

Unica Audience Central User's Guide



Contents

- Chapter 1. Audience Central Overview..... 1**
 - About audience levels and strategic segments..... 2
 - Audience level unique identifiers..... 2
 - About audience levels and user tables..... 2
 - Required fields in audience-level-specific tables..... 4
 - Audience Central APIs..... 6
- Chapter 2. Accessing and using Audience Central..... 7**
 - Audience Central User Interface..... 7
 - Creating audience levels..... 8
 - Viewing audience levels..... 8
 - Mapping tables..... 9
 - Adding base tables to the audience profile..... 13
 - Searching for base tables in the audience profile tables list..... 13
 - Remapping base tables..... 14
 - Unmapping base tables..... 14
 - Deleting audience levels..... 15

Chapter 1. Audience Central Overview

In the Unica 12.1.4 release, we have introduced a new application name Unica Audience Central

As the name suggests, Audience Central is a centralized application that you can use to create and manage audience levels.

Audience level is a way to broadly categorize or classify the target audience. In Unica Audience Central, a set of attributes is required to uniquely identify individual audience. For example, an audience level named `Prospects` can be used to deal with all prospects, wherein mobile number and/or email address attributes can be used to uniquely identify each prospect.

Audience Central is delivered with a single audience level called Customer. You can define any additional audience levels that you need. You can use Audience levels to target specific groups, such as Households, in marketing campaigns.

If you require additional audience levels, you must create and map the equivalent set of system tables to support them as you did for the default Customer audience level.

Before you create a new audience level, you must create four tables in the Unica Campaign system table database.

For an audience level, if required, you can map the following with system tables:

- A contact history table
- A detailed contact history table
- A response history table
- A segment membership table

Audience Central administrators can perform the following tasks:

- Create the audience levels needed for your company's marketing campaigns.
- Map system tables to the supporting database tables for the new audience levels in the Unica Campaign system database.
- Map audience levels to associated user database tables.



Note: Manually create system tables for supporting audience levels in the Unica Campaign system database.

About audience levels and strategic segments

For each audience that uses strategic segments, you map the segment membership system table to a physical table that defines segment members.

For example, to use the default `Customer` audience in an optimization session that includes strategic segments, you must map the audience system table `Customer Segment Membership` to the `UA_SegMembership` segment database table. You populate the database table using the Create Seg process.

Audience level unique identifiers

When you create a new audience level, you must specify at least one field to be used as the unique identifier for members of that audience level. To uniquely identify each member of the audience, you might need to use multiple fields.

For example:

- `Household` could be identified by the field `HHold_ID`
- `Customer` could be identified by the fields `HHold_ID` and `MemberNum`.

The field names (and in particular any unique identifier field names) in the new audience level must exactly match the field name(s) in the database table for history mapping. This allows Audience Central to automatically match the database fields to the appropriate system table fields when you create the history table mapping.



Note: Audience level field names have specific character restrictions.

About audience levels and user tables

A user table can be associated with a single audience level or with multiple audience levels.

User tables with a single audience level

When you map a user table, you must specify at least one audience level to be the primary audience of that table.

During this step, Audience Central associates the field(s) you specified when creating the audience level with the identifier field(s) in the user table. By doing this, you have specified that by default, when Audience Central makes selections from this user table, IDs are returned from the primary audience level.

For example, if you create an audience level named `Account` with the field `Acct_ID`, and select this audience level as the primary audience when mapping the user table `Accounts`, you have associated the `Account_ID` audience level field with the field in the user table that is the unique identifier (primary key) for the `Accounts` database table.

User tables with multiple audience levels

A user table can be associated with multiple audience levels, with one of the audience levels designated as the primary audience level, and the remaining audience levels as alternate audience levels.

For example, a user table that contains data about customer accounts could have the following columns:

- `Acct_ID`
- `Indiv_ID`
- `HHold_ID`

In this table, the `Acct_ID` might be unique for each record. Because an individual could have multiple accounts, and a household could contain multiple individuals, multiple records could have the same values for the `Indiv_ID` and `HHold_ID` fields.

Assuming you have three audience levels, `Account`, `Customer`, and `Household`, when you map this user table, you could specify all three of these audience levels and associate them with the corresponding fields listed above in the user table.

Required fields in audience-level-specific tables

The list of the required fields in the system tables, required for each audience level, are as follows:

Required fields in the contact history table

The contact history table for each audience level in the Audience Central system database must minimally contain the fields described in the following table:

Primary Key	Column Name	Data Type	Allow Nulls
Yes	Identifier for audience level	numeric or text	No
Yes	CellID	numeric	No
Yes	PackageID	numeric	No
No	ContactDateTime	datetime	Yes
No	UpdateDateTime	datetime	Yes
No	ContactStatusID	numeric	Yes
No	DateID	numeric	Yes
No	TimeID	numeric	Yes

The detailed contact history table for each audience level in the Audience Central system database must minimally contain the fields described in the following table:

Table 1. Required fields in the detailed contact history table

Primary Key	Column Name	Data Type	Allow Nulls
Yes	Identifier for audience level	numeric or text	No
No	TreatmentInstID	numeric	No
No	ContactStatusID	numeric	Yes
No	ContactDateTime	datetime	Yes

Table 1. Required fields in the detailed contact history table (continued)

Primary Key	Column Name	Data Type	Allow Nulls
No	UpdateDateTime	datetime	Yes
No	DateID	numeric	No
No	TimeID	numeric	No

Required fields in the response history table

The response history table for each audience level in the Audience Central system database must minimally contain the fields described in the following table:

Primary Key	Column Name	Data Type	Allow Nulls
Yes	Identifier for audience level.	numeric or text	No
Yes	TreatmentInstID	numeric	No
Yes	ResponsePackID	numeric	No
No	ResponseDateTime	datetime	No
No	WithinDateRangeFlg	numeric	Yes
No	OrigContactedFlg	numeric	Yes
No	BestAttrib	numeric	Yes
No	FractionalAttrib	numeric	Yes
No	CustomAttrib	numeric	Yes
No	ResponseTypeID	numeric	Yes
No	DateID	numeric	Yes
No	TimeID	numeric	Yes
No	DirectResponse	numeric	Yes

Required fields in the segment membership table

If you are using strategic segments, you must create the segment membership table for each audience level that you use with strategic segments. At a minimum, the table must contain the fields described in the following table:

Primary Key	Column Name	Data Type	Allow Nulls
Yes	SegmentID	numeric	No
Yes	Identifier for audience level	numeric or text	No

Audience Central APIs

You can access Audience Central APIs using Swagger.

You can form the URL in either of the following format to access or use the Audience Central APIs:

Format 1:

```
<AudienceCentralServerUrl>/AudienceCentral/swagger-ui/index.html
```


Format 2:

```
<AudienceCentralServerUrl>/
swagger-ui/index.html?configUrl=../v3/api-docs/swagger-config&url=../v3/api
-docs
```


Chapter 2. Accessing and using Audience Central

Before accessing Audience Central, ensure that it is installed and configured.

To access Audience Central, perform the following steps:

1. Log in to the Unica application.
The Unica homepage appears.
2.  **Note:** You can switch between classic UI and Neo UI. For information on switching between classic UI and Neo UI, see *Unica Platform V12.1.4 Administration Guide*.

Perform either of the following steps:

- a. In case of classic UI, select **Marketing central > Audience Central**.

The **All Audiences** page appears.



Note: If you cannot see the **Marketing central** menu or the **Audience Central** menu item, contact your Unica administrator.

- b. In case of the Neo UI, select the **Audience Central** tile, within the **Plan & Manage** section.

The **All Audiences** page appears.



Note: If you cannot see the **Audience Central** tile, contact your Unica administrator.

Audience Central User Interface

The Audience Central user interface is simplistic and intuitive.

The user interface contains:

- a left panel that displays the audience levels and has provisions to add new audience levels.
- a right panel displays the audience overview and also has provisions to add base tables to the selected audience profile.

Creating audience levels

An audience level is a collection of consumer data that can be targeted by your company's marketing campaign.

To create audience levels, complete the following steps:

1. In the **Audience level** panel on the left, click **+ Audience**.

The **Create new audience level** panel appears.

2. Provide an appropriate value for the field **Audience level name**.

3. To add field names and to assign field types, complete the following steps:

- a. Select **Click here to add new field**.

- b. Type an appropriate **Field Name**.

- c. For **Type**, select the data type for the field. Available options are:

- Text
- Numeric

- d. Repeat the steps a through c to add the required number of fields. You can drag-and-drop the fields to reorder them as per your requirement.

4. Click **Save**.

The new entry appears in the **Audience level** panel.

Viewing audience levels

To view existing audience levels, complete the following steps:

1. In the **Audience level** panel on the left, select the required audience level.

The right panel displays the details of the audience level.

2. In the right panel:

The **Overview** tab displays the following fields:

- **Audience level**
- **ID fields**
- **Map Contact history table**
- **Map Response history table**
- **Map Detailed contact history table**
- **Map Segment membership table**

The **Audience profile** tab displays a list of the added base tables. For more information about base tables, see [Adding base tables to the audience profile \(on page 13\)](#).

Mapping tables

Mapping Contact history table

To map contact history table with a datasource, complete the following steps:

1. In the **Audience level** panel on the left, select the required audience level.

The right panel displays the details of the audience level.

2. Select the  icon succeeding **Map Contact history table**.

The **Map Contact history table** panel appears.

3. From the dropdown list, select an appropriate **Source table**.

If the selected **Source table** is appropriate, in the **Required fields for table** section, the **Source table field** column is autopopulated with values that match the **Required field** column.



4. Click **Next**.

The **Optional fields for table** section appears.

5. If you want to retain the optional fields from the source table, keep them selected.



If you do not want some fields or all of the optional fields from the source table, deselect the unwanted fields or deselect all fields.


6. Click **Save**.

7. If required, you can remap or make modifications to an existing mapping. To remap the source table, select the  icon succeeding **Map Contact history table**.
The **Map Contact history table** panel appears.
8. Perform *steps 3 through 6* to make the required changes.
9. If required, you can unmap the mapping to a source table. To unmap the mapping to a source table, select the  icon succeeding **Map Contact history table**.
A confirmation box appears. Unmapping Contact history table also unmaps Detailed contact history table. See [Mapping Detailed contact history table \(on page 11\)](#).
10. Click **Unmap**.

Mapping Response history table

To map response history table with a datasource, complete the following steps:



1. In the **Audience level** panel on the left, select the required audience level.
The right panel displays the details of the audience level.
2. Select the  icon succeeding **Map Resposne history table**.
The **Map Response history table** panel appears.
3. From the dropdown list, select an appropriate **Source table**.
If the selected **Source table** is appropriate, in the **Required fields for table** section, the **Source table field** column is autopopulated with values that match the **Required field** column.
4. Click **Next**.
The **Optional fields for table** section appears.
5. If you want to retain the optionale fields from the source table, keep them selected.
If you do not want some fields or all of the optional fields from the source table, deselect the unwanted fields or deselect all fields.
6. Click **Save**.
7. If required, you can remap or make modifications to an existing mapping. To remap the source table, select the  icon succeeding **Map Resposne history table**.
The **Map Resposne history table** panel appears.


8. Perform *steps 3 through 6* to make the required changes.
9. If required, you can unmap the mapping to a source table. To unmap the mapping to a source table, select the  icon succeeding **Map Resposne history table**.
A confirmation box appears.
10. Click **Unmap**.

Mapping Detailed contact history table

You can map Detailed contact histroy table only if you have mapped Contact history table. For more information, see [Mapping Contact history table \(on page 9\)](#).

To map detailed contact history table with a datasource, complete the following steps:

1. In the **Audience level** panel on the left, select the required audience level.
The right panel displays the details of the audience level.
2. Select the  icon succeeding **Map Detailed contact history table**.
The **Map Detailed contact history table** panel appears.
3. From the dropdown list, select an appropriate **Source table**.
If the selected **Source table** is appropriate, in the **Required fields for table** section, the **Source table field** column is autopopulated with values that match the **Required field** column.
4. Click **Next**.
The **Optional fields for table** section appears.
5. If you want to retain the optionale fields from the source table, keep them selected.
If you do not want some fields or all of the optional fields from the source table, deselect the unwanted fields or deselect all fields.
6. Click **Save**.
7. If required, you can remap or make modifications to an existing mapping. To remap the source table, select the  icon succeeding **Map Detailed contact history table**.
The **Map Detailed contact history table** panel appears.
8. Perform *steps 3 through 6* to make the required changes.

9. If required, you can unmap the mapping to a source table. To unmap the mapping to a source table, select the  icon succeeding **Map Detailed contact history table**.

A confirmation box appears.

10. Click **Unmap**.

Mapping Segment membership table

To map segment membership table with a datasource, complete the following steps:

1. In the **Audience level** panel on the left, select the required audience level.

The right panel displays the details of the audience level.

2. Select the  icon succeeding **Map Segment membership table**.

The **Map Segment membership table** panel appears.

3. From the dropdown list, select an appropriate **Source table**.

If the selected **Source table** is appropriate, in the **Required fields for table** section, the **Source table field** column is autopopulated with values that match the **Required field** column.

4. Click **Next**.


The **Optional fields for table** section appears.

5. If you want to retain the optional fields from the source table, keep them selected.

If you do not want some fields or all of the optional fields from the source table, deselect the unwanted fields or deselect all fields.

6. Click **Save**.


7. If required, you can remap or make modifications to an existing mapping. To remap

the source table, select the  icon succeeding **Map Segment membership table**.

The **Map Segment membership table** panel appears.

8. Perform *steps 3 through 6* to make the required changes.

9. If required, you can unmap the mapping to a source table. To unmap the mapping to a

source table, select the  icon succeeding **Map Segment membership table**.

A confirmation box appears.

10. Click **Unmap**.

Adding base tables to the audience profile

You can add one or multiple base tables to audience profiles.

To add base tables, complete the following steps:

1. In the **Audience level** panel on the left, select the required audience level.
The right panel displays the details of the audience level.
2. Select the **Audience profile** tab.
3. Click + **Base table**.
The **Add new base table** panel appears.
4. For the **Select data source** field, select the required option.
5. For the **Select source table** field, select the required option.
6. Provide an appropriate name for the **Display table name** field.
7. Select the required fields in the column **Table column name**.
8. If required, change the value of the fields in the **Display field name**.
9. Click **Next**.
10. For all the fields in the **Audience Fields** column, use the dropdown to map the appropriate field in the **Fields from this table** column.
11. Read the summary, confirm the details and metadata shown, and click **Save**. If you want to modify the details, click **Previous**.

Searching for base tables in the audience profile tables list

If you have added a lot of base tables, it is easier to search and find the required base table.


To search for base tables in an audience level, complete the following steps:

1. In the **Audience level** panel on the left, select the required audience level.
The right panel displays the details of the audience level.
2. Select the **Audience profile** tab.
3. In the **Search** bar, type the name of the base table that you want to access.
If the base table exists, the system displays the base table.

Remapping base tables

You can remap existing base tables to make modifications to the existing mappings.

To remap base tables, complete the following steps:

1. In the **Audience level** panel on the left, select the required audience level.
The right panel displays the details of the audience level.
2. Select the **Audience profile** tab.
3. Search for the required base table that you wish to remap. See [Searching for base tables in the audience profile tables list \(on page 13\)](#).
4. Place the cursor on the three dots succeeding the Base table record and select .
The **Edit base table** panel appears.
5. Make the required changes. For more information, see [Adding base tables to the audience profile \(on page 13\)](#).
6. Click **Save**.




CAUTION: If you remap existing base tables, on which the segments were created, those segments can have an impact depending on the changes that you have made.

Unmapping base tables

You can unmap existing base tables from an Audience profile.

To unmap existing base tables, complete the following steps:

1. In the **Audience level** panel on the left, select the required audience level.
The right panel displays the details of the audience level.
2. Select the **Audience profile** tab.
3. Search for the required base table that you wish to unmap. See [Searching for base tables in the audience profile tables list \(on page 13\)](#).
4. Place the cursor on the three dots succeeding the Base table record and select .

A confirmation box appears.

5. Click **Unmap**.



CAUTION: If you unmap existing base tables, on which the segments were created, those segments will fail when you publish them.

Deleting audience levels

In Audience Central, you cannot modify existing audience levels. You can only create new audience levels or delete existing audience levels.

To delete an existing audience level, complete the following steps:

1. In the **Audience level** panel on the left, select the required Audience level from the list.
2. Place the cursor on the three dots succeeding the audience level name and select the



icon.

A confirmation box appears.

3. Click **Delete**.



CAUTION: Do not delete audience levels that are in use.