (The service switches from real-time processing to batch processing for

match jobs with more than five records.) For example, real-time matching only requires the company name and country attributes. Batch processing requires company name, country, and state attributes: you get an error with batch processing if you do not include the state.

Why did my match fail with duplicate external IDs?

Document editors like Microsoft Excel may change the formatting or the values in an enriched text file generated by DaaS, so it renders incorrectly. Do not open an enriched text file with a different document editor, and do not reformat the file. To open it in an editor like Excel, first right-click the file and save it as .csv or .xls.

FAQ — Exports

Can I download enterprise records with a standard subscription?

The user interface shows all data: You browse and search against the entire data set (standard records and enterprise records). However, when you try to export (download) or match a record, the service verifies the type of subscription you purchased. If you purchased a standard subscription, then only standard records are downloaded.

Is there a record limit on exports?

For trial subscriptions, the maximum number of records you can export is 500 contacts and 500 accounts.

For paid subscriptions, the maximum number of records you can export on a single request is 100,000. You can export more records by submitting another export request.

Is the data in my export file corrupted?

The data is not corrupted. Some Dun and Bradstreet attributes have an alphanumeric code value. DaaS renders the corresponding descriptions of these codes in our interface.

For example, **Location Type** may appear in DaaS with a value of Single Location, Headquarters, or Branch. However, these descriptions are not included in the output files. In search export or match export files, these **Location Type** values appear as 0, 1, or 2.

Another example is the attribute **Minority Classification**, which has the following code values:

- Blank – not available / not applicable
- ASN – Asian American
- BLK – African American
- HSP – Hispanic American
- IND – Indian Subcontinent American
- NAT – Native American
- OTH - Other

The descriptions associated with these codes are not written to the output files. Instead, the actual alphanumeric codes are in the export files.

Why do some attributes in the export file have no value?

Either the data provider does not have data for those attributes, or you purchased a D&B Company Standard Records subscription, which doesn't include that attribute. (The output file contains all attributes, independent of subscription.)

FAQ — Mapping Files and Export Files

Can I modify the default mapping files?

No, the default mapping files cannot be modified. You can create a new mapping file based on the default mapping file definition.

FAQ — Jobs

How do I stop a job in "Running" mode?

You cannot stop a job after it has been submitted.

D&B Reference Tables

Several Dun and Bradstreet attributes have an alphanumeric code value. DaaS renders the corresponding descriptions of these codes in our interface. The descriptions associated with these codes are not written to the output files. Instead, the actual alphanumeric codes are in the export files. For example, **Location Type** may appear in DaaS with a value of Single Location, Headquarters, or Branch. However, in export files, these **Location Type** values appear as 0, 1, or 2.

Other examples of D&B attributes with code values include currency, city/state/county/country, title, minority classification, SIC, and NAICS.

There are two files from Dun and Bradstreet that list all attributes with code values: [Attributes and Code Tables](#) and [Referenced Code Tables](#). For some attributes, the values are listed directly in `Attributes and Code Tables.xlsx`. For referenced attributes, the lookup values are listed in `Referenced Code Tables.xlsx`.