Simpli.fi

# UPLOADING YOUR CRM DATA

LiveRamp accepts lists of e-mail or postal addresses

## STEP 1 – Creating Your List

Create a list of addresses, one per line, in one of the supported file types (CSV, gzip, and zip compression).
**The document must contain all 12 fields**, even if some records are incomplete.
If all 12 fields are not present in the header, the turnaround time may be increased.

**Example:**

| Client Customer ID | First Name | Last Name | Street Address 1 | Street Address 2 | City | State | Zip Code | Zip Code Plus 4 | Email1 | Email2 | Email3 | PhoneNumber1 | PhoneNumber2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 010x010x0 | John | Human | 4444 Long Rd. | Apt. B | Anytown | TZ | 12345 | 4321 | JT@email.com | John467@email.com | Human@email .com | 5551234576 | |
| 010x010x1 | Kat | Girl | 111 Short St. | | BigCity | QU | 54321 | 2345 | Kat@e.com | | | | (123) 555 3421 |

## STEP 2 – Uploading Your List

- Login to Connect - please contact your Simpli.fi rep to request access or if you are not able to see your audience
- Navigate to the appropriate audience
- Click the "Files" tab
- Upload via clicking the "Add new file to current audience" button
  Note: Always use the same naming conventions between audience name and the uploaded file.
  The client name is required in both the audience and file name.

  **Example:**
  **Audience Name = BigJimsCars_Truck_Intenders**
  **File Name = BigJimsCars_Truck_Intenders.csv**

## STEP 3 – Notify Simpli.fi

Email your Simpli.fi Client Services alias or Account Manager, please include the file name and time submitted in the email.

## WE CANNOT UPLOAD THE FILE FOR OUR CLIENTS

Industry standards do not allow Simpli.fi to take ownership of our clients CRM data – they must upload it to the portal