

Folders Overview

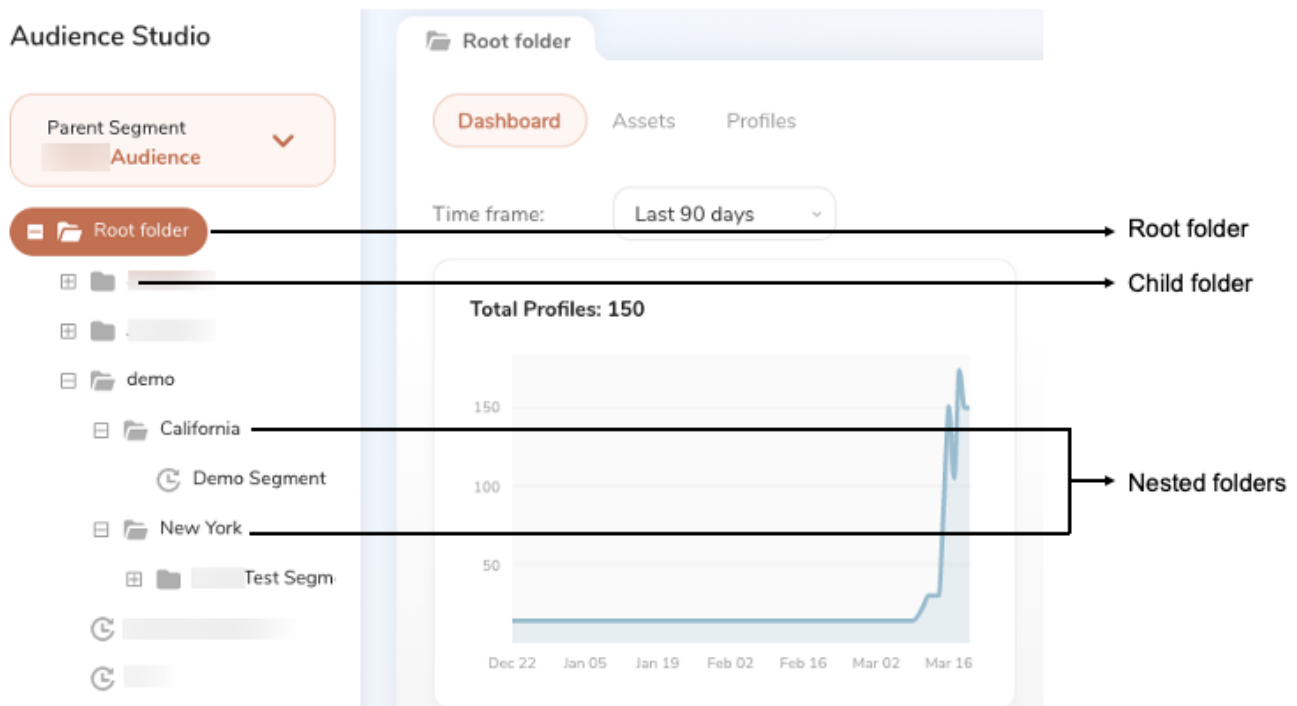
Folders are containers in which you can organize information.

This topic includes:

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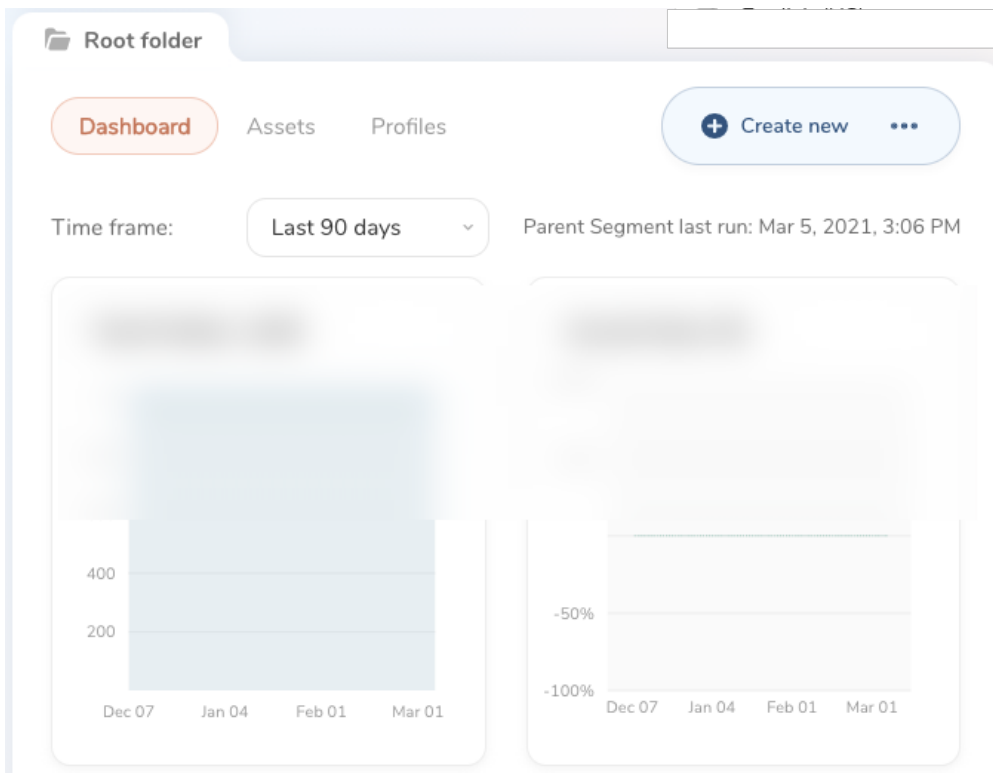
Folder Tree

The left navigation pane helps you easily view and access folders.



Each Parent Segment contains a root folder. A root folder can contain one or more child folders. Child folders can contain nested folders, and so on.

Folder Pane



Each folder contains a dashboard, assets, profiles, and a details page.

Dashboard

The Folder Dashboard provides a single pane for marketing professionals to quickly analyze total profiles and growth rates and compare segment profiles. For detailed information, see [Folder Dashboard Overview](#).

Assets

i Funnels is a legacy feature. Learn more about [Treasure Data Journey Customer Orchestration](#), a premium feature currently in Beta that will replace Funnels.

There are several types of assets in a folder:

- **Folder:** A container for your assets.
- **Batch Segment:** A collection of audiences that are based on attribute and behavior criteria for activation and reporting.
- **Predictive scoring:** A data-driven lead scoring methodology that uses historical and activity data and predictive modeling to predict behavior.
- **Funnel:** A simple workflow with stages in which profiles progress. You can configure each stage.

Item Name	Type	Created By	Last Updated (...)	Updated By	Profiles
age > 30 v5	Batch Segment		Feb 19, 2021, 5:1...		788
age > ...021_03	Folder		Mar 01, 2021, 5:...		
batch segments	Folder		Mar 02, 2021, 5:...		
test segment	Batch Segment		Mar 01, 2021, 6:...		1000

Profiles

A profile is a collection of attributes and behaviors for a customer. The profiles in a folder represent the customers in the parent segment.

Attributes

Behaviors

Column	Value
age	32
name	bar
td_affinity_categories	Technology & Computing
td_affinity_category_...	0.2179025539532122
td_affinity_sub_cate...	--
td_affinity_sub_cate...	--

Details Page

The details page gives you a high-level overview of who created the folder and when it was last updated.

Details

Root folder

Description:

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Type:

Folder

Created by:

[Redacted]

Last updated (GMT):

Nov 13, 2020, 5:38 AM

Updated by:

[Redacted]

