

# Onboarding Data into the DataXu Platform

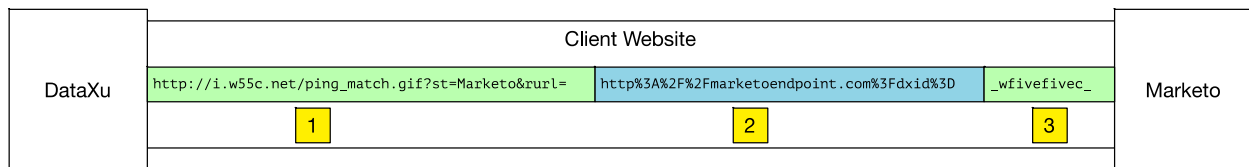
## Introduction

This guide outlines how DataXu can ingest audiences from Marketo. The process, in a nutshell, involves two steps:

1. Matching DataXu IDs to Marketo IDs
2. Marketo passing DataXu user IDs to DataXu in order to populate a DataXu segment.

## User ID Matching

Typically, DataXu performs User ID matching through a “handshake” URL. The URL is built with three components, visualized below.



1. Link to DataXu’s Content Delivery Network
2. Third Party Encoded URL (provided by Marketo)
  - a. There are a variety of free tools available to encode URLs, including <http://meyerweb.com/eric/tools/dencoder/>
3. DataXu’s User ID Macro (DataXu will insert our user ID here so that Marketo will be able to link it to their particular user).

A complete implementation would look like:

```
http://i.w55c.net/ping_match.gif?st=Marketo&rurl=http%3A%2F%2Fmarketoendpoint.com%3Fdxid%3D_wfivefivec_
```

When this code is deployed, Marketo will be able to capture DataXu User IDs every time a user hits the client website. Marketo will now have a collection of DataXu IDs mapped to Marketo user IDs.

## Populating a DataXu Segment

DataXu can ingest IDs for segment population via one of two ways, HTTP calls and an SFTP transfer. DataXu segment mapping can be approached on a “one to many” basis, where one user can be part of multiple segments.

**For either of these methods, Marketo needs to be able to pass a DataXu user ID as well as a DataXu segment ID (also known as a DataXu pixel ID).** DataXu will be able to provide the appropriate ID as needed.

## Populating a segment via HTTP calls

When populating a segment via HTTP calls, the recommended method of delivering data is through JSON objects. An example of a typical object is below:

```
{
  "PixelCount": 1,
  "Pixels": [
    {
      "DXUuid": <DataXu uuid>,
      "PixelId": <DataXu Segment ID>,
      "Timestamp": "Thu Feb 04 16:46:37 EST 2015", },
  ]
}
```

In this case, each user transfer is delivered in the form of a “Pixel” object (the example above only has one call made, but Marketo can utilize multiple calls).

- DXUuid represents the unique DataXu ID that was ingested during the User ID matching process.
- PixelID represents the appropriate DataXu pixel/segment ID.
- Timestamp indicates the timestamp of the delivery of the user in that segment.

As a user moves between segments (for example a segment of “intenders” to “purchasers”), Marketo will need to make the HTTP call to DataXu with the appropriate segment ID.

DataXu’s solutions engineering team will provide a test instance for Marketo to pass segment IDs to DataXu.

## Populating a segment via SFTP

If the HTTP call method is not applicable, Marketo can pass DataXu user IDs via SFTP. The SFTP login credentials will be provided by DataXu’s solutions engineering team (and will require Marketo to provide an IP range for DataXu to add to its whitelist). In this scenario, Marketo will send DataXu segment IDs and user IDs in a single file, with the User ID in one column and the segment ID in the other, the columns should be separated by tabs, like below:

User id	segment id
A12345	009af23123xad
B43221	009af23123xad
D54214	23124124dadbw

For Marketo, the filename format should be:

```
ftp_Marketo_[Advertiser]_[full|incr]_[timestamp].sync
```

In the filename template above, [Advertiser] corresponds to the the advertiser that is working with Marketo to collect data, [full|inc] represents whether the file will be delivered the full audience pool or an incremental update to the previously loaded pool, and the timestamp represents the time the data was aggregated to be sent to DataXu.

The file should be encoded in UTF-8. DataXu will automatically update its segments as new files are delivered.