Amazon DSP Data Provider Export Integration

You can use the Amazon DSP Data Provider Export Integration connectors to export segment data to Amazon DSP.

Prerequisites

- Basic knowledge of Amazon DSP and an advertiser account
- Basic Knowledge of Treasure Data: Authentication, Query, Results Export, and (optionally) Workflow.

Limitations

- The `External Audience ID` is the key to specify the target Audiences on Amazon (it is unique to all audiences). The values of this field will be unique for each Advertiser account.
- The job may split the result set into multiple batches. In the case of one batch fail, the connector will not revert successfully uploaded batches.
- The prefixes as required per Amazon DSP API (COOKIE- or MAID-) will be added by the connector. Do not add these prefixes manually in the result set.
- The connector will not update Audience Metadata.
- Null or empty column data will be ignored
- Result output schema must have at least `maid` or `cookie` or both `cookie` and `maid` column in their metadata
- `maid` and `cookie` column must be in `String` data type
- Maximum length for a `cookie` field is 1999 characters

Use the TD Console to Create Your Connection

Create a New Connection

In Treasure Data, you must create and configure the data connection, to be used during export, 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. Click the search icon on the far-right of the Catalog screen, and enter **Amazon DSP**.

4. Hover over the Amazon DSP Data Provider connector and select **Create Authentication**.
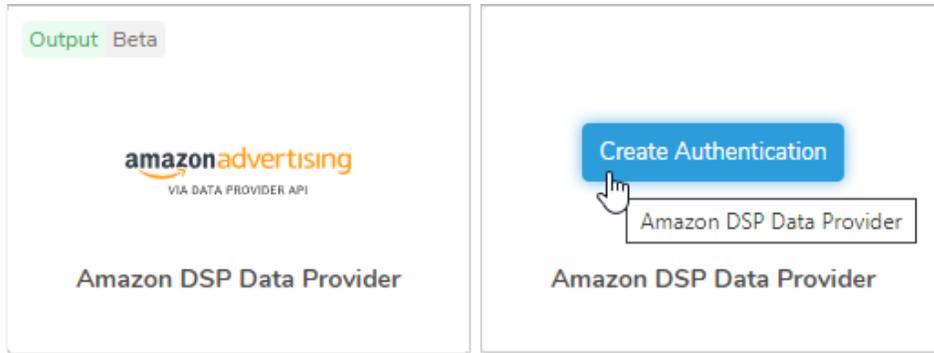
The following dialog opens.

5. Choose the **Region** of your advertiser account
6. Enter your **Advertiser ID**. Then select **Continue.**
7. Enter a name for your connection.
8. Select **Done.**

Export Results to Amazon DSP

Create or reuse a query. Sometimes you need to define the column mapping in the query.

When exporting your data to Amazon DSP, you must provide the following parameter values:

Parameter	Description
Audience Name (required)	The name of audience you would like to create.

Audience Description (optional)	Description for your audience.
External Audience ID (required)	Unique key for your audience.
Time to live (required)	The time in seconds when the audience will stay valid.
Operation (required)	Operation to perform on the output data (add or remove).
Ignore Invalid Records	During the time data is sent to Amazon DSP, If the check box is ticked and there are incorrect records or errors, they will be skipped and continue to send data to the last row. Otherwise an exception will be thrown

To export results:

1. Open the TD Console.
2. Navigate to **Data Workbench** > **Queries**.
3. Select the query that you plan to use to export data.
   For example:

   ```
   SELECT a_cookie_column AS cookie,
   a_maid_column AS maid
   FROM your_table;
   ```

4. Select **Export Results** located at top of your query editor.
5. The Choose Integration dialog opens.
   You have two options when selecting a connection to use to export the results:

   - using an existing connection
   - creating a new one

Use an Existing Connection

1. Type the connection name in the search box to filter.
2. Select your connection.

3. Select **Next**.

4. Type values for **Audience Name**, **Audience Description**, **External Audience ID**, **Time to live**, **Operation** and **Ignore Invalid Records.**

Create a New Amazon DSP Data Provider Connection

1. Select **Create New Integration.**
2. Type a **Name** for your connection.
3. Select your region from **Region.**
4. Type your advertiser id in **Advertiser ID**.

Choose Integration   ✕

○ Use Existing Integration

● Create New Integration

Type

| Amazon DSP Data Provider   ⌄ |

Name

| amazon_dsp_dp_test |

☐ Share with others

Region: | North America   ⌄ |

Advertiser ID: | 12345 |

Next

5. Select **Next**.
6. Type values for **Audience Name**, **Audience Description**, **External Audience ID**, **Time to live**, **Operation** and **Ignore Invalid Records.**

Export Results

Integration: amazon_dsp_dp_test

Audience Name:

```
this is test audience
```
Name of the audience

Audience Description (Optional):

```
this is test audience
```
Description of the audience

External Audience ID:

```
test_audience
```
The user-defined audience identifier

Time to live:

```
34300800
```
The amount of time the record is associated with the audience

Operation:

```
ADD
```

☐ Ignore Invalid Records
If enabled, continue uploading if there are invalid records or records rejected by the destination system

Back   Done

7. Select **Done**.

Use of Scheduled Jobs for Export

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

Configure Export Results in Workflow

```
timezone: UTC

_export:
  td:
    database: sample_datasets

+td-result-into-target:
  td>: queries/sample.sql
  result_connection: your_connections_name
  result_settings:
    region: NA
    advertiser_id: 12345
    audience_name: This is a test audience
    audience_description: This is for testing purpose
    external_audience_id: test_audiences
    time_to_live: 3600
    operation: Add
    ignore_error: false
```

To learn more about using data connectors in a workflow, review Workflows and Machine Learning.