Files can't be empty and must have at least one header and one row.

You can't have multiple columns with the same header.

CSV files cannot exceed 1 million rows (plus one header row), 299 columns, or 100 MB in file size.

You can only upload one file at a time.

Add an identifier column or `anonymous_id` in your identity resolution configuration.

Leave any unknown values blank to avoid bad data. Segment can create a user profile from a single identifier in your CSV.

The template won't include duplicate custom traits, traits with trailing, leading, or multiple consecutive spaces between characters, or unallowed characters.

Custom traits column headers are case-sensitive. For example, `first Name`, `FIRST Name`, and `First Name` would all be different traits in the template.

Trailing, leading, or multiple consecutive spaces between characters are not allowed.

The CSV uploader shares Unify product limits.

Upload a CSV file

Use the **Upload CSV** page to upload a CSV file in your Segment space:

1. Navigate to **Unify > Profile explorer** or **Engage > Audiences > Profile explorer**.
2. Click **+Add Profiles**.
3. Download and fill out the CSV template.
4. Upload your CSV file.

1. Download your CSV template

Click **Download Template** to download a CSV template with identifier columns from your identity resolution configuration.

2. Fill out your CSV file

Enter values for the identifiers in your CSV file.

3. Upload your CSV file

You can upload a CSV file in two ways:

- Drag and drop the CSV file in the dropzone.
- Click **Browse** to locate the CSV file.

Work with the CSV template

Keep the following in mind as you fill out your CSV template.

Allowed CSV file characters

You can use these characters in your CSV file:

- Alphabetic English characters in both upper and lower case
- The numerals 0-9
- These special characters: !@#$%^&*()_+-=[]{}:\\|.`~<>\/?
- The following non-English characters:

àáâäãæåāąçćčćďðèéêëēė̇ęğǧghḥhhìíîïī̇īıı̨ķkhłłľlḿmm̀òóôöõœøōõřřrɾßşşśšşşsşşṭťþţţṭùúûüǔūūűůŵýÿżźžzżŻÀÁ ÄÆÅÄĀÇĆČĆĎÐÞDÈÉÊËĒ̇ĖĖ̇ĘĞĠGGGHḤHHhÌ Í Î Ï Î Ī̇ Ī Į Į Ķ KH Ḥ Ł Ľ Ĺ Ḿ MM ÒÓÔÖÕŒØŌÕŘ RR RSβŚŠŞŞ SŞṢṬ ŤÞŢ ṬṬÙÚÛ Ü Ǔ Ū Ū Ǔ Ů Ŵ Ý Ÿ Ż Ź Ž żŻŻ

View Update History

Use the Update History page to view CSV file uploads in your workspace over the last 30 days.

To view the Update History page:

1. Navigate to **Unify > Profile explorer** or **Engage > Audiences > Profile explorer**.
2. Click **View update history**.

Validation errors

The following table lists validation errors you may run into with your profiles and traits CSV upload:

ERROR	ERROR MESSAGE
Invalid file types	You can upload only .csv files. Change your file format, then try again.
Empty files	This file contains no data. Add data to your CSV, then try again.

ERROR	ERROR MESSAGE
CSV parsing error	We encountered an issue while parsing your CSV file. Validate the CSV file and try again.
Unexpected/fallback	Something went wrong. Try again later.
Empty header row	This file contains empty header(s). Remove the empty header(s), then try again.
File exceeds one million rows	Too many rows. You can upload up to 1000000 rows.
File exceeds 299 columns	Your CSV file is exceeding the limit of 299 columns.
File exceeds 100 MB	Files can be up to 100 MB.
File contains a header with unallowed spaces	This file contains leading, trailing or consecutive spaces. Remove leading, trailing or consecutive spaces, then try again.
File contains duplicate headers	This file contains duplicate header(s). Remove duplicate header(s), then try again.
File contains invalid characters	This file contains invalid character(s). Remove invalid character(s), then try again.
Unconfigured `anonymous_id` or missing Identifier column	This file is missing an identifier column and does not have `anonymous_id` configured. Add an identifier column or add `anonymous_id` in your identity resolution configuration, then try again.

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