Yahoo! Export Integration

The Yahoo! integration exports customer segments for advertising purposes.

- You can upload user id through Partnermatch API
- You can upload User and Audience Attribute to Yahoo!

Consumers expect a seamless online experience, whether they're shopping, banking, reading the news, gaming, or watching videos, no matter where they are or what device they're using. Yahoo! content delivery network (CDN) is trusted by some of the world's largest brands for online banking, e-commerce, and media distribution because it offers high quality, performance, reliability, and scale that improve the customer experience and increase loyalty.

Yahoo! helps you:

- Captivate audiences at scale.
- Serve the right ad at the right time.
- Unify Disney and ABC digital broadband messaging.

What can you do with this Integration?

- Match your customer base with the fan base of Yahoo! to deliver the best personalized experience.
- Synchronize the segments created on TD with Yahoo!, including custom attributes to provide better categorization and build performant campaigns.

- Upload or remove audiences to or from Yahoo! segment for Yahoo! DMP ads targeting.

Prerequisites

- Basic Knowledge of Treasure Data.
- Basic knowledge of Yahoo! DataX API
- MDM ID provided by Yahoo! support

Requirements and Limitations

The DataX API performs in an asynchrony manner, all operations from the connector take effect ranging from 30 minutes to more than a day. If you need to download the job result contact TD support.

Yahoo! & Provider limitations:

- 100 API calls per hour
- 5GB zipped file upload limitation

TD does not support watching the status of the upload segments. You can watch the status by reviewing the TD log.
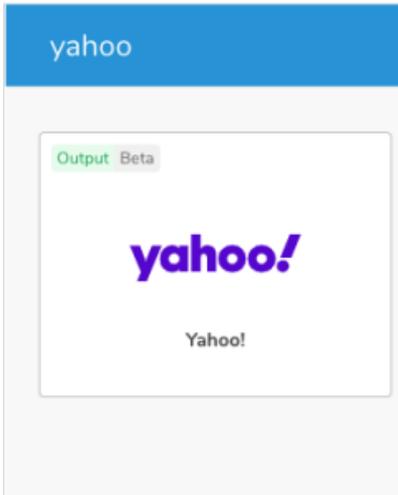
Obtain Your MDM ID

Contact Yahoo! Support for your MDM ID.

Use the TD Console to Create Your Connection

Create a New Connection

In Treasure Data, you must create and configure the data connection prior to 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 Yahoo!.

4. Select Create Authentication.

New Authentication
Verizon Media

1 Credentials > 2 Details

MDM ID:

Contact Verizon Media Support for your MDM ID

Learn more   Continue

5. Type your MDM ID. For example, OH224.

New Authentication
Verizon Media

✓ Credentials ❯ ② Details

Name

[   ]

Back   Done

6. Type 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

7. 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 ✕

Name of target Marketo Partition name (Optional)	
Lookup Field:	
	Name of field for dedup (default to email)
Retry Limit:	3
Retry Initial wait in Milliseconds:	1000
Retry Max wait in milliseconds:	30000
Max http waiting time in milliseconds:	3000000
Max upload chunk size (in bytes):	10000000
Batch max wait in	3600000

[Back]   [Done]

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

Integration Parameters for Yahoo!

Export Results ✕

Integration: meg_verizon_media

Mode:	Partner Match ⌄
URN Type:	PXID ⌄

[Back]   [Done]

Parameter	Values	Description
Mode	Values are: • Partner Match • Audience • Taxonomy • Opt-out	
URN Type	Values differ depending on the mode you have selected. Example types are: • PXID • GPADVID • email • DXID • ZIP4 • YAHID	Values differ depending on the mode you have selected. Uniform Resource Name (**URN**) identifies a resource or unit of information independent of its location. **URNs** are globally unique, persistent, and accessible over the network. Yahoo! syntax for an urn: `"urn":{string}, "seg":[{"id":{string},"ts":{number},"exp":{number}}]` For example, {"urn" : "99ff2333f3fe7659c38b3674bc927f32", "seg" : [{"id":"OH224"}]}

Target Segment ID	if Audience mode is selected.	ID of the target Segment. This combines with optional fields in the query result: seg_exp, seg_ts
GDPR	if Audience mode is selected.	General Data Protection Regulation (EU GDPR)
Dry Run	if Taxonomy is selected	Enable to verify if the synchronization is expected without updating the current Taxonomy.

Supported columns for each Mode

Pattern Match:

Column name	Type	Required	Description
Email	String	Yes	this column accepts plain text emails or SHA256 Hashed emails. Plain text email will be hashed before sending to Yahoo! server
PXID	String	Yes	

Query example

```
select  'abc@tese.com' as email, 'abc' as pxid
UNION ALL SELECT 'abc123@tese.com' as email, 'a12bc' as pxid
UNION ALL SELECT 'abcadcc@tese.com' as email, 'ab1231c' as pxid
```

Audience:

Column name	Type	Required	Description
urn	String	Yes	Values match your selected URN Type. Plain text email will be hashed before sending
<attribute_id>	Any type		Any attribute id defined in your Taxonomy. E.g. Age, Country, G123... You can have multiple attribute ID selected in your query
seg_ts	Long		Timestamp associated with the urn
seg_exp	Long		Expiration time associated with the urn
att_ts	Long		Timestamp associated with the attribute
att_exp	Long		Expiration time associated with the attribute

Query example

```
SELECT urn, CT01, GEN, seg_ts, seg_exp, att_ts, att_exp
FROM audiences
```

Taxonomy

Column name	Type	Required	Description
parent_id	String	Yes	Null value indicates Root taxonomy
id	String	Yes	Required value and must be unique across the entire company.
name	String	Yes	A human friendly equivalent of "id"
type	String	Yes	Current supported types are: SEGMENT, ATTRIBUTE
description	String		
att_type	String		Attribute type.
att_values	String		Attribute values
gdpr_mode	String		

Opt-out

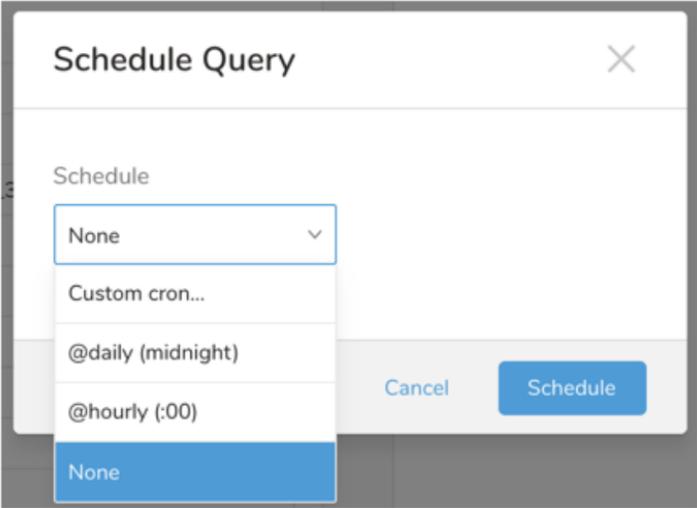| Column name	Type	Required	Description
urn	String	Yes	Values match your selected URN Type. Plain text email will be hashed before sending

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 Custom cron... details.
@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   ✕

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

Yahoo! Configuration Keys

Name	Type	Required	Description
type	String	Yes	verizon_media
mdm_id	String	Yes	Your company MDM ID
upload_mode	String	Yes	PARTNER_MATCH, TAXONOMY, AUDIENCE_UPLOAD, OPT_OUT
urn_type	String	Yes	Apply for Audience upload only
partner_match_urn_type	String	Yes	Apply for Partner Match mode only
opt_out_urn_type	String	Yes	Apply for Opt-out mode only
target_segment_id	String		Upload audiences to this segment
gdpr	Boolean		Default true
taxonomy_dry_run	Boolean		Verify the Taxonomy upload job run only (without changing actual data). Default false

Example Workflow for Yahoo!

```
_export:
  td:
  database: td.database

+verizon_media_export_task:
  td>: export_verizon_media.sql
  database: ${td.database}
  result_connection: verizon_media
  result_settings:
    type: verizon_media
    upload_mode: audience
    urn_type: Email
```