Unica Link V12.1.5 Twitter Connector User Guide

Contents

Chapter 1. Twitter connector overview

Use the Twitter connector to upload contact information into an existing audience or new audience in Twitter.

Chapter 2. Prerequisites

To use the Twitter connector, you must have an Ad account with Twitter.

Chapter 3. Configuration

To use the Twitter connector, the Unica administrator must configure a connection.

The connection properties are as follows:

Connection property	Description
`Base URL`	The Twitter API base URL. **Example**: `https://ads-api.twitter.com/10.` 📝 **Note:** If the test connection shows the following API version related error while creating a new connection: ``` Connection failed. The returned status is 403 and the response is {"errors":[{"code":"INVALID","message": "Version 10.0 is not available."}],"request":{"params":{}}}., ``` then click the following link to get the latest version, and change the base URL accordingly for the latest Twitter Ads API version: https://developer.twitter.com/en/docs/twitter-ads-api/audiences/api-reference/custom-audiences

Connection property	Description
	✏️ API Version will be the number after https://ads-api.twitter.com/ in the resource URL. For example: https://ads-api.twitter.com/12/accounts/:account_id/custom_audiences(API version in the given example is 12.)
Consumer Key	The consumer key for Twitter's app. It is a read-only field and is auto-populated.
Consumer Secret	The consumer secret for Twitter's app. It is a read-only field and is auto-populated.
Get Request Token label	Displays the message `Press the Get Request Token button` to get the request token.
Get Request Token	Press to get a request token from Twitter.
Token	The `Oauth` token received from Twitter via request token. It is a read-only field and is auto-populated.
Token Secret	The `Oauth` token secret received from Twitter. It is a read-only field and is auto-populated.
Get Oauth Verifier label	Displays the message `Press the Get Oauth Verifier button to redirect the browser to an HCL Software page. Then copy and paste the URL from that page into the Redirect`

Connection property	Description
	`URL Response field` to get the oauth verifier.
`Get Oauth Verifier`	Press to get an `Oauth` verifier from Twitter. It redirects the browser to HCL Software page. Copy-and-paste the URL from the page to the Redirect URL response field.
`Redirect URL Response`	The redirect URL pasted from the HCL Software webpage.
`Get Access Token label`	Displays the message `Press the Get Token button to get the authorization token.`
`Get Token`	Press to get an access token from Twitter.
`Oauth Verifier`	The `Oauth` verifier provided by Twitter. It is a read-only field and is auto-populated.
`Oauth Token`	The token used for Twitter APIs. It is a read-only field and is auto-populated.
`Oauth Token Secret`	The token secret used for generating `Oauth` signature along with consumer secret. It is a read-only field and is auto-populated.
`Number of Retries`	The total number of retries for an API if its execution fails.

Chapter 4. Test connection

Before defining a connection, you must check the connection. To check the connection, press the Test button.

The Test function invokes a query operation on Twitter to check if the server is reachable and that the connection parameters are valid.

Chapter 5. Configure a Touchpoint or Process box

When you configure a Twitter connector from a Touchpoint in Journey or a Process box in Campaign, you will see the following properties:

Property name	Description
Ad Account ID	The Twitter Ad account ID.
Contact Action	The actions to perform on the custom audience list of Twitter. The possible options in the dropdown are "Upload users to a new Audience" and "Upload users to an existing audience".
Audience	The Twitter audience to populate. This field would be a dropdown field and it would be enabled if contact action is selected as "Upload users to an existing audience".
Audience Name	The custom audience list name. It would be enabled if contact action is selected as "Upload users to a new Audience".
Audience Description	The custom Audience description. It would be enabled if contact action is selected as "Upload users to a new Audience".

The following fields are available on the field mapping screen as per Twitter specifications as follows and for more details related to data normalization, see Data Normalization (on page 10):

Field name	Description
Email Address	The Email Address. Use all lowercase and remove leading and trailing spaces. **Example**: support@twitter.com
Twitter Username	The Twitter Username. Use all lowercase, do not include @, and remove leading and trailing spaces. **Example**: jack
Twitter UserID	The Twitter UserID. Use standard integers (0-9) only. **Example**: 143567
iOS Advertising ID (IDFA)	The IDFA ID. Use all lower-case letters with dashes. **Example**: 4b61639e-47cc-4056-a16a-c8217e029462
Google Advertising ID (AdID)	The Ad ID. Original format on device is required, not capitalized with dashes. **Example**: 2f5f5391-3e45-4d02-b645-4575a08f86e
Android ID	The Android ID. Original format on device is required, not capitalized without dashes or spaces. **Example**: af3802a465767e36
Partner UserID	The User's ID in the partner's system.

Note:

- The maximum request body size of the Custom Audiences' Users API is `5,000,000` bytes.
- The data provided in the users field of the request, except Partner UserID, must be hashed using `SHA256`.
- Additionally, the final output hash must be in lower case. For example: `49e0be2aeccfb51a8dee4c945c8a70a9ac500cf6f5cb08112575f74db9b1470d`.

Chapter 6. Data Normalization

This topic describes how to perform data normalization for the Twitter connector.

The users should prepare their data as per the table given below to get a good match rate on Twitter. The following table lists the data format layout information for Twitter connector:

Field Name	Description
`Email Address`	The Email Address. Use all lowercase and remove leading and trailing spaces. Link twitter connector also check the data and normalize it as per specification given above. **Example**: `support@twitter.com`
`Twitter Username`	The Twitter Username. Use all lowercase, do not include @, and remove leading and trailing spaces. Link twitter connector also check the data and normalize it as per specification given above. **Example**: `jack`
`Twitter UserID`	The Twitter UserID. Use standard integers (0-9) only. Link twitter connector also check the data and normalize it as per specification given above, it will remove other characters except numbers from the data. **Example**: `143567`
`iOS Advertising ID (IDFA)`	The IDFA ID.

Field Name	Description
	Use all lower-case letters with dashes. Link twitter connector also check the data and convert it into lowercase. **Example**: `4b61639e-47cc-4056-a16a-c8217e029462`
`Google Advertising ID (AdID)`	The Ad ID. Original format on device is required, not capitalized with dashes. Link twitter connector also check the data and convert it into lowercase. **Example**: `2f5f5391-3e45-4d02-b645-4575a08f86e`
`Android ID`	The Android ID. Original format on device is required, not capitalized without dashes or spaces. Link twitter connector also check the data and convert it into lowercase, remove the hyphens and leading and trailing spaces if sent. **Example**: `af3802a465767e36`
`phone_number`	Phone number(s) for the user. Link connector does not do anything for data normalization EXCEPT HASHING, the user has to make sure that he is sending correct data.
`Partner User ID`	The User's ID in the partner's system. Link connector does not do anything for data

Field Name	Description
	normalization, the user has to make sure that he is sending correct data.

📝 **Note:**

- All the earlier mentioned fields except, except Partner UserID, must be hashed using SHA256.
- Additionally, the final output hash must be in lower case. For example:

  `49e0be2aeccfb51a8dee4c945c8a70a9ac500cf6f5cb08112575f74db9b1470d`

  and not

  `49E0BE2AECCFB51A8DEE4C945C8A70A9AC500CF6F5CB08112575F74DB9B1470D.`

Chapter 7. Event tracking

The response from the Twitter connector contains the following fields:

- `Audience_id`
- `Session_id`
- `Num_received`
- `Num_invalid_entries`
- `Num_valid_entries`
- `Status`
- `Errormessage`
- `Timestamp`