

# RTCDP Collaboration | Audience Onboarding Guide

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## Objective

This document outlines the necessary schema required for the RTCDP Collaboration application to support advertiser audience/universe overlaps, and to support privacy-enhanced activation for audience shares. Please note, this document may not be exhaustive, so please reach out for any outstanding questions.

## Audience Onboarding Data Schema

The following schema is required for RTCDP Collaboration to reference and generate Adobe Clean Sketches for audience overlap reports and perform identity membership checks against advertiser Adobe Clean Sketches for audience sharing and activation. The schema may be expanded and updated to support optional incremental features or optimizations as the product scales.

### Data Management and Refresh

**Refresh Cadence:** We will do a **full refresh** of Adobe Clean Sketches from the source dataset every 3 days. If no refresh occurs within 7-days, we will delete all underlying data.

**Consent Handling:** By sourcing data with RTCDP Collaboration, you acknowledge that you have obtained all necessary consumer consents, authorizations, and acquired appropriate opt-in or honored opt-out confirmations as required by applicable privacy and data protection laws.

You also acknowledge Adobe reads the identities and audiences within your tables as-is at read-time and will not perform any additional identity filtering on your dataset. Our frequent full refreshes are designed to capture any updates made to your audience tables.

## Formatting Details

- Format: CSV
- Field Delimiter: “,” (comma)
- Array / multi-value delimiter: ‘|’ (pipe)

## Table 1 – Audience Metadata

Please make the following metadata table available as the source of truth to register any relevant audiences to be merchandised for audience-based media planning in RTCDP Collaboration. We currently allow for the registration of the audience id, tied to the audience names and descriptions to be surfaced in the UI to advertisers. Please note, the column names are case and syntax sensitive.

Field Name	Details
audience_id	string Represents the id of the audience segment
audience_name	string. 255-character limit Name of the audience segment (e.g., “Full Universe”, “Viewership-Comedy” etc.)
audience_description	string. 1000-character limit OPTIONAL - Description of the audience segment

## Table 2 – Audience Membership

The audience membership table will be used to generate Adobe Clean Sketches per identity type (e.g., hashed email) and audience membership. When audiences are provided, we will leverage the union of all identities by type to auto-calculate the ‘full-universe.’ The ‘full universe’ will also be used as the source. We will match advertiser Adobe Clean Sketches against for membership checks to process the audience shares into the preferred end point storage. If only providing ‘full universe,’ just create a single audience id that applies to all rows. Note, no post-matched data is stored in RTCDP Collaboration.

Field Name	Details
hashed_email_sha_256	string Lowercase hexadecimal SHA256-hashed value of the email address Can contain multiple values, pipe-delimited
hashed_phone_sha_256	string Lowercase hexadecimal SHA256-hashed value of the <a href="#">E.164</a> standardized phone number Can contain multiple values, pipe-delimited

hashed_ipv4_sha_256	string. SHA256-hashed Lowercase hexadecimal SHA256-hashed value of the IPv4 address Can contain multiple values, pipe-delimited
custom_id	string OPTIONAL - Customer-specific identifier Can contain multiple values, pipe-delimited
custom_id_type	string OPTIONAL - Value representing the custom ID type (e.g., household_id, person_id)
audience_id	string Represents the id of the audience segment Can contain multiple values, pipe-delimited

## Additional Identifiers Coming Soon

1. idfa – Apple ID for Advertisers
2. gaid – Google Advertising ID
3. aaid – Android Advertising ID
4. rida – Roku ID for Advertisers
5. afai – Amazon Fire ID
6. msai – Microsoft Advertising ID
7. vida – Vizio ID for Advertisers
8. lgudid – LG Advertising ID
9. tifa – Samsung Advertising ID