

Iris Studio

Segments

Advanced Filters

+ Segment

SEGMENT NAME ▾	SEGMENT ID ▾	AUTHOR ▾	LINE OF BUSINESS ▾	PRODUCT ▾	STATE ▾	
FunctionalTest_Segement_e99c3e91-eabd-40c1	SM4U17SSNK3WN9	msalias	Consumer	Windows	Active	<div><div></div><div></div></div>
FunctionalTest_Segement_a0c5bf00-23a3-4105	12NGH74NHD78NH	msalias	Consumer	Windows	Active	<div><div></div><div></div></div>
nrttestsegmentlocalPUIDINT	ANKD378HND4675	msalias	Consumer	Outlook	Active	<div><div></div><div></div></div>
Prasanna-21Mar2017-Commercial-Dynamics	NHYG46712NHDB4	msalias	Commercial	Dynamics	Active	<div><div></div><div></div></div>
FunctionalTest_Segement_1b26db43-9871-488a	NF897SB451DCBG	msalias	Consumer	Windows	Active	<div><div></div><div></div></div>
Prasanna-21Mar2017-Commercial-OneDrive	ANHGBD78A78NH5	msalias	Commercial	OneDrive	Active	<div><div></div><div></div></div>
FunctionalTest_Segement_8e48ec71-f3dd-4880-a39	SM4U17SSNK3WN9	msalias	Consumer	Windows	Active	<div><div></div><div></div></div>
OuaPrasanna-21Mar2017-Commercial-OfficeOnline	ANKD378HND4675	msalias	Commercial	Office Online	Active	<div><div></div><div></div></div>
Prasanna-21Mar2017-Consumer-OneNote	NF897SB451DCBG	msalias	Consumer	OneNote	Active	<div><div></div><div></div></div>
Prasanna-21Mar2017-Commercial-PowerBI	NF897SB451DCBG	msalias	Commercial	PowerBI	Active	<div><div></div><div></div></div>
Prasanna-24Mar2017-Test-TimeOutQueryForNeena-Tg3_Int1	SM4U17SSNK3WN9	msalias	Commercial	AppSource	Active	<div><div></div><div></div></div>
E2ETest_Seg_SQ_Con_O365_May30	12NGH74NHD78NH	msalias	Consumer	O365	Active	<div><div></div><div></div></div>
E2ETest_Seg_SQ_Con_O365_May30	12NGH74NHD78NH	msalias	Consumer	O365	Active	<div><div></div><div></div></div>

Iris Studio		Segments		10		?	
Advanced Filters		Segment		Clear all filters			
SEGMENT NAME	SEGMENT ID	AUTHOR	LINE OF BUSINESS	PRODUCT	STATE		
FunctionalTest_Segement_e99c3e91-eabd-40c1	SM4U17SSNK3WN9	msalias	Consumer	<div> Filter AppSource Dynamics OneDrive Office Online PowerBI Windows Sort by OneDrive </div>			
FunctionalTest_Segement_a0c5bf00-23a3-4105	12NGH74NHD78NH	msalias	Consumer				
nrttestsegmentlocalPUIDINT	ANKD378HND4675	msalias	Consumer				
Prasanna-21Mar2017-Commercial-Dynamics	NHYG46712NHDB4	msalias	Commercial				
FunctionalTest_Segement_1b26db43-9871-488a	NF897SB451DCBG	msalias	Consumer				
Prasanna-21Mar2017-Commercial-OneDrive	ANHGBD78A78NH5	msalias	Commercial		Active		
FunctionalTest_Segement_8e48ec71-f3dd-4880-a39	SM4U17SSNK3WN9	msalias	Consumer	Windows	Active		
OuaPrasanna-21Mar2017-Commercial-OfficeOnlineell	ANKD378HND4675	msalias	Commercial	Office Online	Active		
Prasanna-21Mar2017-Consumer-OneNote	NF897SB451DCBG	msalias	Consumer	OneNote	Active		
Prasanna-21Mar2017-Commercial-PowerBI	NF897SB451DCBG	msalias	Commercial	PowerBI	Active		
Prasanna-24Mar2017-Test-TimeOutQueryForNeena-Tg3_Int1	SM4U17SSNK3WN9	msalias	Commercial	AppSource	Active		
E2ETest_Seg_SQ_Con_O365_May30	12NGH74NHD78NH	msalias	Consumer	O365	Active		
E2ETest_Seg_SQ_Con_O365_May30	12NGH74NHD78NH	msalias	Consumer	O365	Active		

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SEGMENT NAME	SEGMENT ID	AUTHOR	LINE OF BUSINESS	PRODUCT	STATE	
FunctionalTest_Segement_e99c3e91-eabd-40c1	SM4U17SSNK3WN9	msalias	Consumer	<div>Filter</div> <div>AppSource</div> <div>Dynamics</div> <div>OneDrive</div> <div>Office Online</div> <div>PowerBI</div> <div>Windows</div> <div>Sort by</div> <div>OneDrive</div>		

			FunctionalTest_Segement_a0c5bf00-23a3-4105	12NGH74NHD78NH	msalias	Consumer			
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E2ETest_Seg_SQ_Con_O365_May30	12NGH74NHD78NH	msalias	Consumer	O365	Active				

Iris Studio

Segments

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Advanced Filters

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Clear all filters

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FunctionalTest_Segement_e99c3e91-eabd-40c1		msalias	Consumer	Windows	Active	<div></div> <div></div>
FunctionalTest_Segement_a0c5bf00-23a3-4105		msalias	Consumer	Windows	Active	<div></div> <div></div>
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Prasanna-21Mar2017-Commercial-PowerBI	NF897SB451DCBG	msalias	Commercial	PowerBI	Active	<div></div> <div></div>
Prasanna-24Mar2017-Test-TimeOutQueryForNeena-Tg3_Int1	SM4U17SSNK3WN9	msalias	Commercial	AppSource	Active	<div></div> <div></div>
E2ETest_Seg_SQ_Con_O365_May30	12NGH74NHD78NH	msalias	Consumer	O365	Active	<div></div> <div></div>
E2ETest_Seg_SQ_Con_O365_May30	12NGH74NHD78NH	msalias	Consumer	O365	Active	<div></div> <div></div>

Advanced Filters

+ Segment

×

Clear all filters

Contains Keywords

Enter keywords













































Contains Attribute

Select attribute

Clear

Filter

SEGMENT NAME	SEGMENT ID	AUTHOR	LINE OF BUSINESS	PRODUCT	STATE		
FunctionalTest_Segement_e99c3e91-eabd-40c1	SM4U17SSNK3WN9	msalias	Consumer	Windows	Active		
FunctionalTest_Segement_a0c5bf00-23a3-4105	12NGH74NHD78NH	msalias	Consumer	Windows	Active		
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Iris Studio		Segments				 10		
 Advanced Filters		 Segment						
Segment Name ▾	Segment ID ▾	Author ▾	Line of Business ▾	Product ▾	State ▾			
FunctionalTest_Segement_e99c3e91-eabd-40c1	SM4U17SSNK3WN9	msalias	Consumer	Windows	Active			
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+ Segment

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FunctionalTest_Segement_a0c5bf00-23a3-4105	12NGH74NHD78NH	msalias	Consumer	Windows	Active	<div><div></div><div></div></div>
nrttestsegmentlocalPUIDINT	ANKD378HND4675	msalias	Consumer	Outlook	Active	<div><div><div>Duplicate</div><div>Edit</div><div>Delete</div></div></div>
Prasanna-21Mar2017-Commercial-Dynamics	NHYG46712NHDB4	msalias	Commercial	Dynamics		
FunctionalTest_Segement_1b26db43-9871-488a	NF897SB451DCBG	msalias	Consumer	Windows	Active	<div><div></div><div></div></div>
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Prasanna-21Mar2017-Commercial-PowerBI	NF897SB451DCBG	msalias	Commercial	PowerBI	Active	<div><div></div><div></div></div>
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E2ETest_Seg_SQ_Con_O365_May30	12NGH74NHD78NH	msalias	Consumer	O365	Active	<div><div></div><div></div></div>



Enter your segment information

Name *

Description *

Line of Business *

Product *

Cancel

Next



1

SEGMENT

2

QUERY

3

SUMMARY

Enter your segment information

Name *

 Required field

Description *

Segment description Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla volutpat, ante maximus ultricies ultricies, libero ipsum feugiat sapien, eget pretium sapien quam quis arcu.

Line of Business *

Product *

[Cancel](#)[Next](#)

Define your query

User Type

MSAPUID

Source Type

Cosmos

Compile query

Structured Query

Custom Scope Query

Attributes

Expand all

CustomerLifetimeValueModel

EngagementIndicator

PipelineExecutionTicket

PipelineProcessingDate

ProductGroup

Puid

PuidInt

Tier

Offers

SubscriptionProfile

TestingForNewSchema

TestPowerStream

TestSubscriptionView

TestViewFromAdmin

UserCommunicationHistory

UserProfile

Combinator

AND

Add rule

Add group

Move down

Delete group

Domain	Attribute	Operator	Value	
CustomerLifetimeValueModel	PipelineExecutionTicket	Starts with	Enter value	
CustomerLifetimeValueModel	ProductGroup	Contains	Enter value	

Operation

UNION

Combinator

AND

Add rule

Add group

Move up

Delete group

Domain	Attribute	Operator	Value	
UserProfile	ActivationDate	> =	2017-01-01	
UserProfile	HomeCountry	Contains	Enter value	

Combinator

OR

Add rule

Add group

Delete group

Domain	Attribute	Operator	Days	
UserProfile	FirstSeenDateOfficeOnline	Is greater than	20	

Before today

After today

Define your query

User Type

MSAPUID

Source Type

Cosmos

Compile query

Structured Query

Custom Scope Query

Attributes

Expand all

CustomerLifetimeValueModel

EngagementIndicator

PipelineExecutionTicket

PipelineProcessingDate

ProductGroup

Puid

PuidInt

Tier

Offers

SubscriptionProfile

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UserCommunicationHistory

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Combinator

AND

Add rule

Add group

Move down

Delete group

Domain	Attribute	Operator	Value	
CustomerLifetimeValueModel	PipelineExecutionTicket	Starts with	Enter value	
CustomerLifetimeValueModel	ProductGroup	Contains	Enter value	

Operation

UNION

Combinator

AND

Add rule

Add group

Move up

Delete group

Domain	Attribute	Operator	Value	
UserProfile	ActivationDate	> =	2017-01-01	
UserProfile	HomeCountry	Contains	Enter value	

Combinator

OR

Add rule

Add group

Delete group

Domain	Attribute	Operator	Days	
UserProfile	FirstSeenDateOfficeOnline	Is greater than	20	

Before today

After today

Cancel

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Next

Define your query

User Type

MSAPUID

Source Type

Cosmos

Compile query

Structured Query

Custom Scope Query

Attributes

Filter by attribute

ClearFilter

EngagementIndicator

PipelineExecutionTicket

PipelineProcessingDate

ProductGroup

Puid

PuidInt

Tier

Offers

SubscriptionProfile

TestingForNewSchema

TestPowerStream

TestSubscriptionView

TestViewFromAdmin

UserCommunicationHistory

UserProfile

Combinator AND

+ Add rule + Add group ↓ Move down Delete group

AndOr

Attribute PipelineExecutionTicket Operator Starts with Value Enter value

CustomerLifetimeValueModel ProductGroup Contains Enter value

Operation UNION

+ Add rule + Add group ↑ Move up Delete group

UnionIntersectExcept

Attribute ActivationDate Operator >= Value 2017-01-01

UserProfile HomeCountry

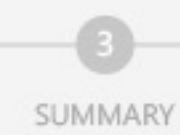
Combinator OR

Domain UserProfile Attribute FirstSeenDate

June 2017

2017

After today



Define your query

User Type

MSAPUID

Source Type

Cosmos

Compile query

Structured Query

Custom Scope Query

```
1
2 output1 = SELECT "5DB7073F0F0215E1" AS UserId, "MSACID" AS UserType FROM ( SSTREAM "/shares/modpim.anfield/0365MarketingDatasets/
3 output2 = SELECT "5DB7073F0F0215E2" AS UserId, "MSACID" AS UserType FROM ( SSTREAM "/shares/modpim.anfield/0365MarketingDatasets/
4
5
6 output = SELECT TOP 10000 * FROM output1
7 UNION ALL SELECT TOP 100 * FROM output2;
```

Guidelines for Custom Script

All custom scripts MUST adhere to the following guidelines

Cancel

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Iris Studio

Segments > Create new

10

?

✓

SEGMENT

2

QUERY

3

SUMMARY

Define your query

User Type

MSAPUID

Source Type

Cosmos

↺

Compile query

Structured Query

Custom Scope Query

1

2

3

4

5

6

7

output1 = SELECT "5DB7073F0F0215E1" AS UserId, "MSACID" AS UserType FROM (SSTREAM "/shares/modpim.anfield/O365MarketingDatasets/PaidandTrialSubscriptions/ET/Admin/Commercial_Admin.ss");

output2 = SELECT "5DB7073F0F0215E2" AS UserId, "MSACID" AS UserType FROM (SSTREAM "/shares/modpim.anfield/O365MarketingDatasets/PaidandTrialSubscriptions/ET/Admin/Commercial_Admin.ss");

output = SELECT TOP 10000 * FROM output1

UNION ALL SELECT TOP 100 * FROM output2;

Guidelines for Custom Scope Query

All custom scripts MUST adhere to the following guidelines

1

The output rowset must be named "output" (case sensitive).

2

The "output =" statement should be the last statement in the the script. There should not be any comments or any other statement after it.

3

DO NOT add an OUTPUT TO clause in your scope script after output statement. Iris Studio automatically adds it.

4

The output rowset must only contain two fields: UserId and UserType (case sensitive).

5

You cannot repeat the same field names in the output statement.

6

When setting value for User Type, use double quotes: "" instead of single quotes: ".

7

Acceptable User Type values:

User Type	Description	Persona Fields Supported
MSAPUID	PUID in Hex decimal format	Yes
MSACID	CID of live ID	No
ANID	ANID	No
SKYPEUSERID	Skype user ID	Yes
MACHINEKEY	Machine key	No
TENANTID	Tenant ID	No
PUIDINT	PUID in integer format	No
OBJECTID	Commercial OBJECTID	No

8

If you are uploading to SFMC MOD instance and your UserType is MSAPUID, you must pad "0x" to the front of the PUID. This is not required for other SFMC instances.

9

All COSMOS syntax should be in upper case.

10

DO NOT have variables with the following names: TestCell, InteractionName, InteractionId, InteractionInstanceId, PartnerName, PartnerId, CampaignName, CampaignId, DateTimeSegmented

11

DO NOT use variable totalrow.

12

DO NOT use any of the following variables in your Query:

Variables

#DECLARE SegmentsKey string =

#DECLARE SegmentsValue string =

#DECLARE InteractionName string =

#DECLARE InteractionId string =

#DECLARE InteractionInstanceId string =

#DECLARE PartnerName string =

#DECLARE PartnerId string =

#DECLARE CampaignId string =

#DECLARE ExecutionDate string =

#DECLARE OutputStreamtxt string =

#DECLARE OutputStreamSS string =

13

The following is a sample query for Cartesian Product:

Sample

#DECLARE input2SS string = @"/shares/modpim.anfield/O365MarketingDatasets/Commercial/PaidandTrialSubscriptions/ET/Admin/Commercial_Admin.ss";

Commercial_Admin_History = SSTREAM @input2SS;

out1 = SELECT TOP 1 Puid AS CNT FROM Commercial_Admin_History;

output = SELECT "00000258-8dbb-48d9-ad0f-8d60b334620c" AS UserId, "MSAPUID" AS UserType

UNION SELECT "00000ee5-4014-458c-940e-7665009fbf21" AS UserId, "MSAPUID" AS UserType;

14

Within your custom queries, you can now pass up to 10 custom data fields to SFMC. Use the variables UserDef1 – UserDef10 to tag your custom fields.

Example

output = SELECT Dim1 AS UserId, "MSAPUID" AS UserType, AttrDim1 AS UserDef1, AttrDim2 AS UserDef2.

There is validation performed, data checks performed on the UserDef fields. Each POD is responsible for the accuracy and validity of these fields. DO NOT pass PII data in the UserDef fields.

15

Use ".ToUpper()" with PUID column

Example

output = SELECT Puid.ToUpper() AS UserId, "MSAPUID" AS UserType FROM MyTargetUserProfileStreamSS;

Cancel

Back

Next

View summary and submit

Query Details

PARAMETER	VALUE
Segment ID	SM4U1KCUDUU5X0
Display Tag ID	402130
Name	MultipleGroupsTest
Description	Description goes here lorem ipsum dolor sit amet Donec hendrerit, dui eget vulputate consectetur, ligula felis tincidunt ex, in fringilla massa quam non arcu. Phasellus sodales diam eros, nec rutrum sem sagittis maximus.
Line of Business	Consumer
Product	O365
User Type	MSAPUID
Source Type	Cosmos
Query Type	Structured Query

Cancel

Back

Submit