



Viking Cruises | RTCDP Collaboration Hands-on Lab

1. Real-Time CDP Collaboration Brand or Advertiser Workflow

1.1. Create an Account

1.2. Add a new data connection and audience(s)

2. Resources

1. Real-Time CDP Collaboration Brand or Advertiser Workflow

How to create an account and import audiences in Real-Time CDP Collaboration

1. Onboard your organization by creating an account
2. Add a new data connection (data source) and import your audience(s)

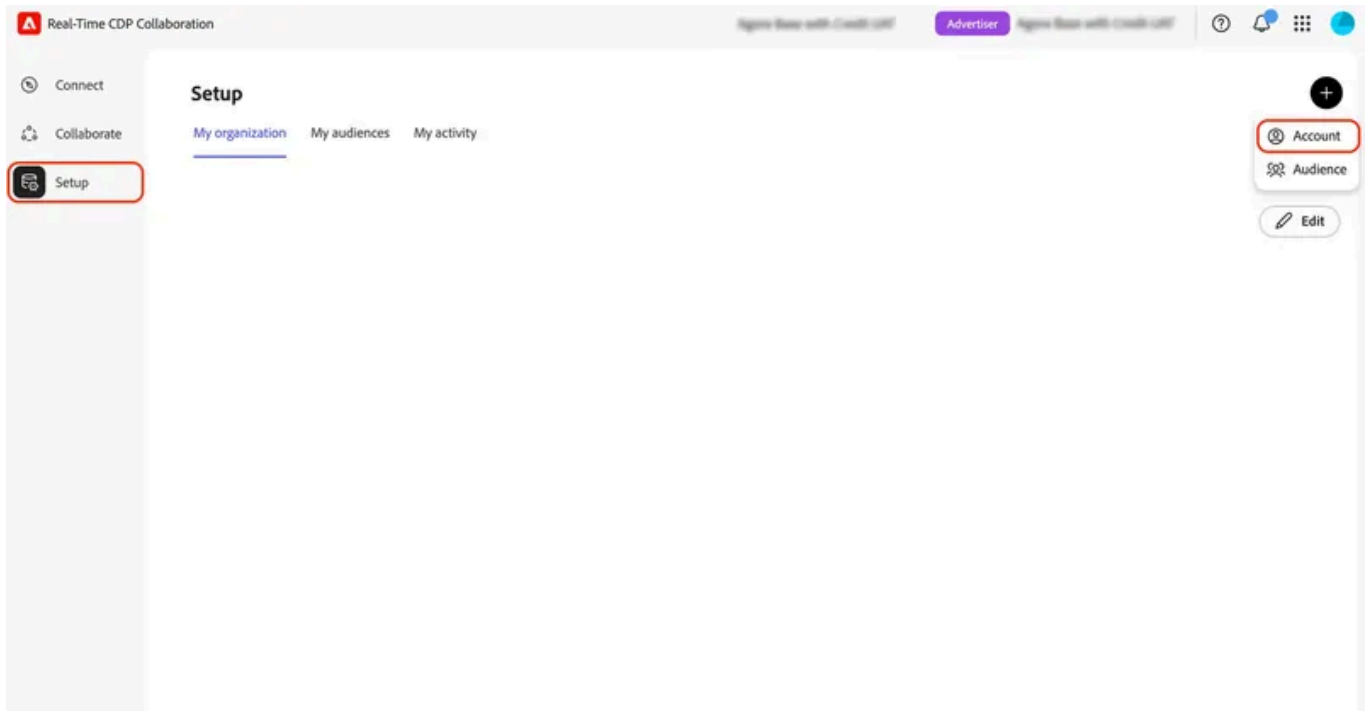
Once ready

1. Discover publishers in the catalog or invite a brand to collaborate
2. Create a project
3. View overlap report and other insights
4. Share audience

1.1. Create an Account

The initial setup of your organization happens once.

Click the **Setup** button on the lefthand side then the **+ button** at the top right of the page to create an account



Enter organization details e.g.

Organization name: **Viking Cruises**

Industry: **Travel**

Edit organization details

Organization name *

Luma

Description

Role

Advertiser

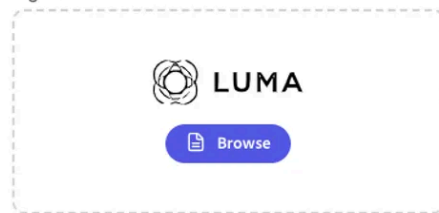
Industry *

Retail

Region

United States

Logo *



Add Match keys

Match keys are identifiers used to reconcile members across audiences from different data sources. Include any match keys that your company can work with.

Select **Hashed email** and click **Complete**.

 Real-Time CDP Collaboration



Set up organization

1 Details > 2 Match keys

Enable match keys that you plan to collaborate with. Note: more match keys will progressively be enabled. Read more about [match keys](#).

1 match key selected

First-party person IDs ⓘ

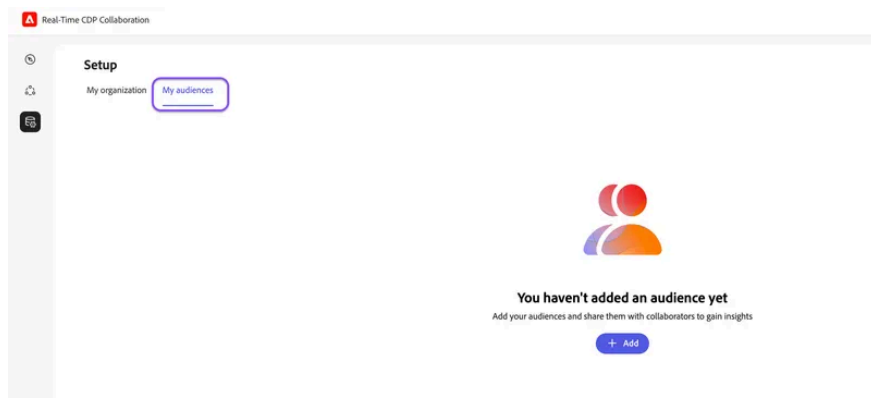
☒ Hashed email

☐ Hashed phone

First-party device IDs ⓘ

☐ Hashed IPv4

Click the **My audiences** tab and the **+ Add** button to start importing your audiences



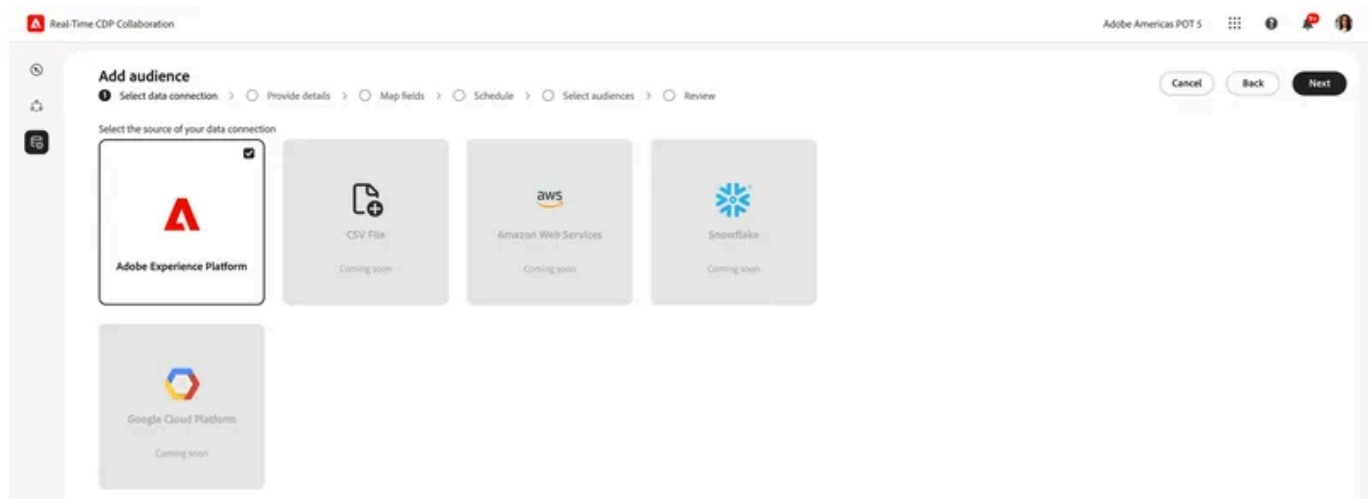
<https://experienceleague.adobe.com/en/docs/real-time-cdp-collaboration/using/setup/onboard-audiences>

1.2. Add a new data connection and audience(s)

Select the **Add a new data connection** button and hit **Next**



Select the **Adobe Experience Platform** data connection and hit **Next**



A list of sandboxes should appear. Find and select the appropriate sandbox where your audience(s) is stored. Hit **Next**

The following step allows you to set governance controls around your audience data

- Select the appropriate marketing action
 - select **Data Science** and **Data Collaboration**

These marketing actions work with the application of data usage labels in your AEP datasets. The labels applicable here are **C4, C5, and C9 data usage labels.**

Note: These marketing actions work with the application of data usage labels in your AEP datasets. The labels applicable here are C4, C5, and C9 data usage labels. If you are not leveraging these data usage labels in AEP,

Collaboration will not enforce restriction and will not impact your Collaboration workflows. If so, you can keep these default selections as is. Otherwise, make sure that you are labeling your datasets with these labels to enforce any applicable restrictions.

- Select the consent rule
 - select **"Data is pre-filtered for consent..."**

These selections work with OOTB consent fields in your AEP schema. If you are not using these fields, or if you are not sure, select the defaulted third radio button. This lets AEP know that you have pre-filtered your audiences for consent (opt-in/opt-out) using other workflows.

Real-Time CDP Collaboration

Adobe Americas POT 5

Add audience

1 Select data connection > 2 Provide details > 3 Map fields > 4 Schedule > 5 Select audiences > 6 Review

Cancel Back Next

Governance policy and enforcement actions (optional)

Define your Real-Time CDP data governance policies to ensure your data usage in Real-Time CDP Data Collaboration is compliant with such policies.

Marketing actions

Select the following marketing action(s) applicable to your audience(s) in Real-time CDP (from your previously selected Sandbox).

☒ Data science

☒ Data collaboration

Consent

Select consent rules to apply to data you are sending to Real-Time CDP Data Collaboration.

☐ Opt-in: Only include profiles if the consent to share value is set to "Y" (the customer has opted in for the consent or preference)

☐ Opt-out: Only exclude profiles if the consent to share value is set to "N" (the customer has opted out of the consent or preference)

☒ Data is pre-filtered for consent or use of custom consent policies (no additional processing needed)

Agree to the following terms and hit **Next**

Governance policy and enforcement actions

The data you send to Real-Time CDP Collaboration may constitute a "sell" or "share" under privacy laws. You agree to apply opt outs where required by law and are proceeding accordingly.

☒ I understand and accept these terms.

Cancel OK

Name your data connection: ***This can match the name of your sandbox***

Add audience

1 Select data connection > 2 Provide details > 3 Map fields > 4 Schedule > 5 Select audiences > 6 Review

Provide a name and description for your data connection.

Data connection name *

TV Tube & Luma SS

Data connection description

Cancel Back Next

In the following step, add a mapped source field for the expected match key of **hashed email**. To do so, find and search for the corresponding identity namespace. Hit **Next**

Add audience

1 Select data connection > 2 Provide details > 3 Map fields > 4 Schedule > 5 Select audiences > 6 Review

Map source identity fields from your data connection to target identity fields in Real-Time CDP Collaboration.

Target fields details

Source fields Target fields Apply transformation

Emails (SHA256, lowerca... → Hashed email

+ Add field

Cancel Back Next

Schedule your data connection: **add the current data through the desired end date**. Your imported audience will be available in RTCDP Collaboration for the selected length of time.

Add audience

1 Select data connection > 2 Provide details > 3 Map fields > 4 Schedule > 5 Select audiences > 6 Review

Schedule when to start and end populating the audiences. The audience will be updated daily.

Frequency

Daily

Date range *

2/1/2025 - 2/28/2025

Cancel Back Next

Find and select the audience to share then hit **Next**

Add audience

1 Select data connection > 2 Provide details > 3 Map fields > 4 Schedule > 5 Select audiences > 6 Review

1 audience selected

Name	Profile count	Origin	Description	Created by	Lifecycle stat
☒ Brand Audience	20000	Segmentation service	-	Sheyla Sanchez	Publish

Cancel Back Next

Review your configuration and hit **Complete**

Real-Time CDP Collaboration

Adobe Americas POT 5

Add audience

1 Select data connection

2 Provide details

3 Map fields

4 Schedule

5 Select audiences

6 Review

Cancel

Back

Complete

Please review the audience settings.

Data governance enforcement and consent

Edit

Marketing actions

Data collaboration and Data science

Consent

Data is pre-filtered for consent or use of custom consent policies (no additional processing needed)

Details

Edit

Data connection name:

TV Tube & Luma SS

Description:

Mapping

Edit

Target fields	Source fields	Transformed
Hashed email	Emails (SHA256, lowercased)	

Schedule

Edit

Your data connection setup is complete. Click **Manage data connections** to view the details to be shared with your collaboration partner

2. Resources

Adobe Experience League

Overview

<https://experienceleague.adobe.com/en/docs/real-time-cdp-collaboration/using/home>

Quick Start Guide

<https://experienceleague.adobe.com/en/docs/real-time-cdp-collaboration/using/quick-start-guide>