

#### **Getting Started**

What is Segment?
How Segment Works
Getting Started Guide
A Basic Segment Installation
Planning a Full Installation
A Full Segment Installation
Sending Data to Destinations
Testing and Debugging
What's Next
Use Cases

**Guides** 

Connections

Unify

**Engage** 

**Privacy** 

**Protocols** 

**Segment App** 

API

**Partners** 

Glossary

**Config API** 

Help

within Segment.

The LiveRamp Audiences destination can be connected to Twilio Engage sources only.



LiveRamp Audiences is not compatible with IP Allowlisting

For more information, see the IP Allowlisting documentation.

# **Getting started**

### Set up your file drop

### **SFTP**

Contact your LiveRamp representative to gain a set of SFTP credentials.

**C**onnect to the SFTP server using the client of your choice, and create a new folder under /uploads with the name of your audience.

- Create a new S3 bucket.
- 2reate a new IAM Role with PutObject access to the S3 bucket.
- **B**reate a new IAM User and assign them the role.
- Generate a new Access Key pair for the user and note them down; you'll use it for the settings.

### **Connect LiveRamp Audiences**

- Create and configure your Engage Audience.
- Mavigate to Engage > Engage Settings > Destinations and click Add Destination.
- Select LiveRamp Audiences, select your Audience Space as the source, and name your destination.
- On the **Mappings** tab, click **Add Mapping** and choose whether your will be using S3 or SFTP to upload the files. Within the mapping, configure which fields from your payload will be included in the files.
- **5**nable the destination and configured mappings.
- On the Engage > Audiences > (your audience) page, click Add Destination and select the destination just created.
- The the settings that appear in the side panel, toggle the Send Track option on and do not change the Audience Entered/Audience Exited event names. Click Save Settings
- **8**ile a support case with the LiveRamp team to configure and enable ingestion.



#### **Mapping tester availability**

The Mapping Tester isn't available for this destination. Since this destination requires batched events for activation, testing can only be performed end-to-end with a connected source.

## **Available Actions**

Build your own Mappings. Combine supported triggers with the following LiveRamp Audiences-supported actions:



#### **Mapping limits per destination**

Individual destination instances have support a maximum of 50 mappings.

Audience Entered (SFTP)

Audience Entered (S3)

### **Audience Entered (SFTP)**

Uploads audience membership data to a file through SFTP for LiveRamp ingestion.

Audience Entered (SFTP) is a **Cloud** action. The default Trigger is: event = "Audience Entered"

Click to show / hide fields

FIELD	DESCRIPTION
Username	Type: STRING User credentials for establishing an SFTP connection with LiveRamp.

FIELD	DESCRIPTION
Password	Type: PASSWORD User credentials for establishing an SFTP connection with LiveRamp.
Folder Path	Type: STRING Path within the LiveRamp SFTP server to upload the files to. This path must exist and all subfolders must be pre-created.
LiveRamp Audience Key *	Type: STRING Unique ID that identifies members of an audience. A typical audience key might be client customer IDs, email addresses, or phone numbers. See more information on LiveRamp Audience Key
Identifier Data	Type: OBJECT Additional data pertaining to the user to be written to the file.
Hashable Identifier Data	Type: OBJECT  Additional data pertaining to the user to be hashed before written to the file. Use field name <b>phone_number</b> or <b>email</b> to apply LiveRamp's specific hashing rules.
Delimeter *	Type: STRING Character used to separate tokens in the resulting file.
Filename *	Type: STRING Name of the CSV file to upload for LiveRamp ingestion.

# **Audience Entered (S3)**

Uploads audience membership data to a file in S3 for LiveRamp ingestion.

Audience Entered (S3) is a **Cloud** action. The default Trigger is: event = "Audience Entered"

Click to show / hide fields

FIELD	DESCRIPTION
AWS Access Key ID	Type: STRING IAM user credentials with write permissions to the S3 bucket.
AWS Secret Access Key	Type: PASSWORD IAM user credentials with write permissions to the S3 bucket.
AWS Bucket Name	Type: STRING Name of the S3 bucket where the files will be uploaded to.
AWS Region (S3 only)	Type: STRING Region where the S3 bucket is hosted.
LiveRamp Audience Key *	Type: STRING Unique ID that identifies members of an audience. A typical audience key might be client customer IDs, email addresses, or phone numbers. See more information on LiveRamp Audience Key
Identifier Data	Type: OBJECT Additional data pertaining to the user to be written to the file.
Hashable Identifier Data	Type: OBJECT Additional data pertaining to the user to be hashed before written to the file. Use field name <b>phone_number</b> or <b>email</b> to apply LiveRamp's specific hashing rules.
Delimeter *	Type: STRING Character used to separate tokens in the resulting file.
Filename *	Type: STRING Name of the CSV file to upload for LiveRamp ingestion.

# **Limitations**

Audience must have at least 25 unique members otherwise the destination will fail and the data will not be

Addition mast have at least 20 anique members, entermise the destination will fall and the data will het be

synced. This means the Actions Mapping Event Tester does not work (only one test event can be configured).

Audience sync happens once per day. On a 24-hour cadence, but can take up to 30 hours.

Audience Sync is a full sync, including only users or accounts in the audience at the time of sync.

Files are created per audience.

After initial ingestion is complete, changing the mappings will cause the LiveRamp ingestion to start failing until ingestion setup is run again.

Time to first sync can be up to 3 days, please be patient.

### **Trait Enrichment**

Use Trait Enrichment to access Segment profile traits when you sync Audiences to Destinations. With Trait Enrichment, you can use custom, SQL, computed, and predictive traits to enrich the data you map to your destinations.



#### **Trait Enrichment in beta**

Trait Enrichment is in beta, and Segment is actively working on this feature. Some functionality may change before it becomes generally available. Contact Segment with any feedback or questions.

### Trait Enrichment setup

Confirm that **Send Track** is toggled on and select Customized Setup. Select **Add Trait**, select the traits you want to sync, and click **Save**.

**Settings** 

**Syncs** 

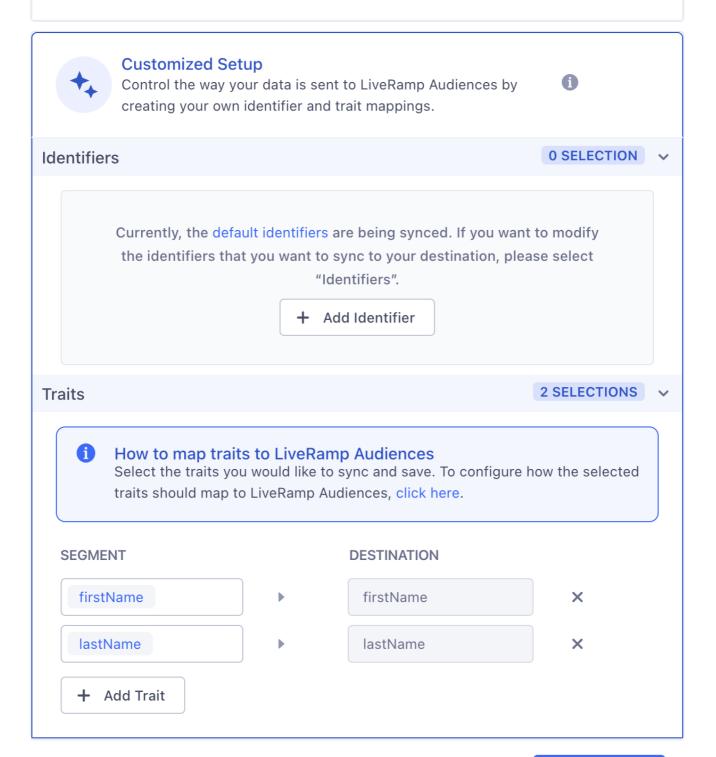
# **Event settings**



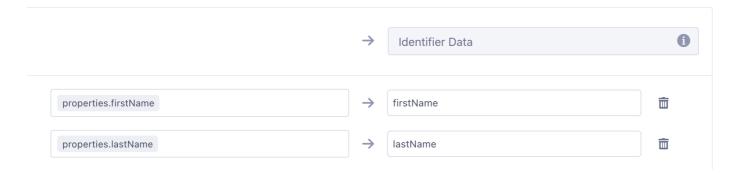


# **Default Setup**

Get data flowing immediately with the default event settings. You can add additional customization or configurations later.



To update a trait field mapping, click on the **Select event variable** section and in the dropdown search for properties, followed by your trait. For example, properties.firstName. If no matches are found, use properties.TRAIT as an event variable.



For best results with Trait Enrichment, Segment recommends the following:

- Use Trait Enrichment with new audiences.
- Use smaller audiences for real-time use cases, as data delivery is slower for large audiences.

This page was last modified: 05 Dec 2024

## **Need support?**

Questions? Problems? Need more info? Contact Segment Support for assistance!

**Visit our Support page** 

### **Help improve these docs!**

Edit this page

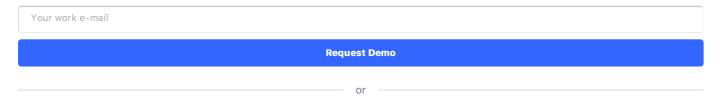
• Request docs change

## Was this page helpful?



## **Get started with Segment**

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.



Create free account

