

May 2026 | RTCDP Collaboration Hand...

May 2026 | RTCDP Collaboration Hands-on Lab

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1. Lab Takeaway

No recording available

Lab Content

 [RTCDP_Collaboration_Lab.pdf](#)



Product Documentation

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

<https://experienceleague.adobe.com/en/docs/platform-learn/tutorials/collaboration/real-time-cdp-collaboration-overview>

Access Control

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

Video Tutorial on overlap reports

<https://experienceleague.adobe.com/en/docs/platform-learn/tutorials/collaboration/discover-audience-overlaps-in-projects>

2. Agenda & Access

Adobe Real-Time CDP Collaboration

Overview

The **Real-Time CDP Collaboration** hands-on lab is designed to demonstrate the supported capabilities in the new workspace and the workflows of two collaborators; an advertiser and a publisher

Agenda

- User Access
- Real-Time CDP Collaboration Overview
- Key Collaboration Patterns
- End-to-End Workflow
- Key Terms
- Lab Exercise

Let's Get Started!

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/>

AEP Login Details

Username *assigned below*

Password `CollabLabMay2026!`

No	AEP Username
1 Sadiquddin M.	rtcdpcollabu01@pot5.aephandsonlabs.com
2 Varshini	rtcdpcollabu02@pot5.aephandsonlabs.com
3	rtcdpcollabu03@pot5.aephandsonlabs.com
4	rtcdpcollabu04@pot5.aephandsonlabs.com
5	rtcdpcollabu05@pot5.aephandsonlabs.com
6	rtcdpcollabu06@pot5.aephandsonlabs.com
7	rtcdpcollabu07@pot5.aephandsonlabs.com
8	rtcdpcollabu08@pot5.aephandsonlabs.com
9	rtcdpcollabu09@pot5.aephandsonlabs.com
10	rtcdpcollabu10@pot5.aephandsonlabs.com
11	rtcdpcollabu11@pot5.aephandsonlabs.com
12	rtcdpcollabu12@pot5.aephandsonlabs.com
13	rtcdpcollabu13@pot5.aephandsonlabs.com
14	rtcdpcollabu14@pot5.aephandsonlabs.com
15	rtcdpcollabu15@pot5.aephandsonlabs.com
16	rtcdpcollabu16@pot5.aephandsonlabs.com
17	rtcdpcollabu17@pot5.aephandsonlabs.com
18	rtcdpcollabu18@pot5.aephandsonlabs.com
19	rtcdpcollabu19@pot5.aephandsonlabs.com
20	rtcdpcollabu20@pot5.aephandsonlabs.com

3. Brand or Advertiser Workflow

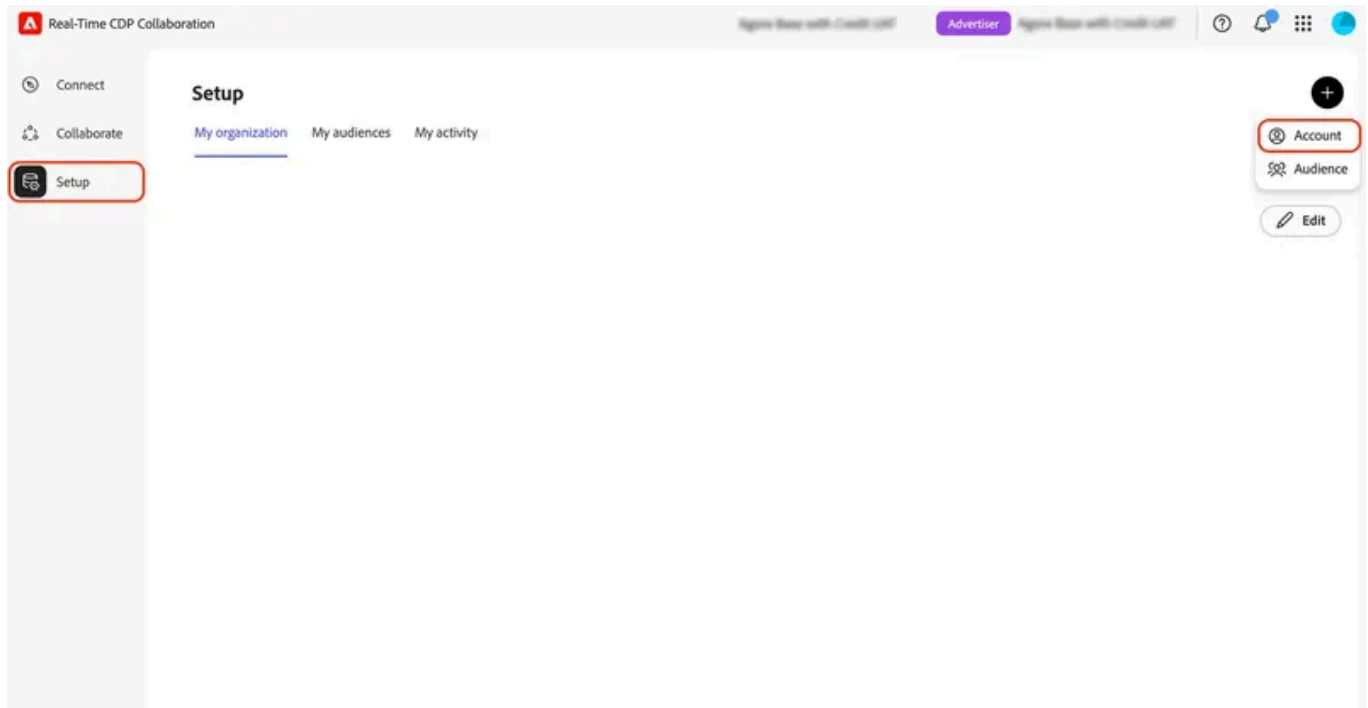
In this exercise, you will learn how to configure a RTCDP Collaboration workflow. The goal is to share an audience with a publisher you have discovered in the Collaboration UI

Configuration Flow

1. Onboard your company
2. Add a newdata connection
3. Discover publishers and Send Invite
4. Create a project
5. View overlap report and other insights
6. Share audience

3.1. Onboard your company

The initial setup of your organization happens once. Click the Setup button on the lefthand side then the + button to add a new organization.



Enter organization details

Name: **Luma** + *your initials*:

Industry: **Retail**

Upload the **Luma brand logo** to your machine (refer to **.svg file** in the welcome email).

Upload or drag & drop the .svg file

Edit organization details

Organization name *

Luma

Description

Role

Advertiser

Industry *

Retail

Region

United States

Logo *



Browse

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 ⓘ

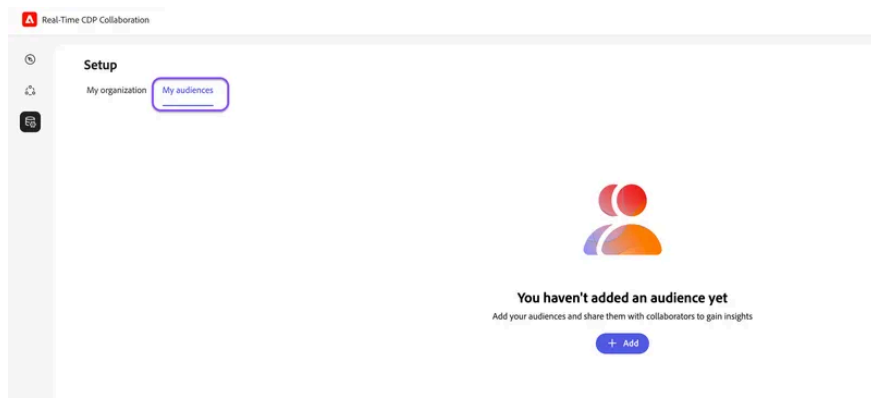
☒ Hashed email

☐ Hashed phone

First-party device IDs ⓘ

☐ Hashed IPv4

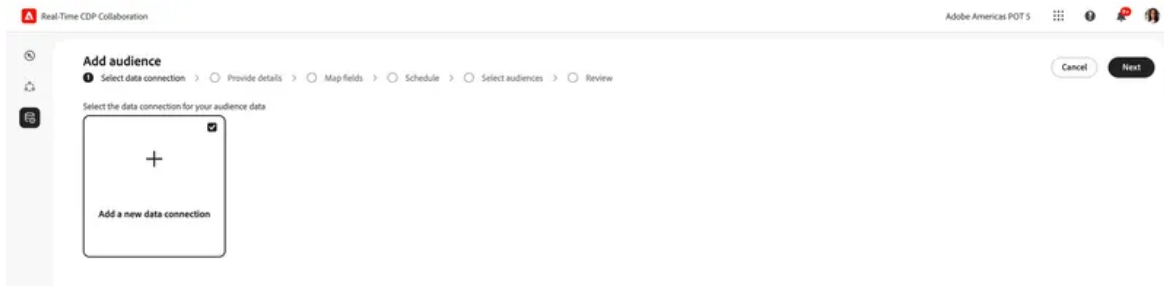
Click the **My audiences** tab and the **+ Add** button to start importing your audiences



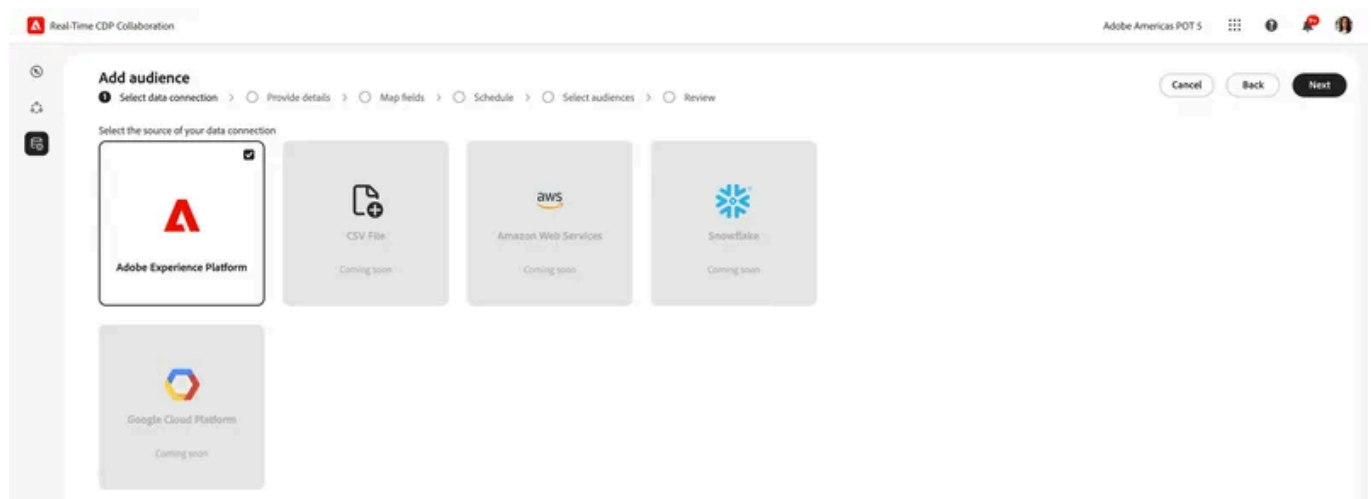
<https://experienceleague.adobe.com/en/docs/real-time-cdp-collaboration/using/setup/onboard-audiences>

3.2. Add a new data connection

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

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

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)

Cancel Back Next

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: **TV Tube & Luma** *add your initials*

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

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**

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

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 end of the month.**

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

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**

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

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

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)	-

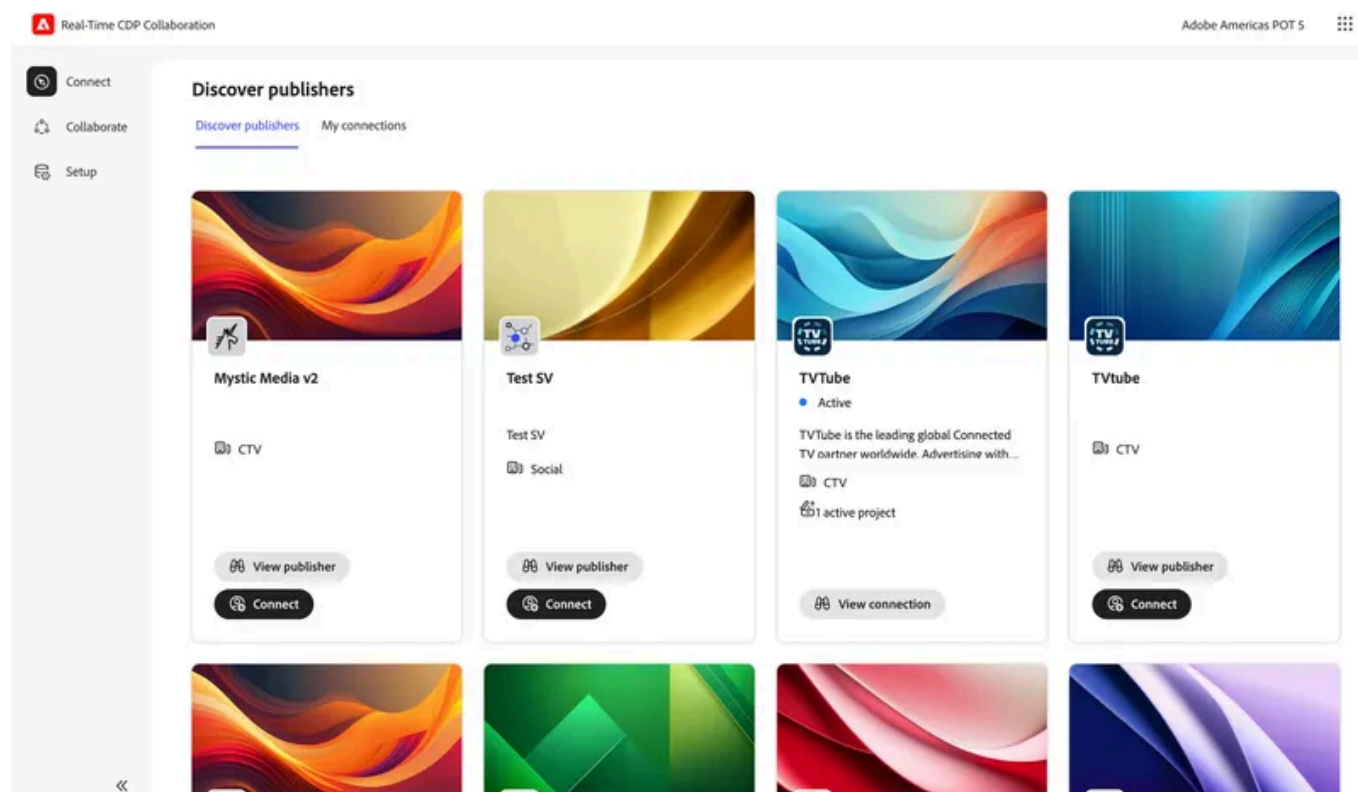
Schedule Edit

Cancel Back Complete

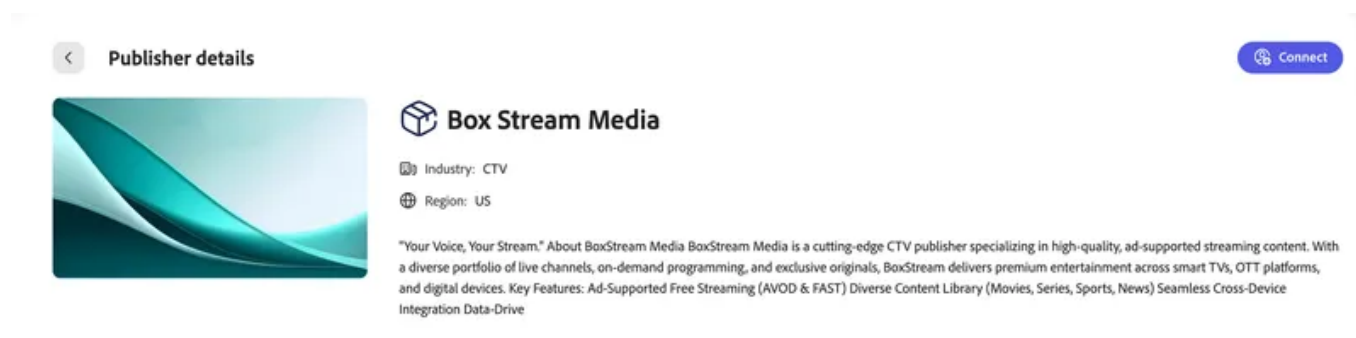
Your data connection setup is complete. Click **Manage data connections** to view the details to be shared with your collaboration partner

3.3. Discover publishers and Send Invite

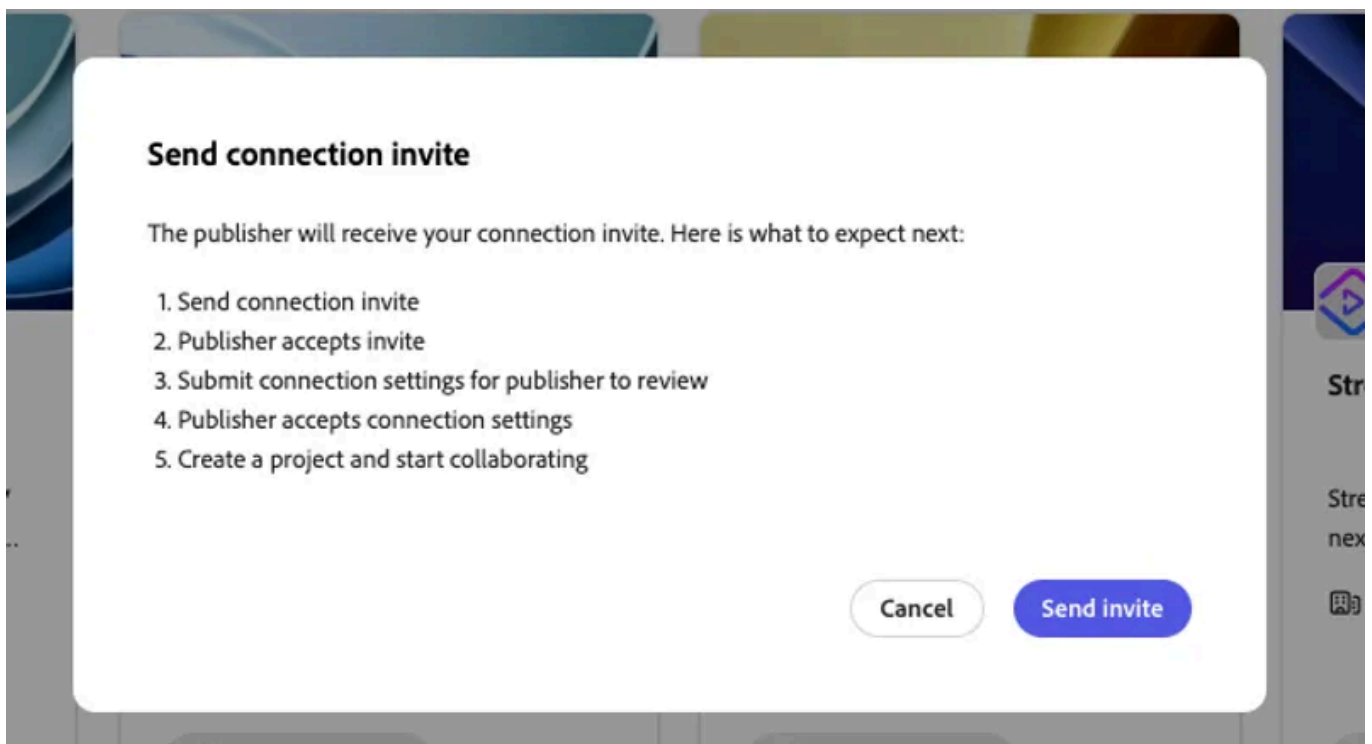
Use the Discover catalog to explore publishers available in the Collaboration workspace.



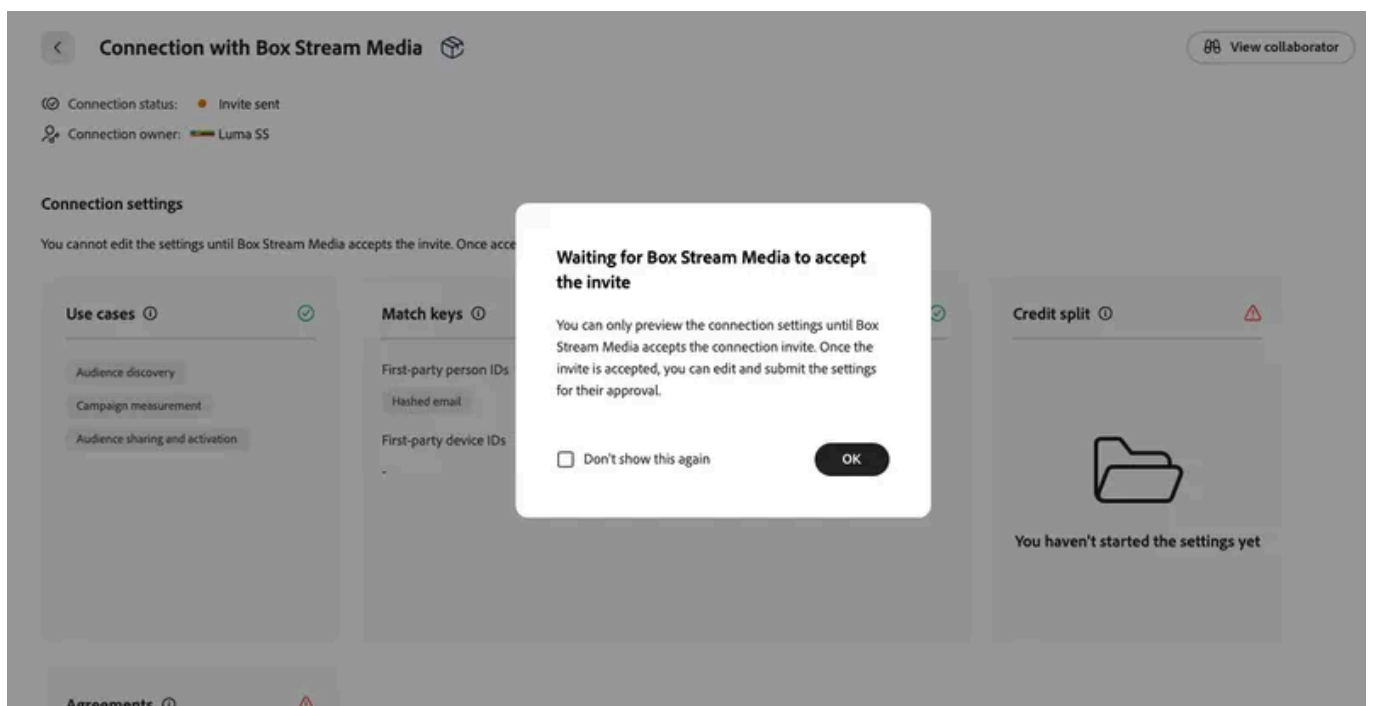
Find and select **BoxStream Media** and click **Connect**



The **Send connection invite** window will appear. Click **Send Invite**



Proceed to preview your connection



The publisher needs to accept your invitation to connect. Once accepted, you can complete the connection settings and hit **Submit**

The publisher's workspace will appear as below, prompting the end user to accept the connection invite. The connection is a two-way handshake to allow each party to proceed to agree to additional terms before collaborating.

Accept connection invite

Here is what to expect next after accepting the invite:

1. Luma SS will set up the connection settings and share them with you for review
2. You accept the settings or send them back for revision
3. Start collaborating on projects

Cancel

Accept invite

Once the publisher has accepted the connection invite, you must complete your connection settings

<

Connection with Box Stream Media

View collaborator

Submit

Connection status: Pending

Connection owner: Luma SS

Connection settings

Complete your desired connection settings. These settings can be adjusted before submission. Submit them for Box Stream Media to review when ready.

Use cases

Audience discovery

Campaign measurement

Audience sharing and activation

Match keys

First-party person IDs

Hashed email

First-party device IDs

Edit

Credit split

You haven't started the settings yet

Set up

Agreements

Acknowledge and confirm that you have a Data Sharing Agreement in place with Box Stream Media in accordance with internal policies and applicable laws and regulations.

Acknowledge and confirm

- **Credit split:** This section determines who is paying for the corresponding activities within Real-Time CDP Collaboration. Currently, only the audience sharing use case is configurable. **Save the defaulted credit split to proceed**

Credit split

Audience sharing

Luma SS

Box Stream Media

Cancel

Save

- **Acknowledge and confirm:** Verify that a data sharing agreement between the two parties exists.

Agreements ⓘ

Acknowledge and confirm that you have a Data Sharing Agreement in place with Box Stream Media in accordance with internal policies and applicable laws and regulations.

☒ Acknowledge and confirm

Once submitted, the publisher must acknowledge and confirm on their end.

<

Connection with Luma SS 

👤 Connection status: ● Pending

👤 Connection owner:  Luma SS

⚙️ View collaborator

✖ Reject

✅ Accept

Connection settings

Review the connection settings. To change any suggested settings, select "Reject" and communicate the revisions to Luma SS.

Use cases ⓘ

Audience discovery

Campaign measurement

Audience sharing and activation

Match keys ⓘ

First-party person IDs

Hashed email

First-party device IDs

.

Credit split ⓘ

Audience sharing: Luma SS

Agreements ⓘ

Acknowledge and confirm that you have a Data Sharing Agreement in place with Luma SS in accordance with internal policies and applicable laws and regulations.

☒ Acknowledge and confirm

Once accepted by the publisher, you are ready to create a project and collaborate!

Your publisher connection is now **Active**.

Connection status: Active
Connection owner: Luma SS

Use cases

- Audience discovery
- Campaign measurement
- Audience sharing and activation

Match keys

- First-party person IDs
- Hashed email
- First-party device IDs
-

Credit split

Audience sharing: Luma SS

Agreements

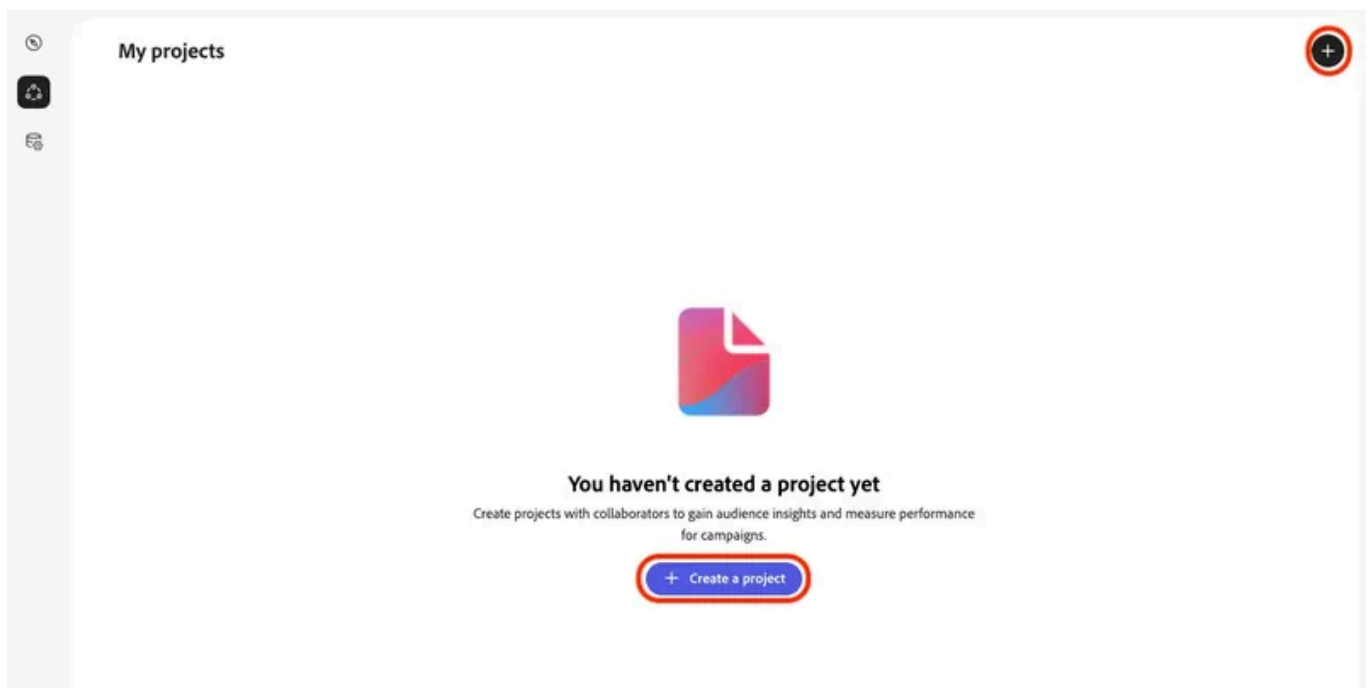
Acknowledge and confirm that you have a Data Sharing Agreement in place with Box Stream Media in accordance with internal policies and applicable laws and regulations.

☒ Acknowledge and confirm.

3.4. Create a Project

After you discover and connect with the publisher, it's time to create a project. Use the project space to run overlap calculations to compare your audiences with your collaborator's audiences and discover recommended audiences that you can use in campaigns.

To create a project, select the Plus **+** symbol in the upper right corner. Or, if this is your first project, navigate to **Collaborate > My Projects**, and select **Create a project**.



If you're in your collaborator connection, you can create a project from within the connection view

Provide a **project name** and optional **description** for your project, select an image header to easily distinguish the project, and confirm your selection.

Project name: *BoxStream & Luma + your initials*



Create project

Collaborator *

Box Stream Media



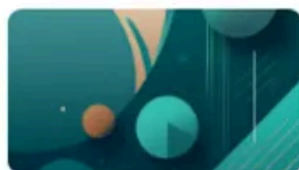
Default match keys: Hashed email

Project name *

BoxStream & Luma SS

Description

Select an image to represent your project *



Cancel

Create

You can now view your new project and its details. Use can use the [Discover](#) tab to start running overlap calculations between your and your collaborator's audiences.

After [creating a project](#) within a collaboration space between an advertiser and a publisher, you can now compare your audiences against your collaborator's audiences. You can discover overlaps between audiences and get insights broken down by match keys or identities. This helps advertisers decide which audiences to share with publishers for activation, depending on the desired use case.

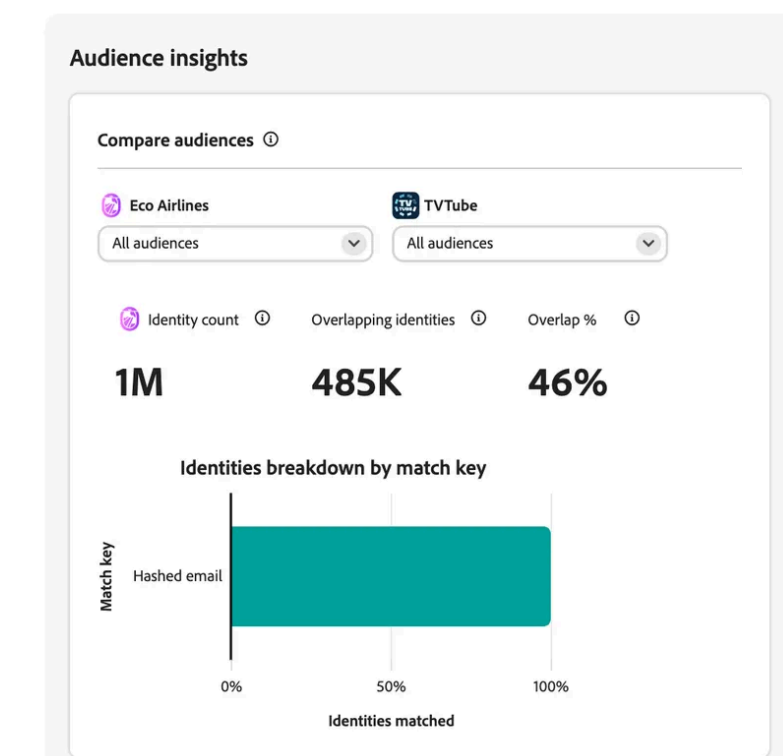
3.5. View Overlap Reports & Other Insights

Audience insights are available 24 hours after a project is created. For the hands-on lab, we will use a pre-existing Collaboration project to examine the audience insights between a publisher and an advertiser.

Compare audiences

Use the compare audiences card to get rich information about the overlap between your and your collaborator's audiences. You can select to compare any of the following audience combinations:

- One of your audiences against one of your collaborator's audiences
- One of your audiences against all of your collaborator's audiences
- All your audiences against one of your collaborator's audiences
- All your audiences against all of your collaborator's audiences

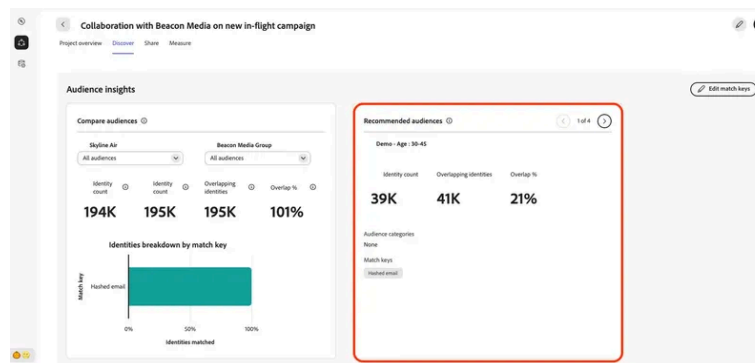


Metric	Description
Identity count (yours)	The number of profiles with a selected identity that are part of your selected audience.
Identity count (your collaborator)	The number of profiles with a selected identity that are part of your collaborator's selected audience.
Overlapping identities	The number of profiles with a selected identity that are present both in your and your collaborator's audience.
Overlap percentage	The percentage of profiles overlapping between your and your collaborator's selected audience.
Identities breakdown by match key	Based on the match keys you and your collaborator agreed on for the project, view the composition of the identities in the overlap calculations by individual match keys.

Recommended audiences

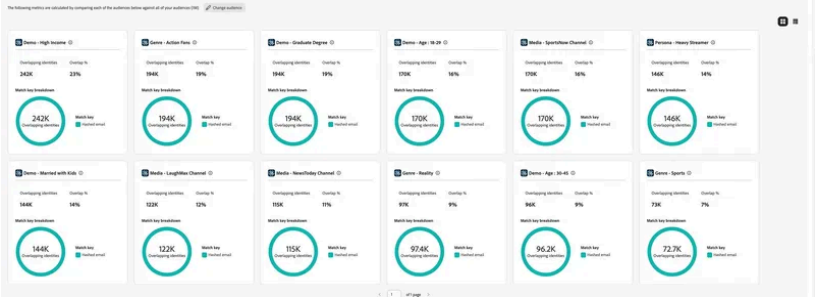
The **Recommended audiences** view in the **Discover** module provides a curated list of the top five recommended audiences based on overlap percentage. This feature helps you quickly identify the audiences with the highest overlap with your current data, enabling you to target your campaigns more effectively.

- **Identity count** is the publisher's audience size.
- **Overlapping identities** represents the overlap between the recommended publisher audience and all advertiser audiences.
- **Overlap %** represents the number of overlapping identities divided by the size of *all* advertiser audiences.



Discover overlaps

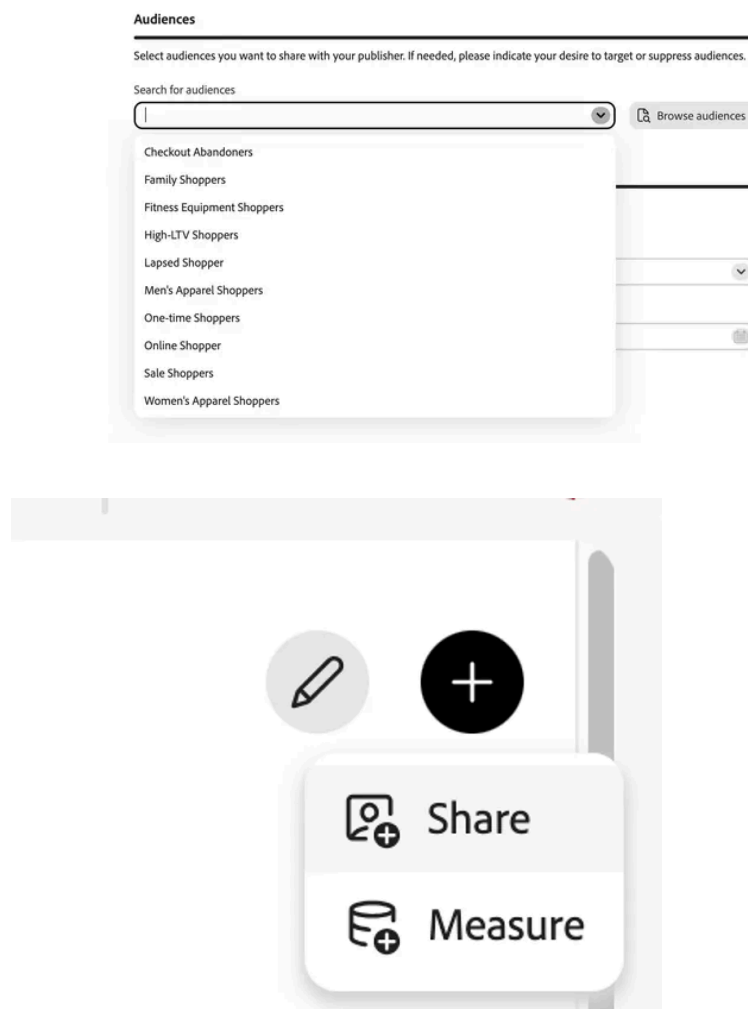
Your collaborator's individual audiences are shown in the **Discover overlaps** card to show their overlap against all of your audiences



3.6. Share Audience

To start sharing audiences, navigate to the **Share** tab in your project workspace. In this tab, you can review and manage shared audiences

Share audiences



Find and select the audience to share: **Online Shopper**

Leave the frequency and date as is

Share audiences

Search for audiences [Browse audiences](#)

1 Audience selected [Edit match keys](#)

Online Shopper		
435K	137K	100%
Identity count	Overlapping identities	Hashed email

< 1 of 1 page >

Frequency

Audience sharing will be executed within 24 hours.

Frequency:

Date:

Congrats! You have successfully shared your audience with your collaborator

After you share an audience for activation, the audience immediately shows up in the publisher's **Activate** view. The audience will be exported to the publisher's indicated location at the interval set during the workflow.

114K

Overlapping identities

Match key

Hashed email

✓

Audiences that you have shared with publishers have been saved successfully!

×