

# RTCDP Collaboration | Audience Activation Guide

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## Objective

This document outlines the schema used by RTCDP Collaboration for activation of an audience to a Publisher via a secure data share (e.g., Snowflake Share) or a cloud-based storage (e.g., AWS S3). There will be one table for all audiences to be activated with the Publisher. Please note, this document may not be exhaustive, so please reach out for any outstanding questions.

## Audience Activation Data Schema

The following schema may be expanded and updated to support optional incremental features or optimizations as the product evolves. The audience to be activated will have a lifespan of 2 days. The ephemeral audience data will be TTL'd after such lifespan. There will no data normalization performed by Adobe.

Field Name	Details
id	string Represents the id of the audience segment
id_type	string (enumeration) Type of ID used in the id column One of {custom_id, hashed_email_sha_256, hashed_phone_sha_256, hashed_ipv4_sha_256}
custom_id_type	string Value representing the custom ID type (e.g., household_id, person_id)
brand_name	string Name of the brand requesting the audience activation
segment_name	string Name of the audience segment
data_source	string Name of the entity materializing the audience. Will always be Adobe.
created_ts	string Epoch in milliseconds (e.g., 1738822654000)
activation_id	string Uniquely identifies a specific instance of an RTCDP Collaboration Share/Activation. All audience members generated for this specific activation instance will have this activation id.