RTCDP Collaboration | Audience Sourcing Guide

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Objective

This document outlines the schema required for RTCDP Collaboration to reference and generate Adobe Clean Sketches for audience insights and audience activation purposes. The schema may be expanded and updated to support incremental features or optimizations as the product evolves. Please note that this document may not be exhaustive, so please reach out for any outstanding questions.

Audience Sourcing Data Schema

Formatting Details

- **Format:** CSV
- **Field Delimiter:** "," (comma)
- **Array / Multi-value Delimiter:** '|' (pipe)
- **Multi-file Sourcing:** If you intend to source multiple audience membership files from the same cloud store, please ensure that all files contain the same columns.

Audience Membership Schema

The audience membership table will be used to generate Adobe Clean Sketches per identity type (e.g., hashed email). When audiences are provided, we will leverage the union of all identities by type to auto-calculate your full audience universe. The full universe will also be used as the source that we will match your collaborator's Adobe Clean Sketches against to process audience activations into your preferred end point storage. Note, no post-matched data is stored in RTCDP Collaboration.

Field Name	Details
AUDIENCE_ID	string. 255-character limit Name or ID of the audience segment (e.g., "Full Universe", "Viewership-Comedy" etc.) Can contain multiple values, pipe-delimited
HASHED_EMAIL_SHA_256	string Lowercased hexadecimal SHA256-hashed value of the email address Can contain multiple values, pipe-delimited
HASHED_PHONE_SHA_256	string Lowercased hexadecimal SHA256-hashed value of the E.164 standardized phone number Can contain multiple values, pipe-delimited
HASHED_IPV4_SHA_256	string Lowercased hexadecimal SHA256-hashed value of the IPv4 address Can contain multiple values, pipe-delimited
IDFA	string Lowercased hexadecimal value of the Apple / iOS ID for advertising Can contain multiple values, pipe-delimited
GAID	string Lowercased hexadecimal value of the Google / Android mobile advertising ID Can contain multiple values, pipe-delimited
CRM_ID	string Can only contain a single value
LOYALTY_ID	string Can contain multiple values, pipe-delimited
ADFIXUS_ID	string Can contain multiple values, pipe-delimited

Data Management and Refreshes

Refresh Cadence: We will do **a refresh** of Adobe Clean Sketches from the source dataset every 1 to 6 days. If no refresh occurs within 7 days, we will delete all underlying data.

Consent Handling: By sourcing data into 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 refreshes are designed to capture any updates made to your audience tables.

Additional Identifiers Coming Soon

1. rida – Roku ID for Advertisers
2. afai – Amazon Fire ID
3. msai – Microsoft Advertising ID
4. vida – Vizio ID for Advertisers
5. lgudid – LG Advertising ID
6. tifa – Samsung Advertising ID