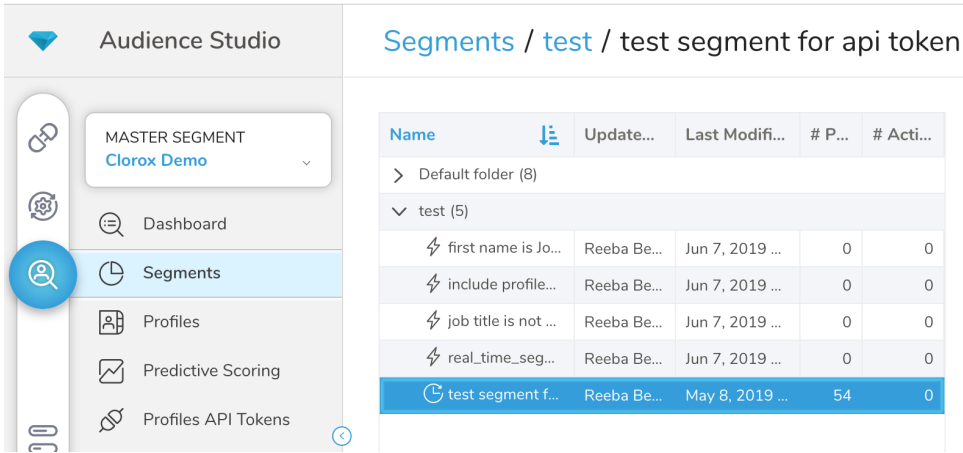


Activating a Segment

 This article supports Audience Studio - Legacy.

After you create segments, you can activate (export) the segment data to external tools for activities such as marketing campaigns, business analysis, and social media . Targets include Email Marketing Systems, Marketing Automation Systems, Advertising Platforms, CRM, ERP, Cloud Services, and SFTP. The Activation view makes it easier to send customer or account segments to those target systems.

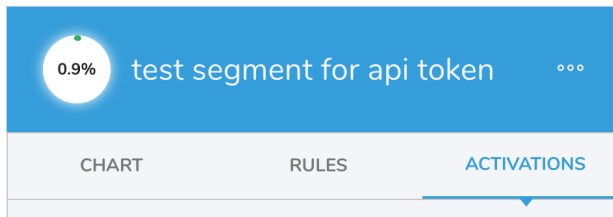
1. Navigate to **Audience Studio > Segments**.
2. Select a segment, or [create a new segment](#).



The screenshot shows the Audience Studio interface. On the left is a navigation sidebar with options: Dashboard, Segments (selected), Profiles, Predictive Scoring, and Profiles API Tokens. The main content area is titled 'Segments / test / test segment for api token'. It displays a table of segments with columns: Name, Update..., Last Modifi..., # P..., and # Acti... The table lists several segments, with 'test segment f...' highlighted in blue, indicating it is selected.

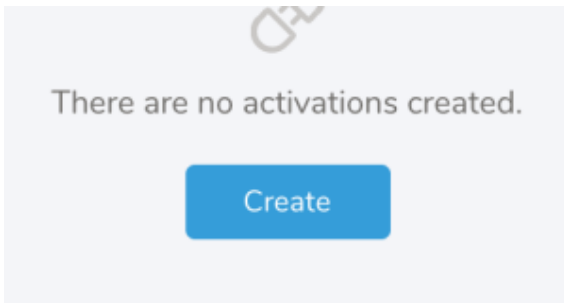
Name	Update...	Last Modifi...	# P...	# Acti...
Default folder (8)				
test (5)				
⚡ first name is Jo...	Reeba Be...	Jun 7, 2019 ...	0	0
⚡ include profile...	Reeba Be...	Jun 7, 2019 ...	0	0
⚡ job title is not ...	Reeba Be...	Jun 7, 2019 ...	0	0
⚡ real_time_seg...	Reeba Be...	Jun 7, 2019 ...	0	0
🕒 test segment f...	Reeba Be...	May 8, 2019 ...	54	0

3. Select Activations.



The screenshot shows the 'Activations' view for the selected segment 'test segment for api token'. The progress indicator shows 0.9%. Below the header are three tabs: CHART, RULES, and ACTIVATIONS (selected).

4. Select Create, if necessary. Otherwise, select the activation to edit.



The screenshot shows a message box with the text 'There are no activations created.' and a blue 'Create' button below it.

5. Select **Details** and define the fields for the activation.

Create New Activation

Details

Name:

Description:

Authentication:

Use Spreadsheet Key

Worksheet Title:

If empty, default to first worksheet

Upload Mode:

Start Location:

Initial position to insert cells, in A1 notation (without sheet title)

Batch rows to upload:

Cancel **Create & Run Now**

6. Select **Output Mapping** to use Column Mapping or String Builder.

- a. Column Mapping— Column mapping allows you to rename specific columns for the external target. When the default option, Export All Columns is selected, all columns from the segment will be activated. If you unselect this option, only the newly mapped columns are activated.
- b. String Builder—Allows you to activate out a column that doesn't exist in the Master Segment. See [how to use string builder](#).

Create New Activation: Activation

Details

Export All Columns

Output Mapping

~ COLUMN MAPPING ?

Source: Output Column Name:

+ Add Column

~ STRING BUILDER ?

+ Add String

Cancel **Create & Run Now**

7. Select **Schedule** to create an activation schedule and set email notifications.

- a. The default is None. If you want to create a schedule, select the schedule frequency (monthly, weekly, daily, hourly), the time, and the timezone.

Details

Output Mapping

Schedule

Schedule: None

Email notifications to:

Success

Failure

Cancel Save

- b. You can also configure email notifications in this dialog. To set email notifications:
- i. Select multiple recipients (up to 20) from the **Email Notifications to** the drop-down menu. Begin typing in the recipients' names to find it.
 - When you [copy an activation](#), the email notification list and settings will copy over also. You need to update email notifications accordingly.
 - When a user in a configured recipients list is removed from an account, you need to update the email notification setting. Otherwise, the system continues to send notifications to them.
 - ii. Select **Success** or **Failure** to receive notifications upon one or both of the statuses.
 - The system currently sends notifications to Master Segment Owners when activations fail, but this configuration is different from the failure notification set in this dialog. If you explicitly select Failure notifications for the activation, the system sends the default system email to the Master Segment creator, and a second one to the recipients you explicitly selected for the activation.
8. Select **Create & Run Now**. Your data is moved to the target according to the schedule defined for the segment. If None, the data is moved immediately.