

# Salesforce DMP Krux Export Integration

You can export segments from Treasure Data directly to Salesforce DMP Krux using S3.

Salesforce DMP Krux helps collect and unify data from digital interactions across devices and use it to better understand your customers, for better marketing experiences. It unifies consumer data from first and third-party sources and algorithmically determines personas that best define a brand's audience.

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## Prerequisites

- Basic knowledge of Treasure Data, including the [TD Toolbelt](#).
- An S3 credential is provided by Salesforce.
- Authorized Treasure Data account access.

## Supported

TD supports the export of the following data columns:

- `identity_id` that is our `{{uid1}}`
- list of attributes: `{{attr1:value1,attr2:value2}}`
- segments: `{{segment:segment1,segment2,segment3}}`

## Limitations

This integration has three limitations:

- **24-hour data delay.** Salesforce has a daily batch process that picks up the files posted by this connector on S3 and then processes their contents before applying updates to audiences. Therefore, the connector has up to a 24-hour data delay before it is picked up by Salesforce DMP.
- **Audience updated replacement.** If the connector runs twice on the same day, the second run replaces, not appends to, the file created by the first run. It is designed this way because Salesforce DMP requires that all updates to an audience within a single day to be consolidated into a single file per day. A "day" is in the UTC timezone.
- **Deduplication is not supported.** Same user ID records can be duplicated depends on output results.

These limitations can impact how this connector can be used as an activation for Audience Studio. For more information, see [Understanding Semantics](#).

## Query Requirements

With the currently supported data for export, the query result must meet the following conditions:

- The first column is named `user_id`, the second column is named `td_segment`.
- Those 2 columns above must have the `string` data type.
- The remaining columns will be saved as attributes that correspond to the format: `column_name:value`.

## Designing a TD Workflow that Accommodates KRUX Semantics

The limitations can impact how this connector can be used as an activation for Audience Studio. Because you likely need to activate more than a single segment to Salesforce DMP per day, the following design is recommended:

1. Create a database called "activate\_to\_krux".

It is recommended that the target table in "activate\_to\_krux" have a common prefix such as "segment\_".

2. From Audience Studio, use the Treasure Data Output activation and activate the "activate\_to\_krux" database.

This activation can contain at least two columns: KUID for Krux ID, segment\_name for the name of the segment, which later becomes attributes name on Salesforce DMP.

3. Create a daily Treasure Data Workflow that:

- scans "activate\_to\_krux"
- consolidates all tables into one table
- reformats the table into the format outlined in this documentation
- outputs to Salesforce DMP

## Obtaining Salesforce KRUX Authentication Information

1. Open Salesforce DMP.

2. Locate the following:

Parameter	Description
client name	e.g. client-treasure-data
access key id	
secret access key	

## Use TD Console to Create your Connection

### Create a New Connection

You must create and configure the data connection to be used during export, before running your query. As part of the data connection, you provide authentication to access the integration.

1. Open **TD Console**.

2. Navigate to **Integrations Hub > Catalog**.

3. Search for and select Salesforce DMP.



4. Select **Create Authentication**. You are creating an authenticated connection.

5. Specify the following authentication information:

Edit the client name (e.g. client-treasure-data), access key id, and secret access key that you retrieved from Salesforce DMP.

## New Authentication

Salesforce DMP Krux



1 Credentials > 2 Details

Client Name:

Access key ID:

Secret access key:

[Learn more](#)

[Continue](#)

6. Enter a name for your connection.

7. Select **Done**.

## Define your Query

1. Complete the instructions in [Creating a Destination Integration](#).
2. Navigate to **Data Workbench > Queries**.
3. Select a query for which you would like to export data.
4. Run the query to validate the result set.
5. Select **Export Results**.
6. Select an existing integration authentication.

### Choose Integration



Use Existing Integration

Search...

00\_2977\_box\_connection\_1 box

00\_297\_box\_connection\_2 box

00\_mailpublisher\_shirai mail\_publisher\_smart

- Define any additional Export Results details. In your export integration content review the integration parameters. For example, your Export Results screen might be different, or you might not have additional details to fill out:

Export Results ✕

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Lookup Field:   
Name of field for dedup (default to email)

Retry Limit:

Retry Initial wait in Milliseconds:

Retry Max wait in milliseconds:

Max http waiting time in milliseconds:

Max upload chunk size (in bytes):

Batch max wait in

- Select **Done**.
- Run your query.
- Validate that your data moved to the destination you specified.

### Integration Parameters for Salesforce DMP Krux Export

Export Results ✕

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Integration: krux\_dmp

Export Data:  ▼

Skip invalid records

Append exported results into same date folder path

Parameter	Description
Export Data	The first-party segment type is supported.
Skip invalid records	
Append exported results into same date folder path:	If selected, new files are created when the user exports data many times into the same destination. If clear, data is replaced.

### Example Query

`user_id_value1^td_segment:segment_value1;attribute1:attribute_value1;attribute2:attribute_value2...`

For example:

```
267b785fabde^td_segment:M6PM09NM,A6P77ATH,S9K6FWIG,SRECHH8N;email:julie@elliott.com;firstname:Britty;lastname:Morris
```

Here is an example of what the conventional query results might look like:

```
SELECT user_id, td_segment, email, firstname, lastname
FROM (VALUES
 ('uid1', 'seg1,seg2', 'test_user@abc.com', 'Britty', 'Morris'),
 ('uid2', 'seg1,seg2,seg3,seg4', 'test_user1@abc.com', 'David', 'Morris'),
 ('uid3', 'seg1', 'test_user2@abc.com', 'Halley', 'Morris')
 ) AS first_data(user_id, td_segment, email, firstname, lastname)
```

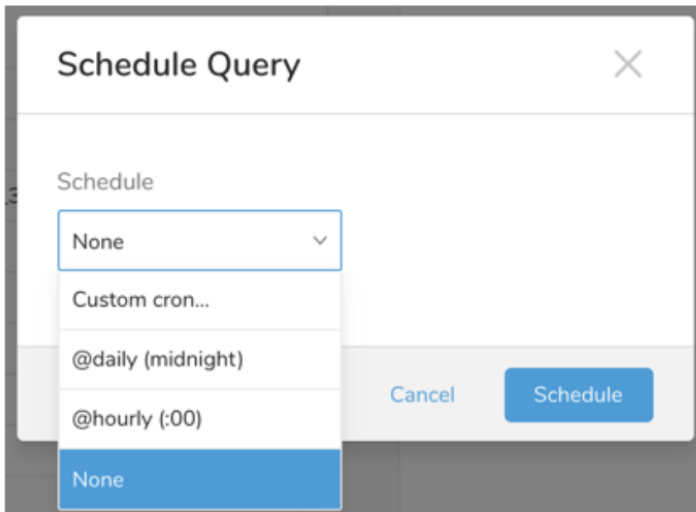
## Optionally Schedule the Query Export Jobs

You can use Scheduled Jobs with Result Export to periodically write the output result to a target destination that you specify.

1. Navigate to **Data Workbench > Queries**.
2. Create a new query or select an existing query.
3. Next to **Schedule**, select None.

Schedule: **None**

4. In the drop-down, select one of the following schedule options.



Drop-down Value	Description
Custom cron...	Review <a href="#">Custom cron... details</a> .
@daily (midnight)	Run once a day at midnight (00:00 am) in the specified time zone.
@hourly (:00)	Run every hour at 00 minutes.
None	No schedule.

### Custom cron... Details

## Schedule Query ✕

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Schedule
Cron ?

Custom cron... ▼

0 \* \* \* \*

The `TD_SCHEDULED_TIME` UDF returns the time of the job's scheduled run formatted as a Unix timestamp integer.

Timezone

America/Los\_Angeles ▼

Delay execution

A delay ensures all buffered events are imported before running the query. Doesn't affect `TD_SCHEDULED_TIME()`.

Cancel
Schedule

Cron Value	Description
0 * * * *	Run once an hour
0 0 * * *	Run once a day at midnight
0 0 1 * *	Run once a month at midnight on the morning of the first day of the month
""	Create a job that has no scheduled run time.

```

*      *      *      *      *
-      -      -      -      -
|      |      |      |      |
|      |      |      |      +----- day of week (0 - 6) (Sunday=0)
|      |      |      +----- month (1 - 12)
|      |      +----- day of month (1 - 31)
|      +----- hour (0 - 23)
+----- min (0 - 59)

```

The following named entries can be used:

- Day of Week: sun, mon, tue, wed, thu, fri, sat
- Month: jan, feb, mar, apr, may, jun, jul, aug, sep, oct, nov, dec

A single space is required between each field. The values for each field can be composed of:

Field Value	Example	Example Description
a single value, within the limits displayed above for each field.		
a wildcard <code>'*'</code> to indicate no restriction based on the field.	<code>'0 0 1 * *'</code>	configures the schedule to run at midnight (00:00) on the first day of each month.
a range <code>'2-5'</code> , indicating the range of accepted values for the field.	<code>'0 0 1-10 * *'</code>	configures the schedule to run at midnight (00:00) on the first 10 days of each month.
a list of comma-separated values <code>'2,3,4,5'</code> , indicating the list of accepted values for the field.	<code>'0 0 1,11,21 * *'</code>	configures the schedule to run at midnight (00:00) every 1st, 11th, and 21st day of each month.
a periodicity indicator <code>'*/5'</code> to express how often based on the field's valid range of values a	<code>'30 */2 1 * *'</code>	configures the schedule to run on the 1st of every month, every 2 hours starting at 00:30. <code>'0 0 */5 * *'</code> configures the schedule to run at midnight (00:00) every 5

schedule is allowed to run.		days starting on the 5th of each month.
a comma-separated list of any of the above except the '*' wildcard is also supported '2,* /5,8-10'.	'0 0 5,* /10,25 * *'	configures the schedule to run at midnight (00:00) every 5th, 10th, 20th, and 25th day of each month.

5. (Optional) If you enabled the Delay execution, you can delay the start time of a query.

## Execute the Query

Save the query with a name and run, or just run the query. Upon successful completion of the query, the query result is automatically imported to the specified container destination.



Scheduled jobs that continuously fail due to configuration errors may be disabled on the system side after several notifications.

## Optionally Configure Export Results in Workflow

Within Treasure Workflow, you can specify the use of this data connector to export data.

Learn more at [Using Workflows to Export Data with the TD Toolbelt](#).

### Example Workflow for Salesforce DMP Krux

Available parameters are as follows:

- `export_type`: Enumeration. Of the different export types, `first_party_segment` was temporarily supported. Required\*.

```
timezone: UTC
_export:
  td:
    database: sample_datasets

+td-result-into-target:
  td>: queries/sample.sql
  result_connection: my_salesforce_dmp_connector
  result_settings:
    export_type: first_party_segment
```

Read about [configuring Result Export in workflows](#) from the command line.