



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

1. Contact your LiveRamp representative to gain a set of [SFTP](#) credentials.

2. Connect to the SFTP server using the client of your choice, and create a new folder under `/uploads` with the name of your audience.

S3

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

Connect LiveRamp Audiences

- 1. Create and configure your Engage Audience.
- 2. Navigate to **Engage > Engage Settings > Destinations** and click **Add Destination**.
- 3. Select **LiveRamp Audiences**, select your Audience Space as the source, and name your destination.
- 4. On the **Mappings** tab, click **Add Mapping** and choose whether you 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. Enable the destination and configured mappings.
- 6. On the **Engage > Audiences > (your audience)** page, click **Add Destination** and select the destination just created.
- 7. In 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. File 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: <code>STRING</code> User credentials for establishing an SFTP connection with LiveRamp.

FIELD	DESCRIPTION
Password	Type: <code>PASSWORD</code> User credentials for establishing an SFTP connection with LiveRamp.
Folder Path	Type: <code>STRING</code> 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: <code>STRING</code> 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: <code>OBJECT</code> Additional data pertaining to the user to be written to the file.
Hashable Identifier Data	Type: <code>OBJECT</code> Additional data pertaining to the user to be hashed before written to the file. Use field name phone_number or email to apply LiveRamp's specific hashing rules.
Delimiter *	Type: <code>STRING</code> Character used to separate tokens in the resulting file.
Filename *	Type: <code>STRING</code> 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: <code>STRING</code> IAM user credentials with write permissions to the S3 bucket.
AWS Secret Access Key	Type: <code>PASSWORD</code> IAM user credentials with write permissions to the S3 bucket.
AWS Bucket Name	Type: <code>STRING</code> Name of the S3 bucket where the files will be uploaded to.
AWS Region (S3 only)	Type: <code>STRING</code> Region where the S3 bucket is hosted.
LiveRamp Audience Key *	Type: <code>STRING</code> 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: <code>OBJECT</code> Additional data pertaining to the user to be written to the file.
Hashable Identifier Data	Type: <code>OBJECT</code> Additional data pertaining to the user to be hashed before written to the file. Use field name phone_number or email to apply LiveRamp's specific hashing rules.
Delimiter *	Type: <code>STRING</code> Character used to separate tokens in the resulting file.
Filename *	Type: <code>STRING</code> 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

Audience must have at least 20 unique members, otherwise the destination will fail and the data will not 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**.

Event settings


✦^x Beta

Default Setup

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



Customized Setup

Control the way your data is sent to LiveRamp Audiences by creating your own identifier and trait mappings. 

Identifiers

0 SELECTION



Currently, the [default identifiers](#) are being synced. If you want to modify the identifiers that you want to sync to your destination, please select "Identifiers".

[+ Add Identifier](#)

Traits

2 SELECTIONS



How to map traits to LiveRamp Audiences

Select the traits you would like to sync and save. To configure how the selected traits should map to LiveRamp Audiences, [click here](#).

SEGMENT

firstName



DESTINATION

firstName



lastName



lastName

[+ Add Trait](#)

Update the **Identifier Data** Field in your destination **Audience Entered** Mapping (either SFTP or S3).

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.

→

Identifier Data

i

properties.firstName

→

firstName

🗑

properties.lastName

→

lastName

🗑

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.

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