

## **Unica Audience Central and Unica Segment Central Getting Started Guide**



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# Chapter 1. Overview

Audience Central and Segment Central are centralized applications that you can use to create and manage audience levels and create and manage segments, respectively.

# Chapter 2. Points to consider before moving from Unica Campaign to Unica Audience Central or Unica Segment Central

The following are the points to consider before moving from Unica Campaign to Unica Audience Central or Unica Segment Central:

- Unica Audience Central or Unica Segment Central supports only the following databases as userDS:
  - Microsoft SQL Server
  - IBM DB2
  - MariaDB
  - Oracle
- Although it is not mandatory, we recommend you to install and deploy both Audience Central and Segment Central as their functionality is dependent on each other.
- Existing user datasources, created under `Campaign|partition|partition<n>` are used by Audience Central and Segment Central.
- Although Campaign works with a blank JNDI name in the userDS, the same is not applicable for Audience Central and Segment Central. The JNDI name must be present and you must use the same JNDI name to create a datasource in the application servers.
- When you install Audience Central and Segment Central, by default the flags to enable them are set to `TRUE`. User can set them to false if required. For enabling or disabling Audience Central and Segment Central, please see the respective *Installation Guides*.
- Assign the user `AudienceCentralUser` role and `SegmentCentralUser` role to access and navigate the respective applications.

## Chapter 3. Comparison of audience management in Campaign and Audience Central

- Any audience levels created in Campaign will be available in Audience Central and vice versa. Also, the history tables mapped to the audience level will be applicable (for example history table, response table, detail contact history table and segment membership table).
- In the 12.1.5 version, Audience Central does not support mapping for:
  - Suppression Segment
  - Master Active
  - Master Inactive
  - Send time optimization
- Base tables or user tables, mapped with the audience level, in Campaign will not be applicable/visible in Audience Central and vice versa.
- User can still utilize the mapping while creating segments in Campaign, through flowchart, using CreateSeg Process Box.
- Base table mappings created inside Audience Central will be used by Segment Central to create new strategic segments.
- In Audience Profile tab, for every base table mapping, the number of rule-based segments created on that base table are displayed. Users must consider that before editing or deleting the base table mapping, or deleting the audience level, as it will impact the created segments. If such audience levels or base tables are deleted or remapped, old segments may fail when they are republished based on the fields used in rule etc.
- In Campaign, Recount updates the records in mapped table. In Audience Central it displays the updated count of the records in base table mapping.

# Chapter 4. Comparison of segment management in Campaign and Segment Central

- To create a segment in Campaign, user must create a flowchart and define the configuration. Campaign's strategic segments do not have state management and whenever the parent flowchart is rerun, it will update the segment based on configured criteria.
- Even after switching to Segment Central, user can still create segments in Campaign and Interact in the same way, but the listing will be under Segment Central.
- Campaign and Interact segments will always be in published state and can not be redrafted. Only basic details can be edited for such segments.
- When creating segments from Segment Central, base table mappings created in Audience Central will be used.
- Segments can be created based on some rules on the selected base tables fields. All the records matching the rule will become the part of the created segment and we can not restrict the count of records in the segment.
- New segments can also be created using existing segments which are:
  - Created on same audience level
  - In published state
  - Of strategic type
- Existing permissions in Campaign are used for segments and segment folders.
- Any user having create and edit segment permission, can also test run the segment in respective action. There is no separate permission required for test run.
- Campaign has Analyze tab which supports *<reports based on segments>* which is not supported in Segment Central.
- You can only edit the basic details of segments in published, failed, or cancelled states. To edit rules or composition you must first redraft the segment.
- Only published segments can be used in campaigns or flowcharts.
- When you rerun the Campaign flowchart that created the segment, it updates the records of the segment and the count of records.
- When creating segments in Campaign, the user can select the datasource, dynamically, where temp table gets created. This also allows to choose different datasource in different segments. In SegmentCentral only the configured datasource under `<Affinium|Campaign|partitions|partition1|segmentCentral>` will be used to create temp tables.
- Segment Central does not honor any postscripts and the flag for bin file creation. The bin file does not get created even through Segment Central irrespective of the flag value. However, segment creation through Campaign flowcharts will continue their behavior with respect to the bin file creation, datasource selection, postscripts etc.