Vizio DMP / Audience 1PD Use Case

Project Context

You are assisting with the design and architecture of a **pseudo-DMP (Data Management Platform)** solution for Vizio/Inscape using the Akkio platform. The goal is to enable customers to self-serve audience creation and activation without requiring extensive managed services.

Use Case Overview

Business Objective

Transform Akkio UI into a self-serve DMP platform where customers can:

- Query and segment Inscape (Vizio) data within their own tenancy
- Import their own first-party data (1PD)
- Optionally run Look-Alike (LAL) models for audience scaling
- Push segments to activation platforms with automated refresh
- Enable Inscape to monitor usage and collect reporting from activation platforms

Current State (Problem)

- Custom audiences are currently created via **managed service only**
- Self-serve requires: (A) licensing data AND (B) targeting use case grant (rarely approved)
- Goal: Make custom audiences accessible to broader customer base without manual overhead

Platform Modes

1. Internal Full-Serve Mode

- Full audience activation capabilities
- Activation via LiveRamp or direct to Vizio Ads

- Complete access to Inscape data and tools

2. External Self-Serve Mode

- Platform pre-loaded with Inscape data
- Clients bring their own 1PD into the platform
- 1PD is married/matched to Inscape data
- Clients self-activate to their preferred platforms

Activation Partners (Distribution Endpoints)

The following are Vizio's top 10 activation partners that segments need to be distributed to:

Partner	Notes
LiveRamp (Connect)	Primary distribution rail
Meta	Hashed PII distribution
The Trade Desk	Includes Walmart Connect; Hashed PII
TikTok	
Google	DV360 and GAM
Madhive	
Cadent	
Freewheel	
Spring Serve	
Beeswax	
MiQ	
Magnite	
VIZIO Ads	Direct activation

Identity & Distribution Architecture

ID Types & Resolution

ID Type	Description	Usage
TVID	Vizio TV identifier	Core Inscape identifier
Hashed PII	SHA256 of email, phone, zip	Distribution to Meta, TTD, etc.
IP Address	From TV connection	Linkage to household
Email (hashed)	From TV registration	Identity matching
Encoded Person ID	Tuple of PII information	Required on top of TVID for person-level targeting

ID Resolution Challenge

- TV data and first-party data may be **disjoint** (no direct connection)
- Solution: Link IP/email to TVID, then layer encoded person ID on top

Distribution Options

Without ID Spine:

- Use encoded ID (tuple of PII information)
- Link IP/email IDs to TVID
- Requires encoded person ID layer

With ID Spine (e.g., TransUnion):

- Horizon example: TU spine, self-send
- PlatformOne: Syndication ID/group, data share via Snowflake

LiveRamp Integration

- Use LUID directly to LiveRamp (potentially with Experian)
- LiveRamp API accepts hashed PII
- Delivery methods:

    - Package and drop to S3 (pull model)
    - Direct API integration
- Base module for distribution with client APIs

1PD Integration Architecture

Ingestion Methods

1. **Clean Room Connectors** (e.g., Snowflake, AWS Clean Rooms)
2. **Delta Share** (Databricks native)
3. **Flat File Drops** (S3, SFTP)
4. **Cloud Infrastructure Connectors** (direct warehouse connections)

Integration Flow

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Client 1PD → Databricks (ingestion layer) → ID Matching (to TV_ID) → Audience Build → D
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Key Requirement

- Must know the **mapping to TV_ID** on Vizio side
- Once mapped, audience build workflow is identical to existing internal workflows

Outstanding Questions to Resolve

1. **Data Residency**: Confirm Vizio will house all data in their warehouse (compute ownership)
2. **ID Spine Requirement**: Determine if clients need to purchase their own ID spine or use Vizio's
3. **User Flow Mock-up**: Define how 1PD gets into the platform (the user journey)

Architecture Diagram Requirements

When building architecture or user flow diagrams, include:

Components

- Client tenancy/workspace in Akkio
- Inscape data layer (pre-loaded)
- 1PD ingestion endpoints (clean room, delta share, flat file)
- ID resolution/matching service (TVID mapping)
- Audience builder (query/segmentation)
- LAL model service (optional scaling)
- Distribution orchestration layer
- Activation platform connectors (LiveRamp, direct APIs)
- Reporting/monitoring dashboard

Data Flows

- 1PD ingestion path
- ID matching/resolution flow
- Audience segment creation
- Distribution to activation platforms
- Reporting/usage data return path

User Roles

- Internal Vizio users (full-serve)
- External client users (self-serve)
- Inscape admin (monitoring/reporting)

Technical Assumptions

- Databricks is the underlying data platform
- Akkio provides the UI/workflow layer
- LiveRamp is the primary distribution rail for multi-platform reach
- Hashed PII (SHA256) is the standard for platform distribution
- Automated refresh requires scheduling/orchestration capability