

## Importing CSV Files into Audience

Importing people data from an external platform via a CSV (comma separated value) file allows you to create and enrich Audiences with basically any data source. Information such as email, location or phone number can easily be mapped to the corresponding fields in Audience.

Upon importing your CSV, you select a column with unique values (e.g. an individual's account ID or email). If these unique values match a profile already in Audience, that profile will be updated with the data from the CSV file. Otherwise, a new profile will be created.

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### How to Import a CSV File

1. Go to Audience, then **Import**.
2. Hover over **CSV File** and click **Import new file**.
3. Read the short section on the requirements for the CSV data.
4. Click the **grey rectangle** or drop a CSV file in it to initiate the upload.
5. After the upload, choose the unique column header in your CSV file. We recommend the customer ID or email address, if applicable.
6. On the next page, map the columns of your CSV file to the data fields in Audience.

On the left side you will see a live preview of the columns in your file, the Audience data fields will appear on the right side.

#### Note:

If names in your CSV file are split into separate columns, please merge them into one before importing, in order to map it with the **Full Name** field. You don't have to map all columns to a data field. The columns that were not selected will simply be ignored.

7. Assign a name for the Audience that will be created based on your file.
8. [Confirm that you have permission](#) to merge the imported data with social profiles.

#### Note:

If you do not have the permission to merge the data in step 7, you will be able to import the CSV file, however merging won't be possible for those profiles afterwards. [Read more.](#)

9. Done! On the final page you can choose to go right to your Audiences or to upload another CSV file.

Map fields

Select another column that you want to map. Or continue to the next step

BACK

NEXT

name

alexandra adams  
aapo aho  
nathan harvey  
marshall ruiz  
maëva louis  
...

address

7738 broadway  
2038 siilitie  
9294 w 6th st  
2962 alexander road  
4699 rue bossuet  
...

city

canterbury  
espoo  
scottsdale  
southampton  
morges  
...

state

hampshire  
åland  
kansas  
county down  
thurgau  
...

zip

M42 5GD  
40939  
11856  
M44 3GB  
7192  
...

email

unique

alexandra.adams@example.com  
aapo.aho@example.com  
nathan.harvey@example.com  
marshall.ruiz@example.com  
maëva.louis@example.com  
...

phone

017683 74373

country

Great Britain

Person template

Available fields

FULL NAME

name

✕

HANDLE

EMAIL

PHONE

ACCOUNT NUMBER

COMPANY

ADDRESS

CITY

ZIP

COUNTRY

STATE

**Note:**

A new Audience will be created for every CSV import you perform, no matter if you import all new profiles or update existing ones.