

Twitter Tailored Audience Export Integration

You can write job results directly to your Twitter Tailored Audience.

This topic includes:

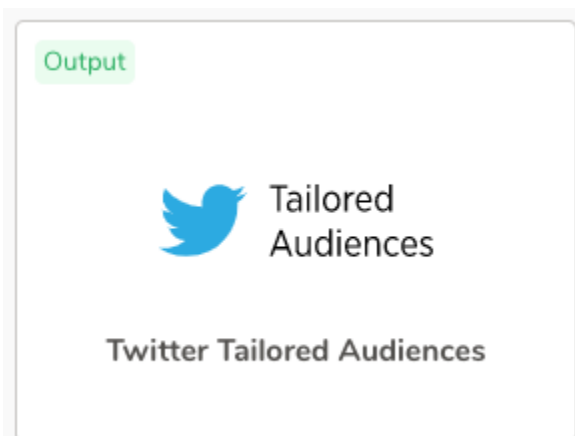
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Prerequisites

- Basic knowledge of Treasure Data, including the [TD Toolbelt](#).
- A Twitter Ads Account or an account with Ads Manager role.
- Authorized Treasure Data Twitter app access to your Twitter Ads Account

Create a New Connection

From TD Console, navigate to the catalog in the **Integrations Hub**. Search for and select Twitter Tailored Audience.



Select **Create Authentication**. The following dialog opens.

A screenshot of a dialog box titled "New Authentication" for "Twitter Tailored Audiences". The dialog has a close button (X) in the top right corner. Below the title, there are two steps: "1 Credentials" and "2 Details", with "2 Details" being the active step. The main content area shows "OAuth connection:" followed by a dropdown menu. Below the dropdown, there is a blue link that says "Click here to connect a new account". At the bottom of the dialog, there are two buttons: "Learn more" and "Continue".

Select an existing OAuth connection for Twitter, or select the link under **OAuth connection** to create a new one.

Create a new Twitter Tailored Audience... ✕

1 Credentials > 2 Name

OAuth connection


[Click here](#) to connect a new account

[Click here to create new OAuth Connection](#)

[Learn more](#)

Create a New OAuth Connection

Log into your Twitter account in the browser (if you haven't logged in previously) and grant access:

Sign up for Twitter >

Authorize **treasuredata** to use your account?


Remember me · [Forgot password?](#)

This application will be able to:

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.

Will not be able to:

- Access your direct messages.
- See your email address.
- See your Twitter password.



treasuredata
By treasuredata
www.treasuredata.com/
Integration with tailored audience for TD's data connector

Or grant access to the **Treasure Data** app when you are already logged in.



Authorize treasuredata to use your account?



treasuredata

By treasuredata

www.treasuredata.com/

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Authorize app

Cancel

This application will be able to:

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.

Will not be able to:

- Access your direct messages.
- See your email address.
- See your Twitter password.

You will be redirected back to [Treasure Data Connections](#). Repeat the first step (Create a new connection) and choose your new OAuth connection.

Create a new Twitter Tailored Audience... ✕

1 Credentials > 2 Name

OAuth connection

DoKiet (2017-06-08) ▾

[Click here](#) to connect a new account

[Learn more](#) [CONTINUE](#)

Your name and date created

You can give a name to your newly created connection and save it for later use.

Create a new Twitter Tailored Audience... X

✓ Credentials > 2 Name

Name

Share with others

BACK CREATE CONNECTION

Configure Output Results

Check Output results at the top of your query editor and select your Twitter Tailored Audience connection as follows:

Draft SAVE RUN ...

Written in: Presto Reformat

Output results Schedule:

```
1 SELECT c0 from cnn_follower_id
```

Table Preview Query Result Run History

There are several parameters to edit:

- **Twitter Ad Account ID** (required): This is your Twitter Ad Account ID. See Appendix C for getting account id.
- **Tailored Audience Name** (required): Name of Tailored Audience list to create.
 - **Important note:** If you have many Tailored Audience lists with similar names as this input, the latest Tailored Audience Name will be used. We recommend that you give your Tailored Audience list a unique name.
 - **Important note:** You cannot use audience names that are associated with deleted audiences. When creating a new audience, you will receive an error message if you attempt to reuse a name that is associated with a deleted audience.
- **Audience type** (required): Type of entry in the list. It is one of email, id, device id, or handle.

- **No need to normalize and hash records** (default false): Indicates whether the data has already been normalized and hashed. If not, TD automatically normalizes and hashes the records.
- **Skip on invalid records** (default false): Indicates whether invalid records should be ignored.
- **Mode** (Default Update): Operation type being performed (Update or Delete)
- **Retry limit** (optional, default 6): Number of retries before it gives up.
- **Initial intervals in milliseconds between retries** (optional, default 10000): Interval to retry if a recoverable error happens (in millisecond).
- **Maximum intervals in milliseconds between retries** (optional, default to 32000) : Maximum time in milliseconds between retrying attempts.
- **Skip on Invalid Records?** Ignore invalid records/errors and continue loading other records

Here is a sample configuration:

Export Results
✕

Integration: demo_connection

Ad Account ID:

Tailored Audience (TA) List Name:
TA List Name. New list will be created if none exists

Audience entry type: ▼
Type of info about TA in the list (Twitter specific)

No need to normalize and hash records
The records in this output are already hashed using SHA256 and meet API accept requirements

Skip on invalid records?
Ignore invalid records and continue loading other records

Mode: ▼
Operation type being performed

Retry limit:

Initial intervals in milliseconds between retries:

Maximum intervals in milliseconds between retries:

Write the Query to Populate a Tailored Audience List

We support the creation of a new Tailored Audience list.

On the Treasure Data console, run the following query with Output results into a connection of Twitter Tailored Audience (see Appendix A for more details of column naming):

```
SELECT email FROM (
  VALUES ( 'demo1@example.com' ),
          ( 'demo2@example.com' ),
          ( 'demo3@example.com' )
) tbl (email)
```

The preceding query will not match any real users as it's solely for demo purposes only. Also, it requires no source table (for the ease of testing out this feature), but you still need to choose your database, so pick "sample_datasets" or any other arbitrary table.

The query should complete in a few seconds. Check the Twitter Audience Manager for your new list:

The screenshot shows the 'Audience manager' interface. At the top right is a 'Create new audience' button. Below the header, there are two tabs: 'Tailored audiences' (21) and 'Flexible audiences' (0). The main table displays audience lists with columns for Audience name, Status, Last updated, and Audience Size (Twitter and Twitter Audience Platform), along with a Manage column.

Audience name	Status	Last updated	AUDIENCE SIZE		Manage
			Twitter	Twitter Audience Platform	
CN TA cli_6_TEST Uploaded list • Twitter user IDs	PROCESSING	Updating	Pending	Pending	Delete
TA list from cli_TEST Uploaded list • Twitter usernames	PROCESSING	Updating	Pending	Pending	Delete

Twitter takes up to 24 hours to validate your newly created list. Therefore, the list will show the status as "Processing".

Status changes to "Ready" (or an error if the list is not valid) within the next 6 to 8 hours.

kd_cleanup_cli_handle_TEST Uploaded list • Twitter usernames	AUDIENCE TOO SMALL	Jun 8, 2017	-	-	Delete
kd_cleanup_cli_id_TEST Uploaded list • Twitter usernames	READY	Jun 8, 2017	8,931	8,931	Delete
MB_TEST_TC2 Uploaded list • Email addresses	AUDIENCE TOO SMALL	Jun 7, 2017	-	-	Delete

Appendix

Tailored Audience Data

The Output result needs to follow the Twitter Tailored List data specifications [here](#). We support single column, single type.

- **TWITTER_ID**: Twitter user IDs
- **DEVICE_ID**: IDFA, AdID or Android ID of Twitter users
- **EMAIL**: Email addresses
- **TWITTER_HANDLE**: Twitter users name aka. Screen names

Data Normalization and Hashing

Our result output can normalize your values automatically to follow Twitter's normalizing rules. See [here](#).

All values, uploaded to Twitter for matching, need to be normalized with the normalizing rules of Twitter. The values will narrowly miss chances to match if they are not normalized. If you need to normalize values by yourselves, apply your own normalization before submitting the output.

The conversion below is actually applied per type in our result output for normalization.

- **Email Addresses**: Lowercase, remove leading and trailing spaces; ex: support@twitter.com
- **Twitter User Name**: No @, lowercased and leading and trailing spaces trimmed; ex: jack
- **Twitter User IDs**: Standard integer; ex: 143567
- **Device IDs**: Lower-cased with dashes (IDFA), original format on device, not capitalized with dashes (AdID) and original format on device, not capitalized without dashes or spaces (Android ID); ex: 4b61639e-47cc-4056-a16a-c8217e02946 and af3802a465767e36

After normalization, the data must be hashed using SHA256, **without a salt**. Additionally, the final output hash must be in lower case.

For example,

49e0be2aeccfb51a8dee4c945c8a70a9ac500cf6f5cb08112575f74db9b1470d and **not** 49E0BE2AECFCFB51A8DEE4C945C8A70A9AC500CF6F5CB08112575F74DB9B1470D

Twitter Ads Account Information

Access to an Ads Account is the pre-requisite to create the Tailored Audience List. The account ID can be retrieved from the Account Settings Page