

# Migrate from Audience Studio - Legacy to Audience Studio

Audience Studio has many improvements and new features such as folder-level management and language localization.

To use Audience Studio, you have to migrate from Audience Studio - Legacy. There are two different paths to help you migrate from Audience Studio - Legacy to Audience Studio: a full migration or a testing scenario where you can test a few parent segments before performing a full migration. If you have any questions about this process, contact a Customer Success representative.


## Full Migration

A full migration migrates everything under a Parent segment at once; no partial migration is supported. The following list identifies the details behind a full migration:

- **Move objects:** All objects under a parent segment are moved from Audience Studio (Legacy) to Audience Studio. The objects are moved, not duplicated in the new Audience Studio.
- **Non-synchronized and irreversible:** The migration operation is not reversible. Additionally, Treasure Data cannot distinguish objects moved from Audience Studio - Legacy to the new Audience Studio.
- **Object IDs:** The object IDs stay the same after migration. For example, an activation ID in a workflow reference does not change.


## Partial Migration: Test Audience Studio Before Migration

You can select a few Parent Segments and move them to Audience Studio, where you can test the segments before requesting a full migration.

 None of the existing segments or other objects are migrated until you complete your testing and request a full migration.

## Migration Schedule

The migration schedule is flexible and is created based on your preferences. The Customer Success representative can help you create the migration schedule. After the migration schedule is created, Customer Support migrations operators according to the schedule. After the migration is complete, Customer Success will contact you, and you can test the migrations.

 During the scheduled migration, do not make any changes in the target parent segment.

## FAQs

Q. What happens to Audience Studio - Legacy after the migration?

A. After the migration is complete; users cannot use Audience Studio - Legacy for the parent segment. You should use the Audience Studio to manage the parent segment.

Q. What happens to Data Workbench after the migration?

A. User can still use the Data Workbench to edit parent segment settings, run parent segment workflows, and so on.

Q. What happens to Predictive segments and Profile tokens?

A. You need to manage predictive segments and profile tokens in Audience Studio. When you migrate from Audience Studio - Legacy to Audience studio, two new folders (Predictive Segments and Profile Tokens) are created under the root folder.

Q. Where can I check the migrated parent segment?

A. You can check the migrated parent segment in the Audience Studio console only.

Q. Are existing policy-based audience permissions affected by the migration?

A. No. All audience-related IDs are not changed; the policies are not affected.

Q. Do I need to stop scheduled activations during migration?

A. There is no need to stop scheduled activations during migration.

Q. Do I need to stop scheduled parent segments during migration?

A. There is no need to stop scheduled parent segments during migration.

Q. Can I revert a migrated parent segment?

A. No, it is not possible to revert a migrated parent segment.

Q. Can customers check which parent segments have already migrated to Audience Studio?

A. No. Contact your Customer Success representative to receive a list.