

Delta Federated Audience Compositio...

Delta Federated Audience Composition POC

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1. POC - Delta Federated Audience Composition

1.1. POC Overview

Adobe will deliver this Proof of Concept (POC) within a temporary, Delta-accessible environment purpose-built to demonstrate Federated Audience Composition (FAC) capabilities to ensure a seamless transition from demonstration to POC validation.

The POC is structured around three demonstration blocks, each aligned to a core FAC capability:

- **Building Composable Audiences** — Demonstrates how Delta can query federated data warehouse sources directly through the marketer-friendly drag-and-drop composition UI in Real-Time CDP, building audiences from external tables (e.g., Redshift, TeraData) without copying or duplicating sensitive data out of the warehouse.
- **Audience Enrichment** — Shows how audiences already built in AEP can be enhanced with additional attributes pulled from federated, non-persisted datasets: for example, layering operational or loyalty data onto an existing traveler segments to sharpen targeting, without that data ever landing in the Experience Platform.
- **Profile Enrichment** — Illustrates how select attributes from the federated data warehouse can be surfaced directly into Delta's unified customer profiles for real-time, in-the-moment personalization, retaining only what's needed for activation while leaving the underlying dataset in place.

1.2. POC Documents

Kickoff Deck

 [FAC_POC_Kickoff.pdf](#)



Signed Contract

 [DX for Delta Air Lines, Inc \(ETLA\)_FULLY S...](#)



POC Scoping Document (WIP)

 [delta-scope_v1.1.docx](#)



Executive Final Readout

1.3. Meetings

1.3.1. Aug 26, 2026 - Adobe | Delta POC Weekly Project Touchbase



Meeting Notes:

POC Provisioning And Access

- **Provisioning:** FAC has been successfully provisioned in Delta's Adobe IMS Org in the Sandbox: `pocsandbox`
- **Access:** Delta to provide the Adobe Team access to the below Adobe AEP Products:
 - RT-CDP
 - AJO
 - FAC ([FAC Documentation](#))

POC Use Cases

- **Data Warehouse Sources:**
 - POC will focus on RedShift and TeraData Enterprise Data Warehouses
- **POC Use Cases & Requirements:**
 - POC will focus on the below features of FAC
 - **Building Composable Audiences** — Demonstrates how Delta can query federated data warehouse sources directly through the marketer-friendly drag-and-drop composition UI in Real-Time CDP, building audiences from external tables (e.g., Redshift, TeraData) without copying or duplicating sensitive data out of the warehouse.

- **Audience Enrichment** — Shows how audiences already built in AEP can be enhanced with additional attributes pulled from federated, non-persisted datasets: for example, layering operational or loyalty data onto an existing traveler segments to sharpen targeting, without that data ever landing in the Experience Platform.
- **Profile Enrichment** — Illustrates how select attributes from the federated data warehouse can be surfaced directly into Delta's unified customer profiles for real-time, in-the-moment personalization, retaining only what's needed for activation while leaving the underlying dataset in place.

Action Items & Next Steps:

- **Delta** to provide Adobe with AEP and FAC access
- **Delta** to provide Adobe with use case & requirements word doc
- **Adobe** to prepare initial POC scoping doc to be reviewed on our next weekly touch base call on Sept 3.

1.3.2. Sep 3, 2026 - Adobe | Delta POC Weekly Project Touchbase

Meeting Notes

- **FAC Provisioning**
 - Provisioning for FAC is **COMPLETE**
- **AEP & AEP Access**
 - Delta to provide Adobe with access to AEP, RT-CDP, AJO & FAC. Please find below document and instructions for assigning access
 - FAC access instructions [HERE](#)
 - Access control overview [HERE](#)
 - Manage user access through permissions [HERE](#)
 - Manage roles [HERE](#)
- **POC Scoping Document**
 - Please find attached V1.1 of the POC Scoping Document
 - **Action Required** - Delta to review and fill in the below sections in **RED**:
 - **Section 4 - Data Model**

4. Data Model

Customer-provided data from Delta's Data dictionary required before building begins. No live customer data ingested without security and governance sign-off.

Dataset scope

Dataset	Schema class	In scope	Key fields	Primary / Secondary Identities
Customer Profile Dataset	Individual Profile	Yes	email	skyMilesID
		Yes		

FAC — external warehouse

Table	Data Warehouse	In scope	Key fields	Primary / Secondary Keys
	RedShift	Yes		skyMilesID
AMEX	TeraData	Yes	cellCode	skyMilesID

- **Section 5 - Segment Logic**

5. Segment Logic

Use case	Tables required	Qualification logic	Identity join
UC1		A01B: Prior Upgraders / Premium Purchasers Previously purchased upgrades Previously purchased premium cabins	<u>skyMilesID</u>
UC1		A01C: Long-Haul Leisure Members traveling on a long-haul international or Transcon flight.	<u>skyMilesID</u>
UC1		A01D: Frequent Travelers / Short Haul Members traveling on a short-haul international or short-haul domestic flight.	<u>skyMilesID</u>
UC1		Customers with no DL email engagement in the past 36 months	<u>skyMilesID</u>
UC1		Exclude Any SMs listed in file: <u>Delta_Anti_Gaming_List_XXXX</u>	<u>skyMilesID</u>
UC1		A01A: Purchased a Delta Gift Card in L18M L12M L18M active members who purchased a gift card in the last 18 months	<u>skyMilesID</u>

■ Section 6 - Profile Enrichment Logic

6. Profile Enrichment Logic

Use case	Table required	Profile Enrichment Attribute	Identity join
UC2		Campaign level fields	<u>skyMilesID</u>
UC2		<u>Final_Destination_City_Name</u>	<u>skyMilesID</u>

Action Items & Next Steps

- **Delta** to update POC Scoping document for the above sections
- **Delta** to assign AEP and FAC access to Adobe Team
 - Please do let us know if a separate call is required to assign access
- **Delta** to connect Teradata and Redshift to FAC - Instructions [HERE](#)
 - Please do let us know if a separate call is required to connect EDWs to FAC
- **Delta** to assign federated data access on the data warehouse side (Redshift and Teradata) - Instructions [HERE](#)
 - Please do let us know if a separate call is required assign federated data access on EDW end.
- **Delta** to provide sample data and/or a data dictionary for each EDW table.

- Please note that all tables used for the POC will be development/UAT data. This includes the data in the Individual Profile Customer data to ensure FAC data can be tied to the Profile data.
- **Adobe & Delta** to begin POC development on Sept 10 weekly call.

1.3.3. Sep 10, 2026 - Adobe | Delta POC Weekly Project Touchbase



Meeting Notes

AEP & AEP Access

- AEP Access for Adobe and Delta Team is **COMPLETE**

Data

- **Redshift**
 - **Delta** confirmed that Redshift is an AWS serverless implementation. Need **Adobe** to confirm the exact network location and required IP-whitelisting process for connecting Adobe to Delta's serverless Redshift environment, including whether VPC-level access is sufficient and which IPs are necessary
- **TeraData**
 - **Delta** confirmed that Teradata is SaaS based and not on prem. Need Adobe to confirm the required network configuration and IP-whitelisting process for connecting Adobe AAP to Delta's Teradata Vantage environment.

POC Scoping Document

- **Delta** to make additions to POC scoping doc once tables in Redshift and Teradata have been created
 - WIP Scoping Document can be found [HERE](#)

Action Items & Next Steps

- **Adobe** to confirm IP allow listing for Redshift and Teradata
- **Delta** to add IPs to EDW allow list once **Adobe** confirms
- **Delta** to assign proper FDA rights to EDWs (Documentation [HERE](#)) after IPs have been added to allow list
- **Delta** to make additions to POC scoping document and provide sign off
- **Delta** to add POC data to Redshift and Teradata tables.
- **Delta** to provide **Adobe** with sample files for each table once data has been made available.
- **Adobe** and **Delta** to begin POC development - Aiming to start development on Sept 17 call.

1.3.4. Sep 17, 2026 - Adobe | Delta POC Weekly Project Touchbase

1.3.5. Sep 24, 2026 - Adobe | Delta POC Weekly Project Touchbase



Meeting Notes:

Meeting Notes

1. Redshift EDW Connection — IN PROGRESS

- Confirmed that a **PrivateLink connection is required** to connect Delta's Redshift EDW to FAC.
- PrivateLink requires the **Privacy & Security Shield (PSS) add-on**. Adobe is currently working to obtain an exception from the BU to add PSS to the POC scope.
 - **Contingency Plan B:** To keep the POC timeline on track, Adobe will connect an Adobe-managed Redshift environment to Delta's Org and use this environment to validate the POC use cases.
 - This workstream will proceed **in parallel** with the effort to integrate PrivateLink with Delta's Redshift EDW, pending approval and addition of PSS to the POC scope.

2. FAC Permissions & Access — IN PROGRESS

- FAC permissions have changed, and we are currently unable to access FAC features within AEP.
- I have opened a ticket with the Adobe Engineering team and marked it as a **P1 – Blocker**.
- During our call, we confirmed that no permissions have been intentionally changed and that the AEP Roles and Product Profile permissions appear to be configured correctly.

3. Redshift Data — COMPLETE

- Updated Redshift tables containing dummy SkyMiles numbers have been added to the POC repository [HERE](#).

4. Redshift PrivateLink Approval — IN PROGRESS

- The architecture diagram illustrating the PrivateLink connection between Redshift and AEP can be found [HERE](#)
- @Sharma, Shashank — Please review the architecture diagram and confirm whether this reflects the expected connectivity model.
- Please note that the **Privacy & Security Shield (PSS) add-on is a prerequisite for PrivateLink**. Adobe is currently working to obtain an exception to add PSS to the POC scope.

Action Items

- **Adobe:** Confirm whether the PSS add-on can be granted as an exception to the POC scope.
- **Adobe:** Add dummy data to Adobe's Redshift environment and connect the environment to FAC.
- @Sharma, Shashank: Review the PrivateLink architecture diagram and initiate communication with Delta's Network and Security teams for review and approval. Current estimated timeline for review and approval is **~2–3 weeks**.
- @Yu, Grace: Use the updated SkyMiles IDs to generate new data for the Audience Enrichment and Profile Enrichment use cases.

Next Steps — Week of 9/28

- Create the data model using Adobe's Redshift environment.
- Create Federated Audiences using the dummy data ingested into Adobe's Redshift environment.
- Continue working toward the PrivateLink integration with Delta's Redshift EDW, pending PSS approval.

1.3.6. Oct 1, 2026 - Adobe | Delta POC Weekly Project Touchbase



Meeting Notes:

- **Redshift Connection**
 - A successful connection has been made to Adobe's Redshift environment to fulfill POC use cases
 - POC dummy data has been loaded and a data model has been created.
- **UC1 - The below compositions have been created for UC1 - Building Composable Audience**
 - UC1 -Frequent Travelers / Short Haul Members traveling on a short-haul international or short-haul domestic flight
 - UC1 - Long-Haul Leisure Members traveling on a long-haul international or Transcon flight
 - A Journey has been created to validate that composable audience can be READ in an AJO Journey

Action Items

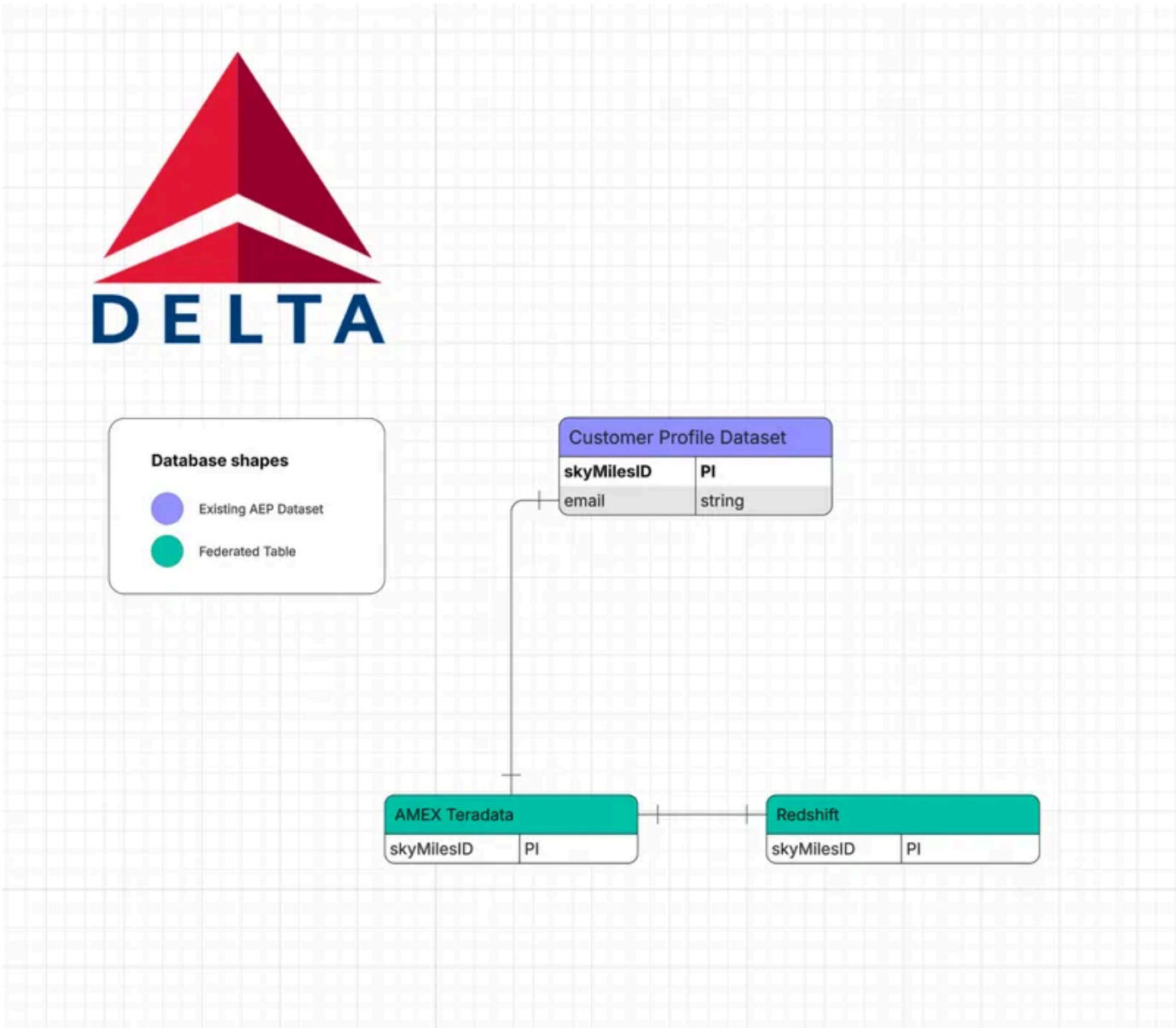
- **@Andrew Rex** - To increase next week's Project Touch Base call from 30 min to 1 hour - **COMPLETE**
- **@Yu, Grace** - To confirm dates for an onsite POC Readout at Delta's Atlanta office (Aiming for week of Oct 26) - **IN PROGRESS**
- **@Sharma, Shashank** - To provide Delta's Network Team with Privatelink Architecture Diagram ([LINK HERE](#)) and provide Network Form for approval (ETA 2-3 weeks) - **IN PROGRESS**
- **Adobe** - To check and confirm PSS provisioning exception for POC with Adobe Product Team/BU - **IN PROGRESS**

Next Steps & Goals for Next Week

- Complete development for the below use cases
 - UC2 - Audience Enrichment
 - UC3 - Profile Enrichment

1.4. Data

Entity Relationship Diagram (ERD) **Work in Progress**



1.4.1. FAC POC Data Tables

 [FAC POC data tables2.csv](#)



skymilesNumber
string
8874208555
9047425499
6528227757
4939489140
6791373500
9064453448
8185421647
8894977455
1872958644
3800437813
8221578634
7639990201
3904586736
2015958015
2690435169
8787359048
4896881974
2826900096
6803092802
7164074861
3372588173
6526199709
7026322056
2338408157
9702611969
6000023823
5204568402
3822804544
4846648330
7923591678
8822153831

skymilesNumber
5116203950
3939601332
3473006743
6996955938
5890742869
9464133099
4156563451
5203943854
5276130807
4644764248
5737550624
2970902760
3113919319
5870571518
4202123086
7533735495
2698177517
8058218560
3252537709
4757454068
8899936039
4253238925
7914272457
8948063429
3245274124
9686065579
5352502012
6594912556
3773035159
3687705969
8680467858
1726836835

skymilesNumber
6156098687
5357530897
2414988516
5984377452
8538733144
1915644154
6191186339
6941159585
8685477541
9127349381
9445673465
6933880299
5967386673
2035723429
9583413073
1228832462
6533231573
7420302619
7705206943
3606648109
5592024645
5605007400f
4584063170
7457825086
7461055443
7465378012
5800409128
8084249795
4237293266
5258006441
8933379416
5180803521

skymilesNumber
3424750347
4563887524
7045664732
3150139324
4120791793

1.5. Helpful Links and Videos

[Access Control in Federated Audience Composition](#)

[Access control overview](#)

[Manage user access through Permissions](#)

[Manage roles](#)

[Create connections](#)

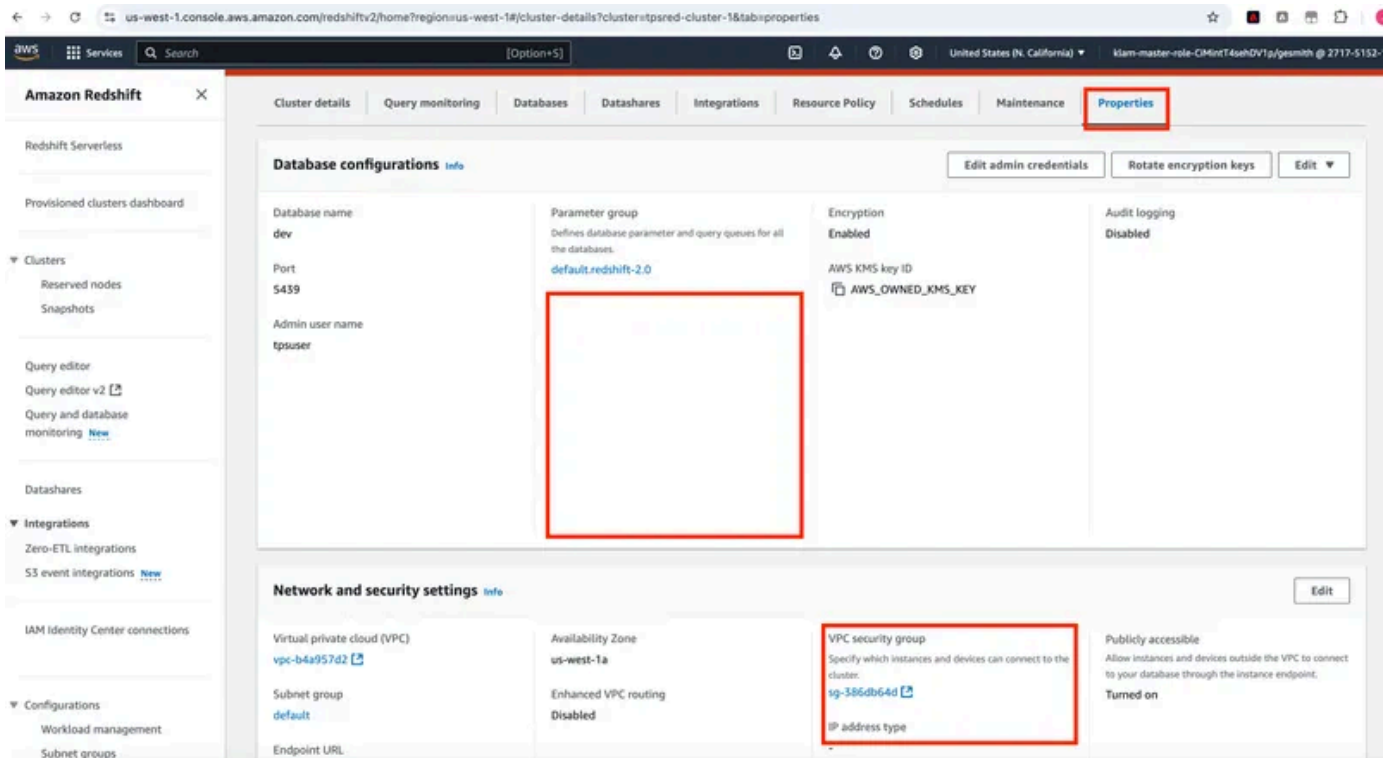
[Federated Data Access \(FDA\) Rights matrix](#)

1.5.1. Connecting to Redshift - FAC Configuration

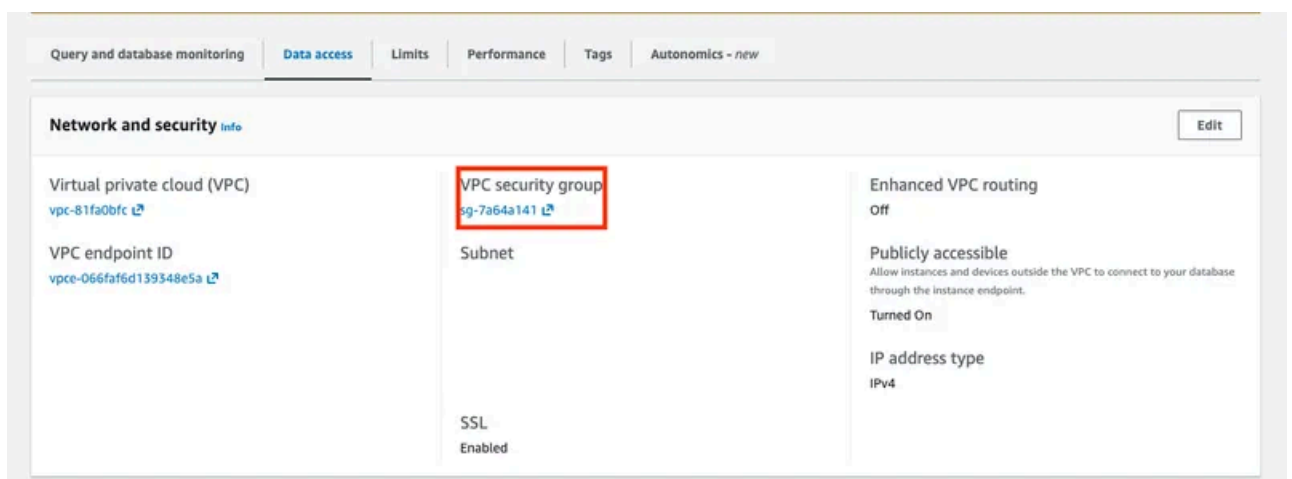
Network Config in AWS

To connect to Redshift you will need to configure VPC network rules in AWS.

- Go to the Redshift cluster where the database you will be connecting to. Select Properties then click on VPC security group.



- For Redshift Serverless you can also access the VPC security by clicking on Workgroup, select Workgroup Name, then select Data Access



- Select the Security Group that is set for your Redshift. Once you select that then click on Edit inbound rules.

sg-386db64d - default

sg-386db64d - default

Actions

Details

Security group name
default

Owner
271751521313

Security group ID
sg-386db64d

Inbound rules count
29 Permission entries

Description
default VPC security group

Outbound rules count
1 Permission entry

VPC ID
vpc-b4a957d2

Inbound rules

Outbound rules

Sharing - new

VPC associations - new

Tags

Inbound rules (29)

Manage tags

Edit inbound rules

IP Addresses for FAC

- Keep the previous screen open and in a new tab go to RTCDP and start the Federated connection for Redshift. Click on Server IP. You will then repeat the next step for each IP address. Copy the first IP Address.

Properties

Label

Type

Amazon Redshift

Details

Server

Account

Password

Database

Working schema

Enable connection

Server IP

Test connection

Deploy functions

- Keep the previous screen open and in a new tab go to RTCDP and start the Federated connection for Redshift. Click on Server IP. You will then repeat the next step for each IP address. Copy the first IP Address.
 - Sandbox IPs
 - 100.50.215.246
 - 54.83.183.32

✕

Server IPs to authorize

Please authorise these IP to connect to your database.

 100.50.215.246

 54.83.183.32

Final AWS Setup

- Go Back to AWS to the VPC security group and scroll to the bottom and click on Add rule. Now search for Redshift then copy the IP Address from RTCDP the add /32 at the end. You can add a description of what database you are adding for that rule. Then click Save Rules.

Add rule

100.28.77.117/32

Redshift

TCP

5439

Custom

44.210.187.18/32

44.210.187.18/32

44.208.170.159/32

44.208.170.159/32

retail fac db

retail fac dbi

Delete

Delete

Cancel

Preview changes

Save rules

Teradata Note

Teradata SaaS will have the same process but will require that the IPs are whitelisted in it's VPC security group.

1.5.2. Redshift Privatelink Connection

Steps to Complete

Step 1: Adobe will share the AWS account ID and VPC ID with the customer.

Step 2: Customer will use the information provided in Step1 to grant access to Adobe to create the private connection, and share the following information with Adobe

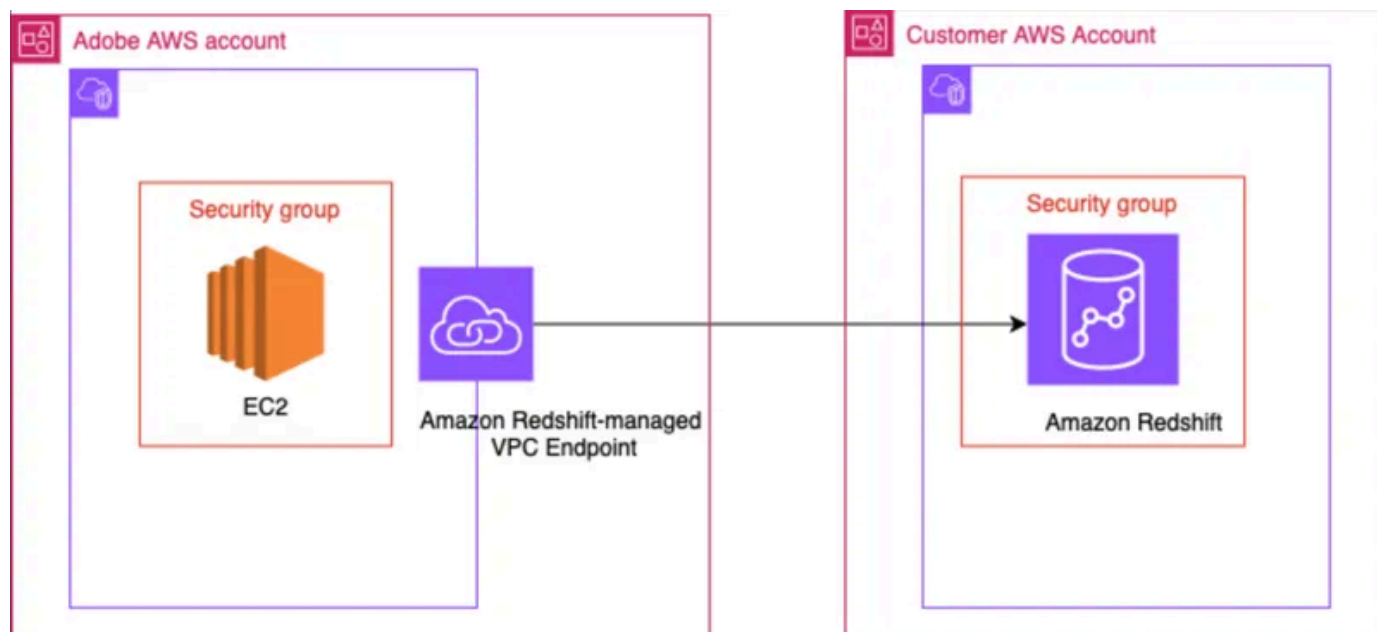
Step 3: Adobe will use the information provided in Step2, create the private connection and share the connection details with the customer

Privatelink References

[Document 1](#)

[Documentation 2](#)

 [Delta_FAC_Redshift_PrivateLink_AWSicon...](#)



2. HOL - Delta Federated Audience Composition

2.1. Getting Started

Accessing the Experience platform

- Use Chrome or Firefox
- Sign-out of your Adobe Experience Cloud, or use a private browser window
- Do not use your own credentials to access the demo instance for this lab. Instead, you'll use the credentials provided here

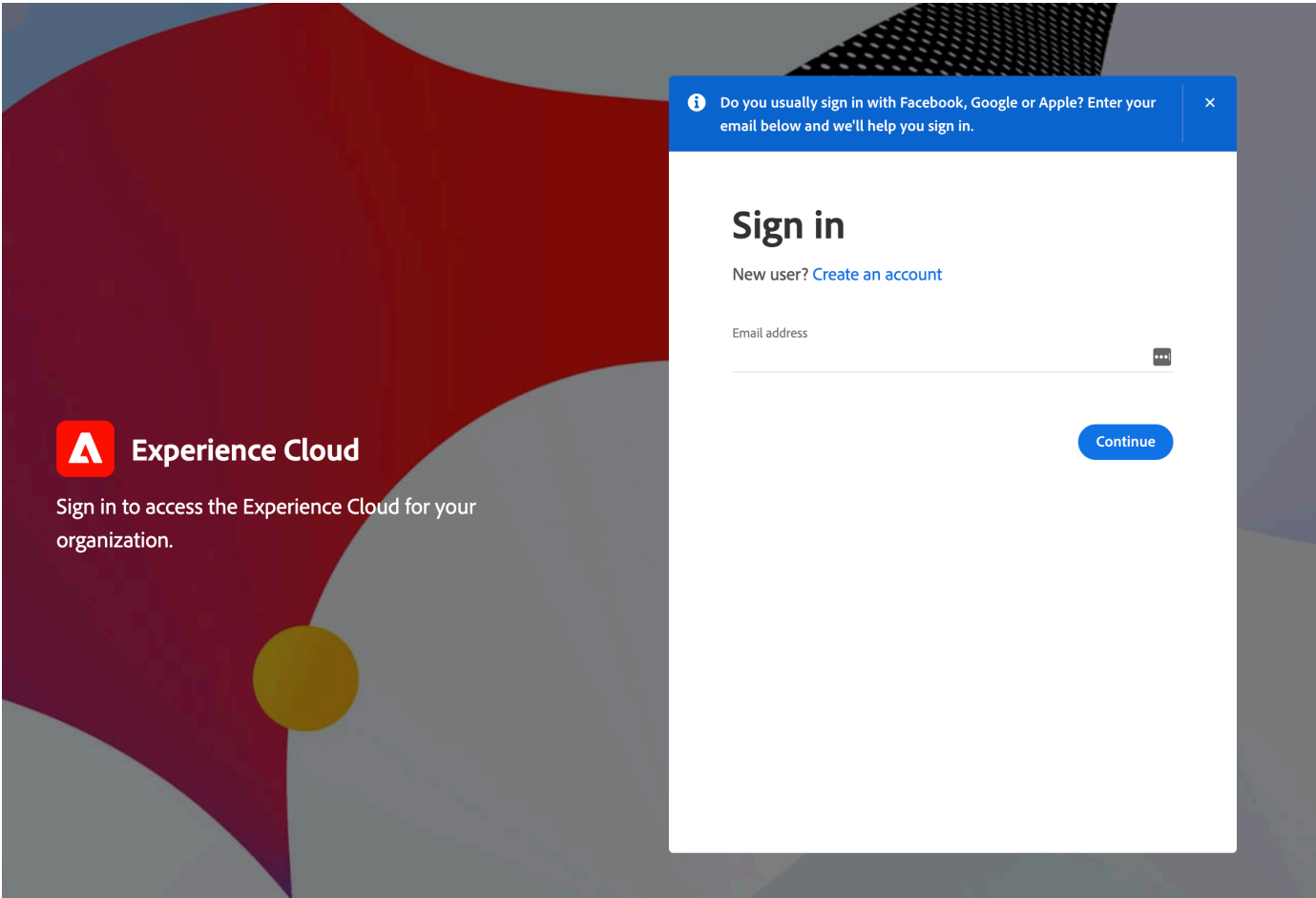
Adobe Experience Platform URL <https://platform.adobe.com/>

Username *assigned below*

Password for all:

Delta_Fac_2026!

Lab ID	Lab Attendee	AEP Username
1	Grace Yu	deltafacu01@pot5.aephandsonlabs.com
2	Anna Turbett	deltafacu02@pot5.aephandsonlabs.com
3	Alexander Lorkowski	deltafacu03@pot5.aephandsonlabs.com
4	Vijay Vanmali	deltafacu04@pot5.aephandsonlabs.com
5	Yves Pojol	deltafacu05@pot5.aephandsonlabs.com
6	Jacob Spaude	deltafacu06@pot5.aephandsonlabs.com
7		deltafacu07@pot5.aephandsonlabs.com
8		deltafacu08@pot5.aephandsonlabs.com
9		deltafacu09@pot5.aephandsonlabs.com
10		deltafacu10@pot5.aephandsonlabs.com
11		deltafacu11@pot5.aephandsonlabs.com
12		deltafacu12@pot5.aephandsonlabs.com
13		deltafacu13@pot5.aephandsonlabs.com
14		deltafacu14@pot5.aephandsonlabs.com
15		deltafacu15@pot5.aephandsonlabs.com



2.2. Welcome

We're excited to have you join us today as we dive into Federated Audience Composition. This session is designed to be interactive, giving you the opportunity to explore these capabilities firsthand. In this hands-on lab, you will learn how you can minimize data copy by capitalizing on your existing tech stack to build and enrich audiences using Federated Audience Composition. Discover how to combine first-, second-, and third-party data in a seamless manner while maintaining privacy and compliance. Perfect for marketers, data analysts, and anyone looking to strengthen audience segmentation and targeting through federated data solutions.

Agenda

- ☐ **Data warehouse Connection** Connect to RedShift **[demo]**
- ☐ **Federated audience build** How to query an audience rule to access federate attributes **[exercise]**
- ☐ **Audience Enrichment** Learn how to use a streaming (or any) audience in AEP to enrich a Federated Audience Composition, and learn how to use a federated audience to enrich your AEP audience rule **[exercise]**
- ☐ **Map Federated Audience to a Destination** Map a federated audience to an S3 and use federated audience fields to send enrichment attributes downstream **[exercise]**
- ☐ *add Adobe Target demo with Next Hit Personalization* **[demo]**
- ☐ **Build a Journey with Federated Audience Data** Use federated audience to start your journey and federated attributes to personalize your email content **[demo]**
- ☐ **Save Fields** Learn to how to enrich existing AEP profiles with attributes federated from the enterprise data warehouse **[demo]**
- ☐ *add Adobe Target demo with Next Hit Personalization* **[demo]**

2.3. Data warehouse Connection Demo

Luma Air is a customer-centric airline delivering seamless global travel, premium comfort, innovative technology, and reliable service at competitive prices.

Use Case

Luma Air aims to enhance the pre-travel experience by delivering personalized, proactive communications to customers based on their upcoming trip needs. This includes targeting travelers who:

- Have an upcoming international trip and hold a passport that is expired or nearing expiration
- Have indicated dietary restrictions for in-flight meals
- Require wheelchair assistance or mobility support at the airport

By anticipating these needs in advance, Luma Air can ensure a smoother, more comfortable, and stress-free travel experience.

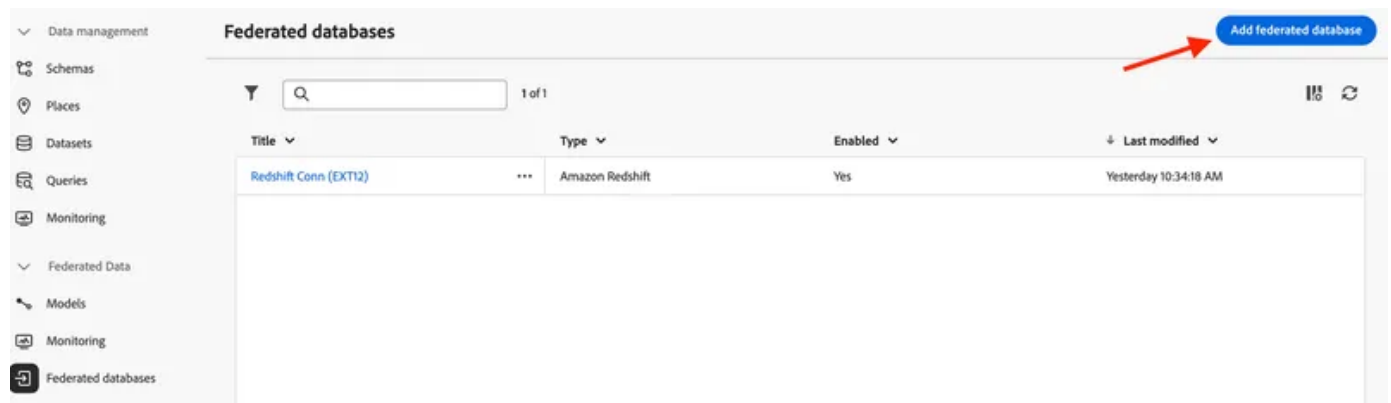
[Hands off keyboard!]

This demo will guide you through the process of using Experience Platform Federated Audience Composition to connect to Amazon RedShift and query an audience.

Prerequisites:

- Adobe Experience Platform account with appropriate permissions.
- Data warehouse account with the necessary database and credentials.

To setup a connection with your database, follow these steps:



1. Browse to **FEDERATED DATA** section on the left rail.
2. In the **Federated Databases** link, click on **Add federated database** button.
3. Add a name and select **Amazon Redshift**
4. Fill in the details, click on **Test connection** button, and on **Deploy functions** button.

For this lab, we will connect to a **Amazon RedShift** account. Federated Audience Composition has a growing list of cloud warehouse connections. See link below for an updated list of integrations

- <https://experienceleague.adobe.com/en/docs/federated-audience-composition/using/start/access-prerequisites>

Federated database > Add federated database Add

Properties

Label *

Redshift Conn

Type *

Select...

Snowflake
Google BigQuery
Azure Synapse Analytics
Vertica Analytics
Amazon Redshift
Databricks
Oracle
Teradata
Microsoft Fabric

Federated database > Add federated database Add

Properties

Label *

Redshift Conn

Type *

Amazon Redshift

Details

Server *

Account *

Password *

Database *

Working schema

☒ Enable connection

Server IP

Test connection

Deploy functions

Federated databases > Redshift Conn (EXT12) > Properties

Amazon Redshift | Last modified a day ago

Save

Properties

Label *
Redshift Conn ✓

Type *
Amazon Redshift ▼

Details

Server *
m ✓

Account *
1 ✓

Password *
..... ✓

Database *
dev ✓

Working schema
public

☒ Enable connection

ⓘ Server IP

Test connection

Deploy functions

✓ Connection test successful. ✕

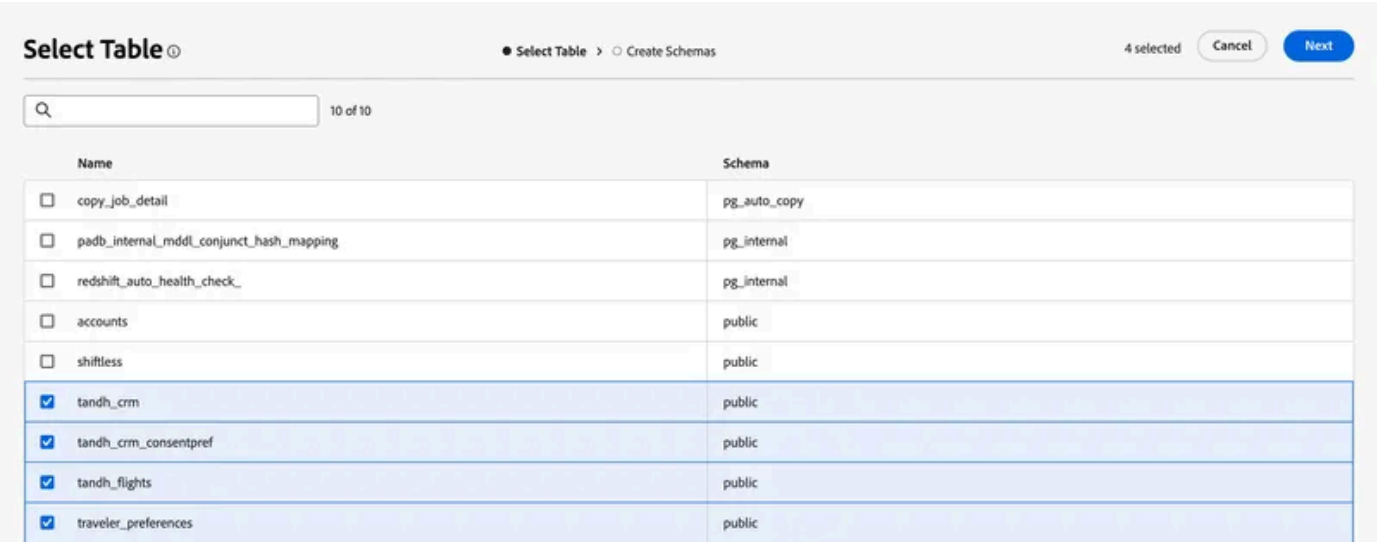
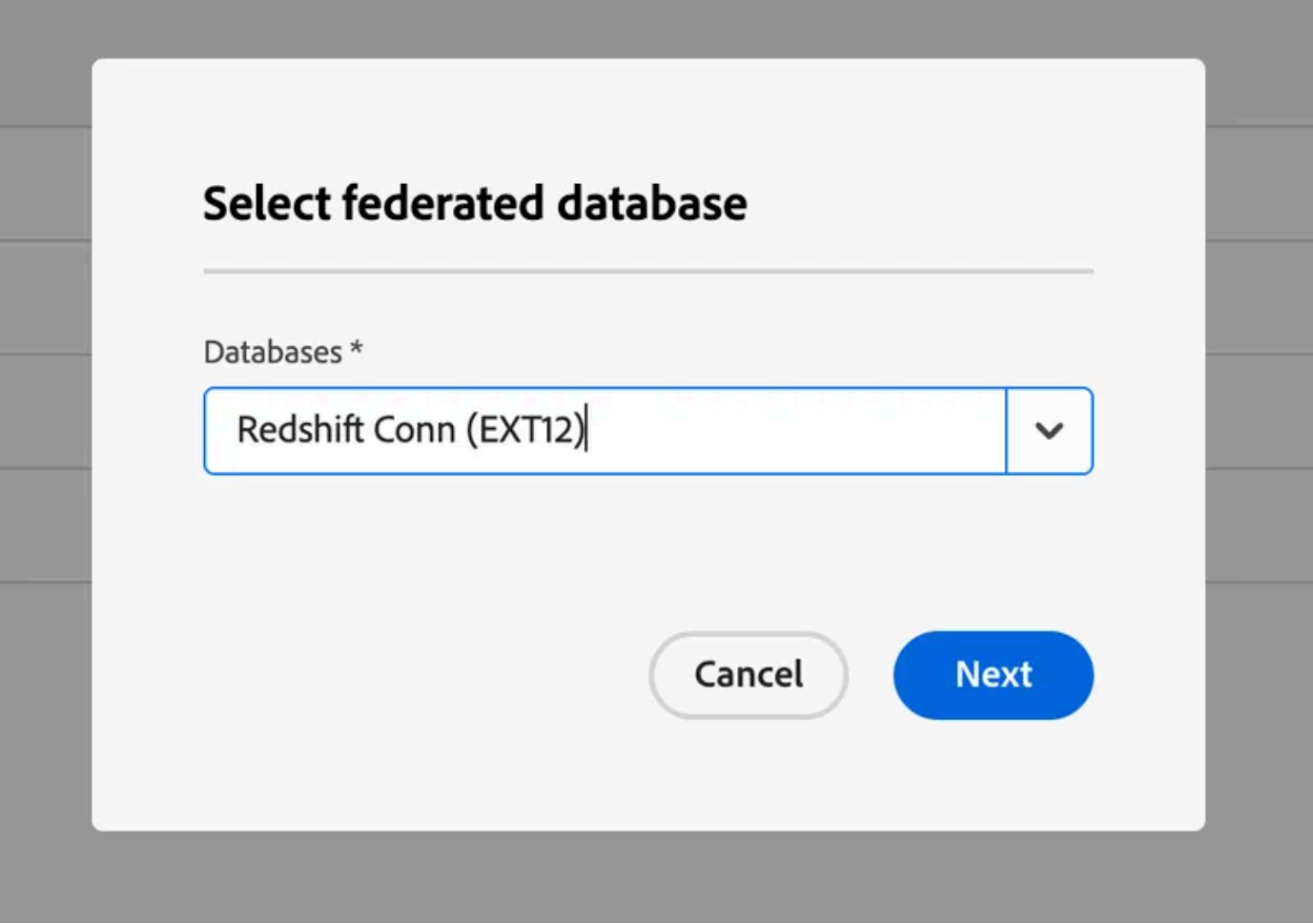
Create a schema

To create schemas in Federated Audience Composition, follow the steps below:

1. In the **FEDERATED DATA** section, click **Models**.
2. Browse the Schema tab and click on the **Create schema** button.
3. Select your source database in the list, and click on the **Add tables** tab.

Select the following tables

- CRM
- Travel & Hospitality Consent Preference
- Traveler Preferences
- Flights



After selecting your tables, you can review the columns of each table then find and select your primary key. For this exercise, we will select **CRMID** as primary key in all tables

Create Schemas

Select Table > Create Schemas

4 tables, 40 columns selected

Back

Done

Selected tables

Each selected table will create a schema containing selected columns. Configure each schema and its columns.

public.tandh_crm

12 of 12 columns selected

X

public.tandh_crm_consentpref

6 of 6 columns selected

X

public.tandh_flights

11 of 11 columns selected

X

public.traveler_preferences

11 of 11 columns selected

X

Schema Properties

Schema label

①

tandh_crm

Description

Use Composite Key

①

Column Selection

Select columns which you want as fields into your schema

SQL Column	Type	Label	Key* ①
crmid	string	crmid	Primary Key
firstname	string	firstname	Primary Key
lastname	string	lastname	Primary Key
email	string	email	Primary Key
phone	string	phone	Primary Key
gender	string	gender	Primary Key

Preview data in a schema

To preview the data in the table represented by your schema, browse to the **Data model** tab as shown below.

Click on the **Calculate** link to preview the total number of records.

Schemas > CRM

Schema

Last modified a day ago

Refresh schema

More

Overview

Data

100 of 1,000

100 of 1,000

100 of 1,000

crmid	firstname	lastname	email	phone	gender
CRM9756	Ophelie	O'Hannen	Ophelie.O'Hannen@fac-ado...	304-670-4115	female
CRM3478	Raynard	Yardy	Raynard.Yardy@fac-adobe.c...	314-975-3560	female
CRM4161	Filippa	Uttridge	Filippa.Utridge@fac-adobe...	310-913-1876	male
CRM5932	Cele	Applin	Cele.Applin@fac-adobe.com	402-586-5778	male
CRM9908	Andree	Denerley	Andree.Denerley@fac-adob...	970-396-1775	female
CRM3996	Marissa	Timmons	Marissa.Timmons@fac-ado...	202-126-8497	female
CRM7857	Maryjane	Leake	Maryjane.Leake@fac-adob...	920-357-9119	female
CRM4318	Edwin	Keningham	Edwin.Keningham@fac-ado...	813-694-1039	male
CRM3439	Haroun	Ingray	Haroun.Ingray@fac-adobe.c...	402-364-8527	male
CRM4443	Trin	Sirrell	Trin.Sirrell@fac-adobe.com	671-476-6342	male

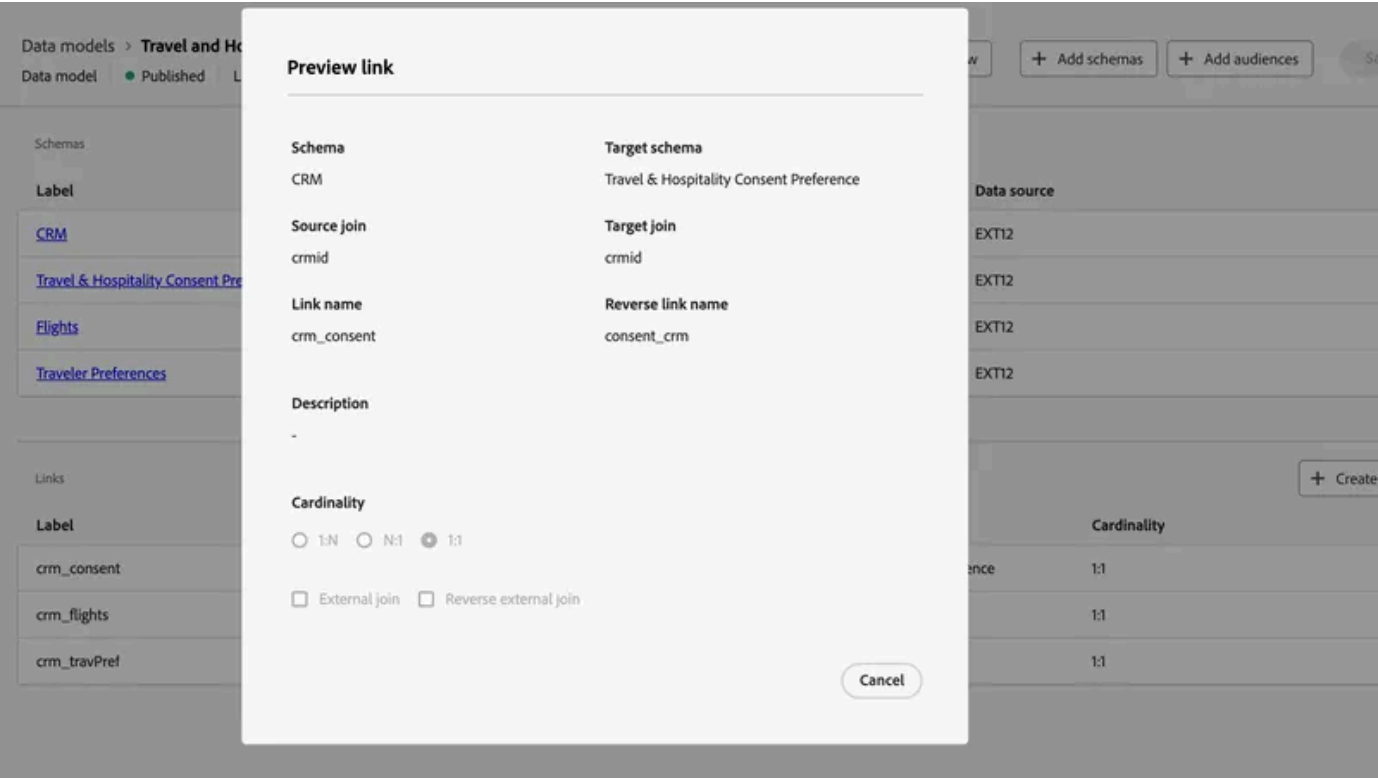
Create a data model

Data models allow you to create a link between tables. The link can be created between tables in the same database such as tables in Amazon Redshift. You can also create a link between tables in different databases such as a link between a table in Amazon Redshift and a table in Snowflake.

To create a data model in Federated Audience Composition, follow the steps below:

1. In FEDERATED DATA section, click **Models** then click **Data Model**. Click the **Create data model** button.
2. Provide a name for your data model, Example is **Travel & Hospitality Model**
3. Click on Add schemas and select **CRM, Travel & Hospitality Consent Preference, Traveler Preferences**, and **Flights** schemas.
4. This will now allow you to create a link between these tables, click on **Create links**.
5. When creating a link, choose the applicable cardinality
 1. **1-N**: one occurrence of the source table can have several corresponding occurrences of the target table, but one occurrence of the target table can have at most one corresponding occurrence of the source table.
 2. **N-1**: one occurrence of the target table can have several corresponding occurrences of the source table, but one occurrence of the source table can have at most one corresponding occurrence of the target table.
 3. **1-1**: one occurrence of the source table can have at most one corresponding occurrence of the target table.

Below is a preview of the link created for the lab exercises. The link enables a join between the CRM and consent tables, using the primary key of CRMID to perform a join.



2.4. Build Federated Audience

[Hands on keyboard!]

Create a Federated Audience Composition

Luma Air wants to send out a message to travelers that have an international flight coming up but have a passport that expires within 6 months to prevent the traveler from not being able to board the flight and minimize the disruption to Luma Air staff.

In this exercise, you will build an audience to qualify travelers that have a passport that expires within 6 months and has an international flight.

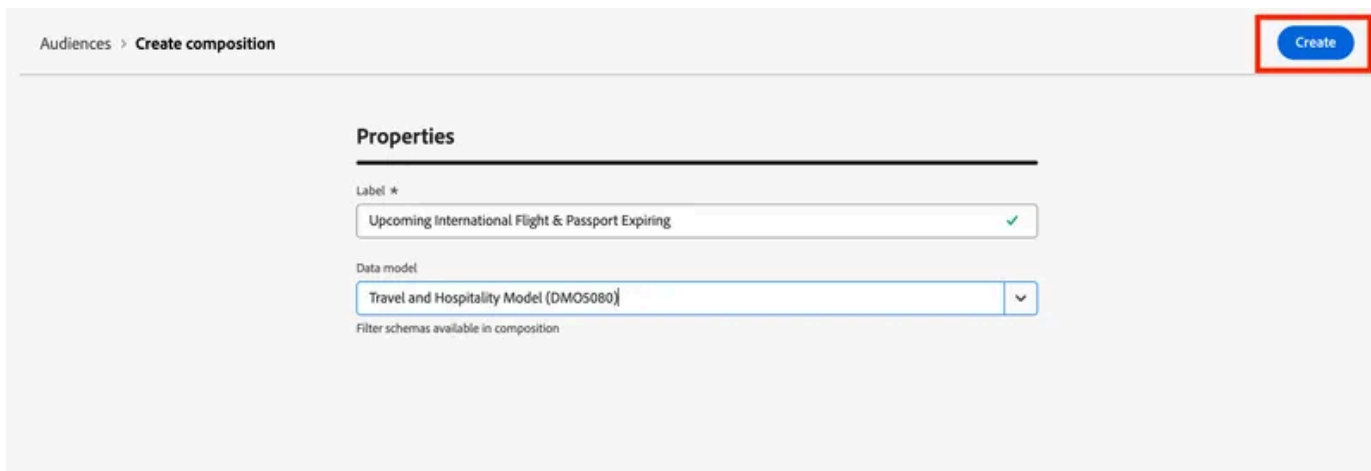
Travelers with an international flight with an expiring passport

In the **Customer > Audiences** portal, click the **Federated compositions** tab.

Click **Create composition**.



Label your composition **Upcoming International Flight & Passport Expiring** + *add your initials*. Click **Create**.



Click the **+** button in the canvas and select **Build audience**. The right-hand rail should appear.

Click the schema folder to find and select the **Traveler Preferences** schema then click **Confirm**.

Audience

Use an existing audience or make your own with the query modeler

☒ Create audience

☐ Read audience

Schema * 



[Continue](#)

Select a schema

Item selected [Cancel](#) [Confirm](#)

4 of 4  

Schema 

CRM (daco)

Travel & Hospitality Consent Preference (daco)

Flights (daco)

Traveler Preferences (daco)

Click **Create audience**. The query builder window should load. Now, click the **+** button and then **Custom Condition**.

Create the following condition:

passportexpiresin6months equal to **Yes**

AND

departuredatetime after **5/4/2026**

Your query should now look as follows:

The screenshot shows the 'Edit audience' interface. On the left, a query builder diagram shows a 'QUERY' node connected to an 'AND' node, which is then connected to two conditions: 'Condition passportexpiresin6months equal to Yes' and 'Condition departuredatetime after 5/4/2026, 2:24 PM'. On the right, the 'Custom condition' panel is active, showing the attribute 'departuredatetime (travPref_crm/cr...', the operator 'after', and the value '5/4/2026, 2:24:25 PM'. The 'Rule properties' panel on the far right shows '65 Profiles targeted' and a 'Calculate' button. At the bottom, a summary bar displays the final query: 'Traveler Preferences (passportexpiresin6months equal to Yes) AND (departuredatetime after 5/4/2026)'.

Click the next + button then click **Save audience**.

Label this step **Upcoming International Flight & Passport Expiring + your initials**. We will use the same value as the audience label, however, any name can be used.

Add the following audience mappings:

Source Audience Field: CRMID

Source Audience Field: EMAIL

Source Audience Field: FIRST NAME

Select the primary identity and namespace to use for profiles:

Primary identity field: CRMID

Identity namespace: CRMID

Click **Save** and then click **Start**, to run the query of the composition you just built.

> Crmid

> Email

▼ Firstname

Source Audience Field *

firstname (target/travPref_crm/...

Target Audience Field *

Firstname

Select the primary identity and namespace to use for profiles

Primary identity field * ⓘ

Crmid

Identity namespace * ⓘ

CRM

Data expiration

30

Exp League: <https://experienceleague.adobe.com/en/docs/federated-audience-composition/using/compositions/create-composition/create-composition>

2.5. Enrich Audience

Federated Audience Composition enables you to enrich federated audiences with attributes and experience events in AEP's profile store. The federated attributes will not persist in Adobe Experience Platform unified profiles.

Enriching Experience Platform audience rule with a federated audience

1. **Save** and **Start** your federated audience composition. Once the composition has run, your federated audience will appear in the audience portal
2. Build an **audience rule** using profile attributes and experience events from Profile Service and using your federated audience

First or Business Class Preference

In this example, we'll enrich the federated audience queried with seat preference with real-time behavioral activity online. Our new audience should include

Fields & Settings	Expression
Federated audience	First or Business Class Preference
Experience Event	Event Type Produce List Adds
Recency	In last 24 hours

We can apply recency to our audience rule, by defining the following timeframe. In last **24 hours**.

The recency set allows us to apply **Edge** evaluation. By evaluating this audience on the **Edge**, we can instantaneously retarget the pre-approved audience with personalized offers on the web (via Adobe Target), while targeting the audience across marketing channels, like email.

Finally, name your audience:

Flight Abandonment + add your initials

Attributes

Include

First or Business Class Preference

includes the audience

Add attribute or audience

Events

*

Any

1 Rule

*

Any

1 Rule

Event Rules

Include

At least 1

Any¹

where:

Event Type

equals

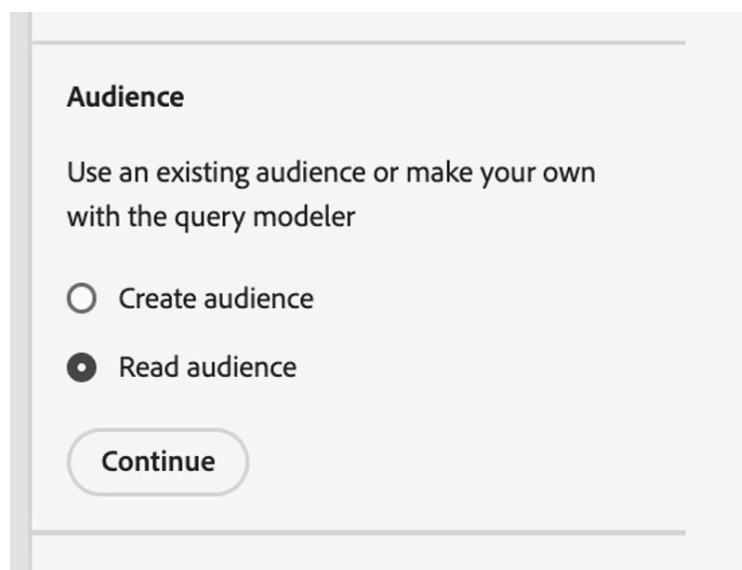
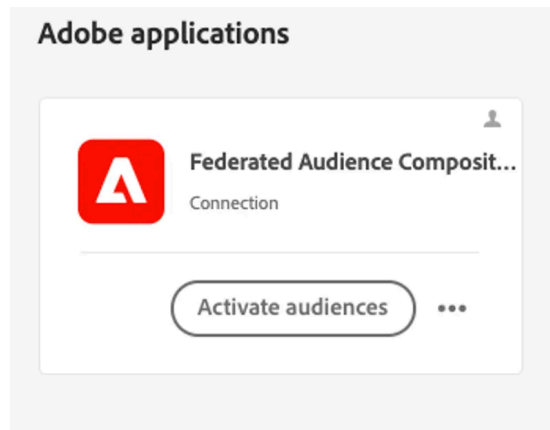
Select or enter values

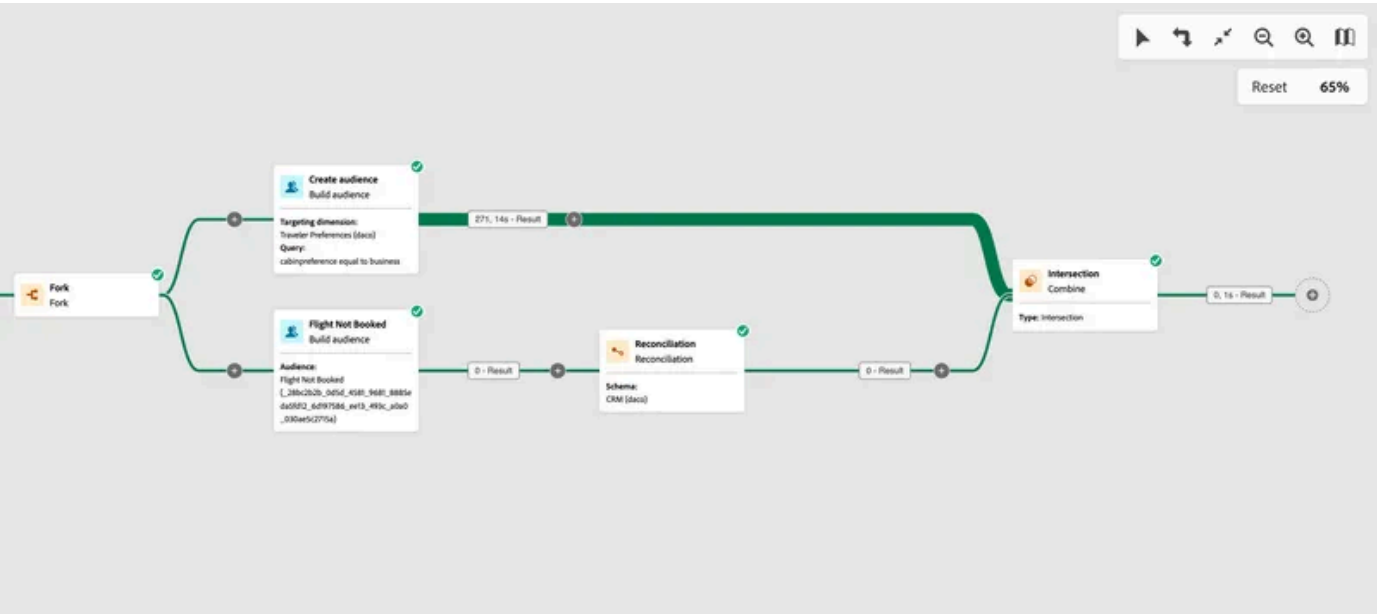
More Options (This is not part of the lab)

Reading an AEP audience within a federated composition

Alternatively, we can use audiences in AEP, built off XDM profile attributes and experience events, to start a federated composition. Here's how

1. Map AEP audience to the **Federated Audience Composition destination**
2. Build your composition with your the mapped audience as a **Read audience**
3. **Reconcile** the identities in your read audience, to join with federated data





2.6. Map Federated Audience to a Destination

[Hands on keyboard!]

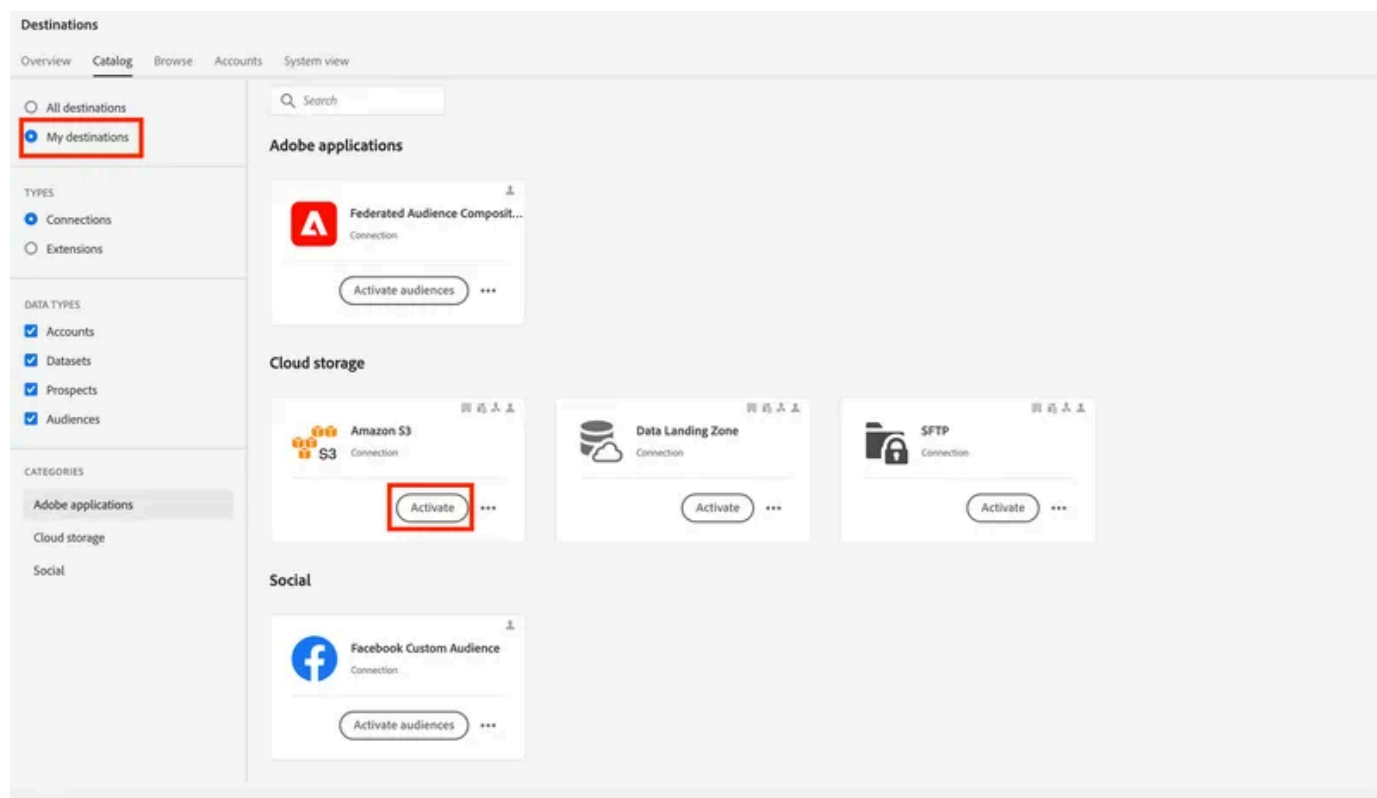
For this exercise, you'll learn how to leverage audience attributes in your data warehouse to enrich your audience's experience in downstream activation workflows using RTCDP destinations. For Luma Air, these federated attributes can be used to enrich the customer audience's personalization experience offline. For this example, we will map the federated audience to a pre-configured S3 destination

If you did not finish building your federated audience, no problem! Continue reading to map enrichment attributes using an existing federated audience.

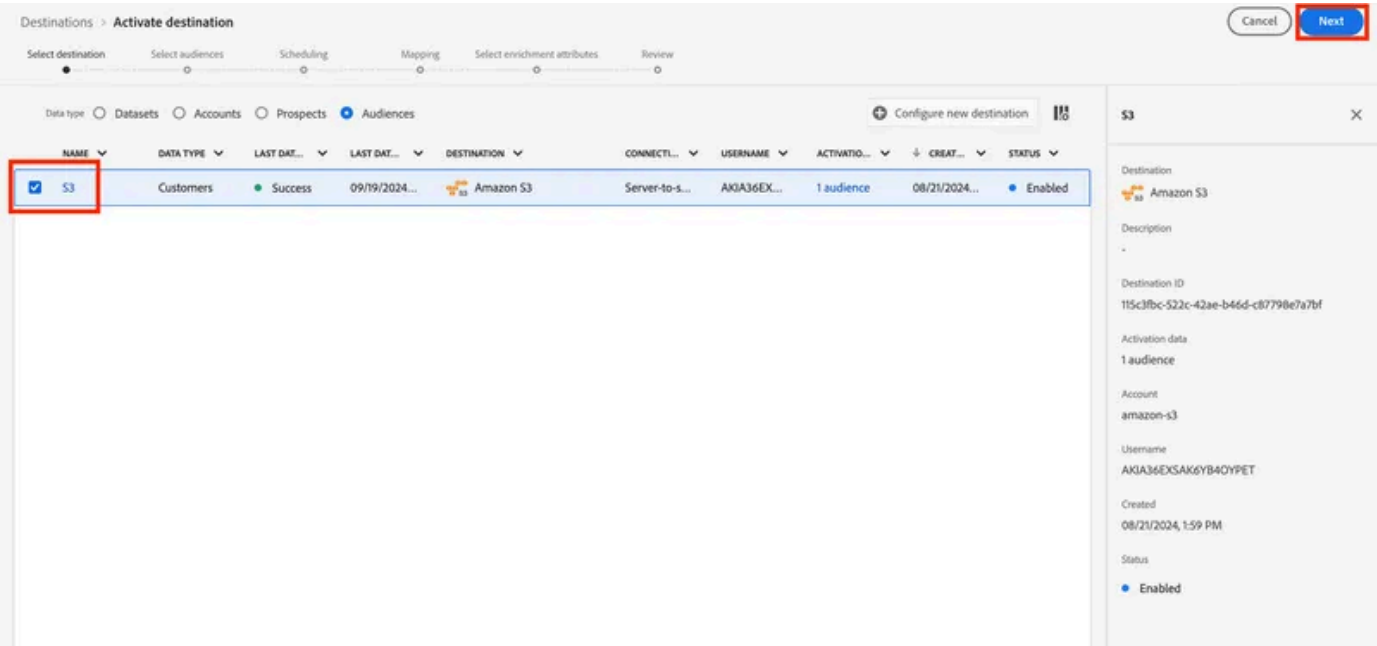
Map the Federated Audience to the Amazon S3 Destination

Navigate to the Destinations portal

Click the 3 dot menu button next to the pre-configured Amazon S3 destination then click **Activate Audiences**



Select **S3** destination then click **Next**

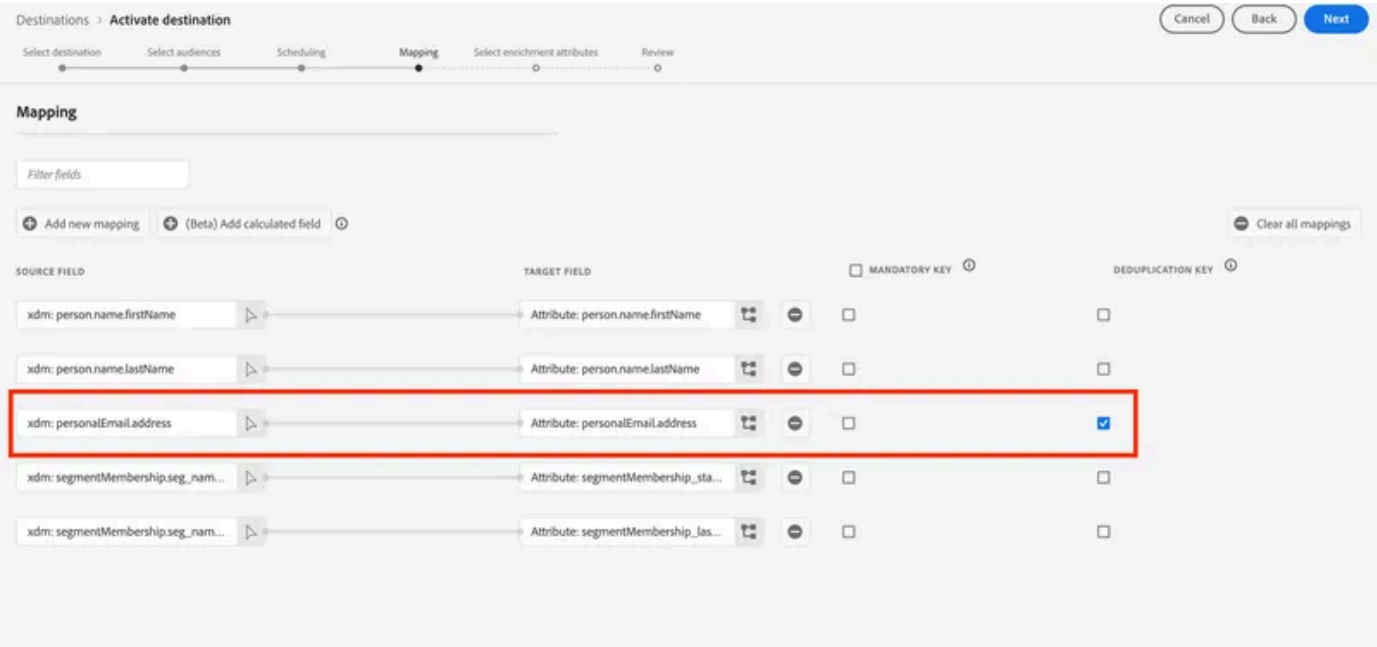


Select the **Upcoming International Flight & Passport Expiring + your initials** audience

In the Scheduling section, leave all default settings and click **Next**

In the Mapping step, the following should be included and selected as **Deduplication Key**. Then click **Next**

xm: personalEmail.address



In the following mapping step, you can **select enrichment attributes** based on audience field mappings in the federated audience composition.

click the pencil (edit) icon to view the pre-selected attributes

ce Platform

Search Experience Cloud (344)

Adobe Americas POT 5

Dev

POTS FAC HOL 2 (VA7)

Destinations > Activate destination

Cancel

Back

Next

Select audiences

Scheduling

Mapping

Select enrichment attributes

Review

Select the enrichment attributes to export for each external audience.

Exclude enrichment attributes ⓘ

AUDIENCE NAME	PROFILE COUNT	ENRICHMENT ATTRIBUTES
SecureFinancial Customers - No Loans, Good Credit ...	308	EMAIL, SM10S10_CURRENTPRODUCTS 

Select enrichment attributes for SecureFinancial Customers - No Loans, Good Credit SS

Filter enrichment attributes

Add enrichment attribute

Clear all attributes

SCHEMA FIELD

EMAIL

✓

*

SM10510_CURRENTPRODUCTS

✓

Cancel

Save and close

Review your audience mapping and hit **Finish**

Exp League: <https://experienceleague.adobe.com/en/docs/federated-audience-composition/using/compositions/create-composition/create-composition>

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Created at Oct 02, 2026

2.7. Build a Journey with Federated Audience

[Hands off keyboard!]

Build a journey in Adobe Journey Optimizer with a Federated Audience

In this next section, you'll learn how a federated audience can be used in journeys within AJO. This includes using queried attributes from Federated Audience Composition to personalize messaging.

For the next lab exercise, you will

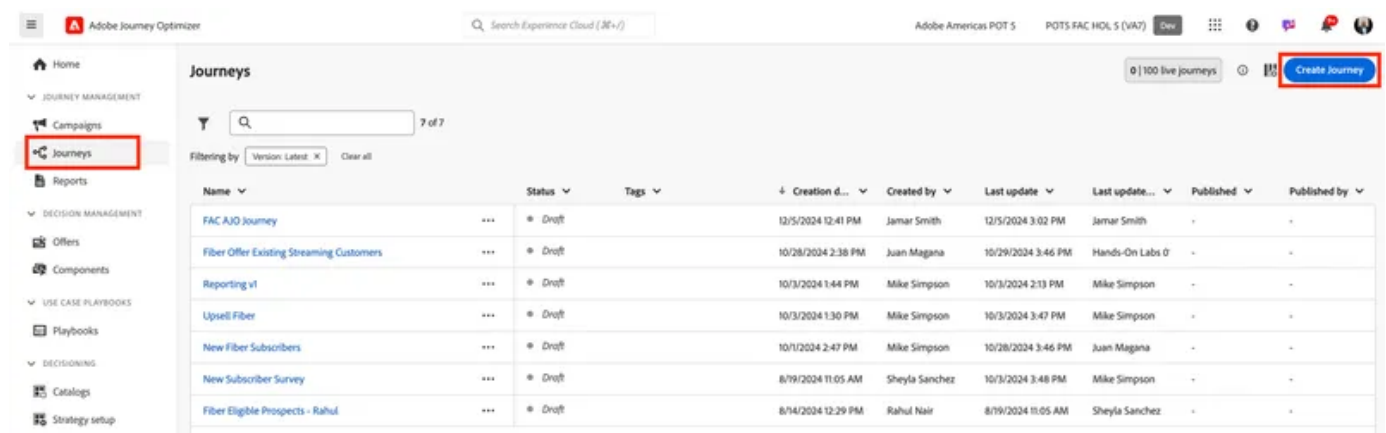
- Build a journey using a federated audience
- Personalize email using federated enrichment attributes

To continue on the Luma Air customer story and solve for the customer retargeting and personalization use case, we will orchestrate a journey for prequalified customers. The goal is to send a personalized email based on attributes federated from Luma Air's data warehouse.

If you did not finish building your federated audience, no problem! Continue reading to build your journey using an existing federated audience.

Build a Journey with a Read Audience

Navigate to **Journeys** portal, click the **Create Journey** button



Update the Journey Properties with a new name **Upcoming International Flight & Passport Expiring + your initials**

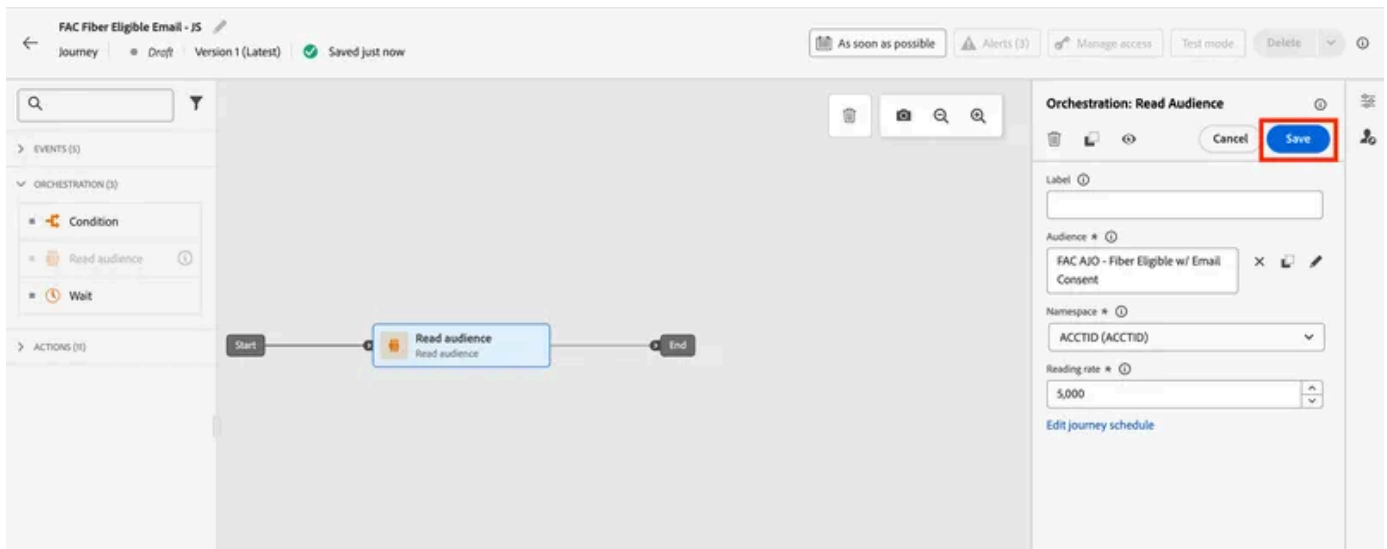
Click on **Orchestration** then drag and drop the **Read audience** tile to the canvas

Then click on the pencil icon next to **Audience** box on the right side of the screen

In the search bar, search for

then click **Save**

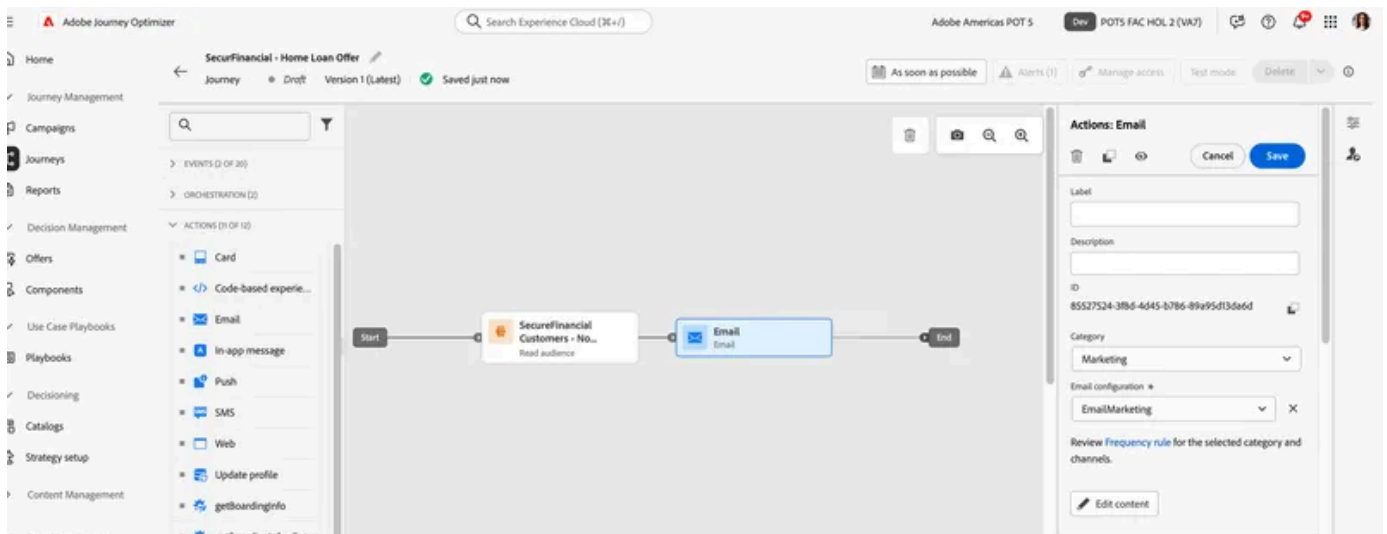
Leave all the settings as default in the right side menu and then click **Save**



Personalize Email

Click on **Actions** and then click and drag the **Email** tile to the canvas

On the right side menu, click on **Email configuration** and select **EmailMarketing**. Then click on **Edit content**



In the subject line add **Details on your upcoming international flight**. Then click on **Edit email body**

Click the Content template button in top right corner. Find and select **SecureFinancial Template** then click **Confirm**

Review the template and click **Use Template**

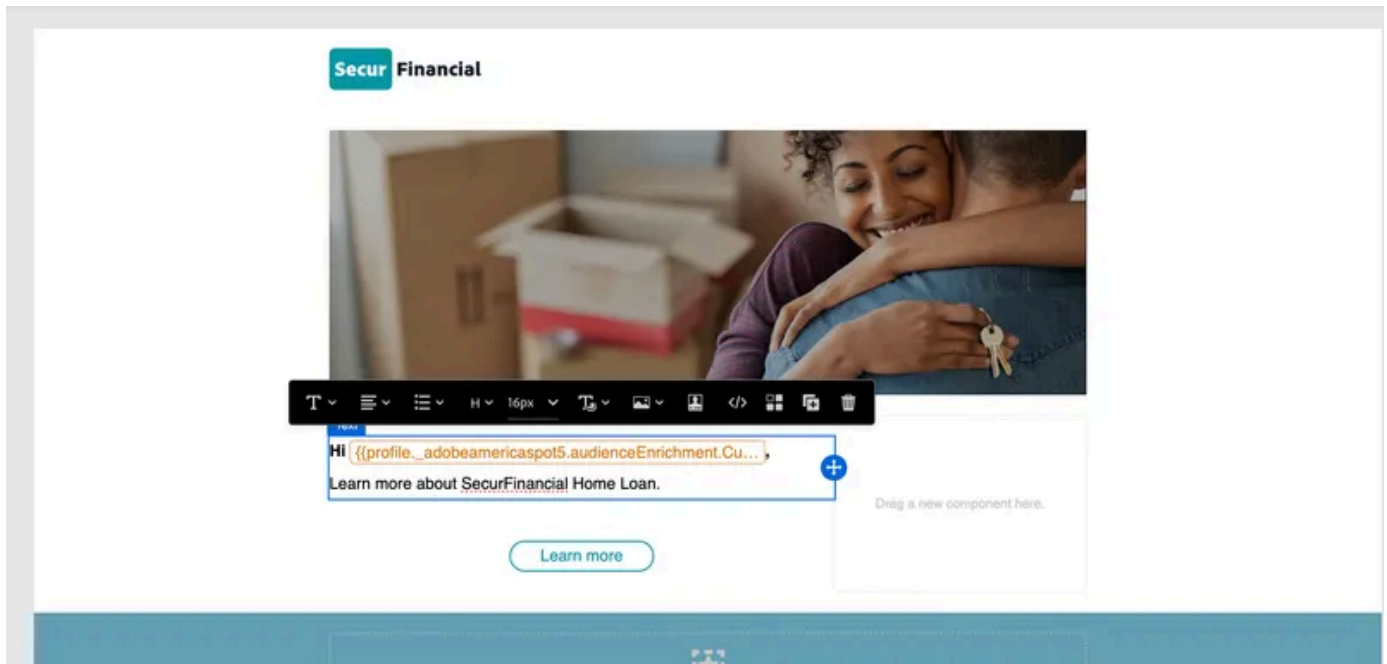
- You will now be in the Email Designer. Hover over the `{{profile.person.name.firstName}}` macro and click the personalization avatar
- In the personalization window, drill down to the following folder path

_adobeamericaspot5 > Enriched Attributes

- Click into the read audience folder

- The enrichment attributes from your federated audience can be found here
- Select the **First Name** attribute to the expression builder
- The email will dynamically express the first name value of the customer to personalize the email
- Click **Save**

Now that the first name personalization has been added, add **Hi**, in front of the personalization variable. Then click **Save**



Click on the **Back button** twice and this will take you back to the journey canvas. Then in Action: Email menu to the right, click **Save**



Congratulations, you have created a journey in AJO using a federated audience and federated enrichment attributes. We will not publish this journey, but it has been saved.

2.8. Field Enrichment Demo

[Hands off keyboard!]

The **Save Fields** activity allows you to enrich Adobe Experience Platform profiles with data federated from external warehouses.

This activity is typically used to enhance customer profiles by bringing in additional attributes and insights through audience federation.

Luma Air would like to enrich its Adobe Experience Platform (AEP) customer profiles with key travel preferences attributes—stored in their external data warehouse (e.g., Redshift). This enables richer, consent-based personalization across marketing channels without copying data.

Build Profile Enrichment via Save Fields Activity

1. Prerequisites

- A live federated database connection
- An XDM schema and dataset in AEP to receive attributes
- Warehouse table with fields
- The customer ID corresponds to a known identity namespace in AEP

2. Define AEP Schema and Identity [demo]

- In AEP → Schemas, choose or create a schema:
 - Primary identity: email
 - Add fields: dietRestrictions, requireAssistance

3. Create a Federated Composition

- Go to *Experience Platform* → *Federated Audience Composition* → *Compositions*.
- Create new composition

4. Add and Configure Save Profiles Activity

1. Drag the **Save Fields** activity onto the canvas.
2. Label it uniquely (e.g., *SF-Enrich-Profiles*).
3. Select the target schema
4. Set the primary identity field
5. **+** *Add attributes* for mapping:
 - Source ⇒ warehouse field; Destination ⇒ schema field:
 - dietRestrictions → dietRestrictions
 - specialAssistance → specialAssistance
6. **Enable incremental updates** to fetch only changed/new rows since the last run.
7. Click **Start** to run and test enrichment.

5. Validate Outputs in AEP

- Navigate to *Schemas & Datasets* and open the profile-enabled dataset.
- Check that sample profiles include the new attribute values.

6. Leverage Enriched Profiles

- Enriched profiles available in Real-Time CDP and Journey Optimizer.
- Example campaign:
 - **Segment rule:** dietRestrictions = vegetarian, requireAssistance = wheel chair
 - **Activation:** push audience to email or ad platforms for targeted campaign.

2.9. Key Takeaways

Lab Content

 [delta_fac_lab.pptx](#)



Lab Recording



Experience League Resources

<https://experienceleague.adobe.com/en/docs/federated-audience-composition/using/home>

Getting Started

<https://experienceleague.adobe.com/en/docs/federated-audience-composition/using/compositions/gs-compositions>

Working with Activities

<https://experienceleague.adobe.com/en/docs/federated-audience-composition/using/compositions/activities/about-activities>

FAQs

<https://experienceleague.adobe.com/en/docs/federated-audience-composition/using/faq>