

Sep 2026 Federated Audience Compo...

Sep 2026 Federated Audience Composition HOL

CONTENTS

1. Getting Started	3
2. Welcome	5
3. Data warehouse Connection Demo	6
4. Build Federated Audience	16
5. Enrich Audience	20
6. Field Enrichment Demo	23
7. Map Federated Audience to a Destination	25
8. Build a Journey with Federated Audience	29
9. Key Takeaways	34

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

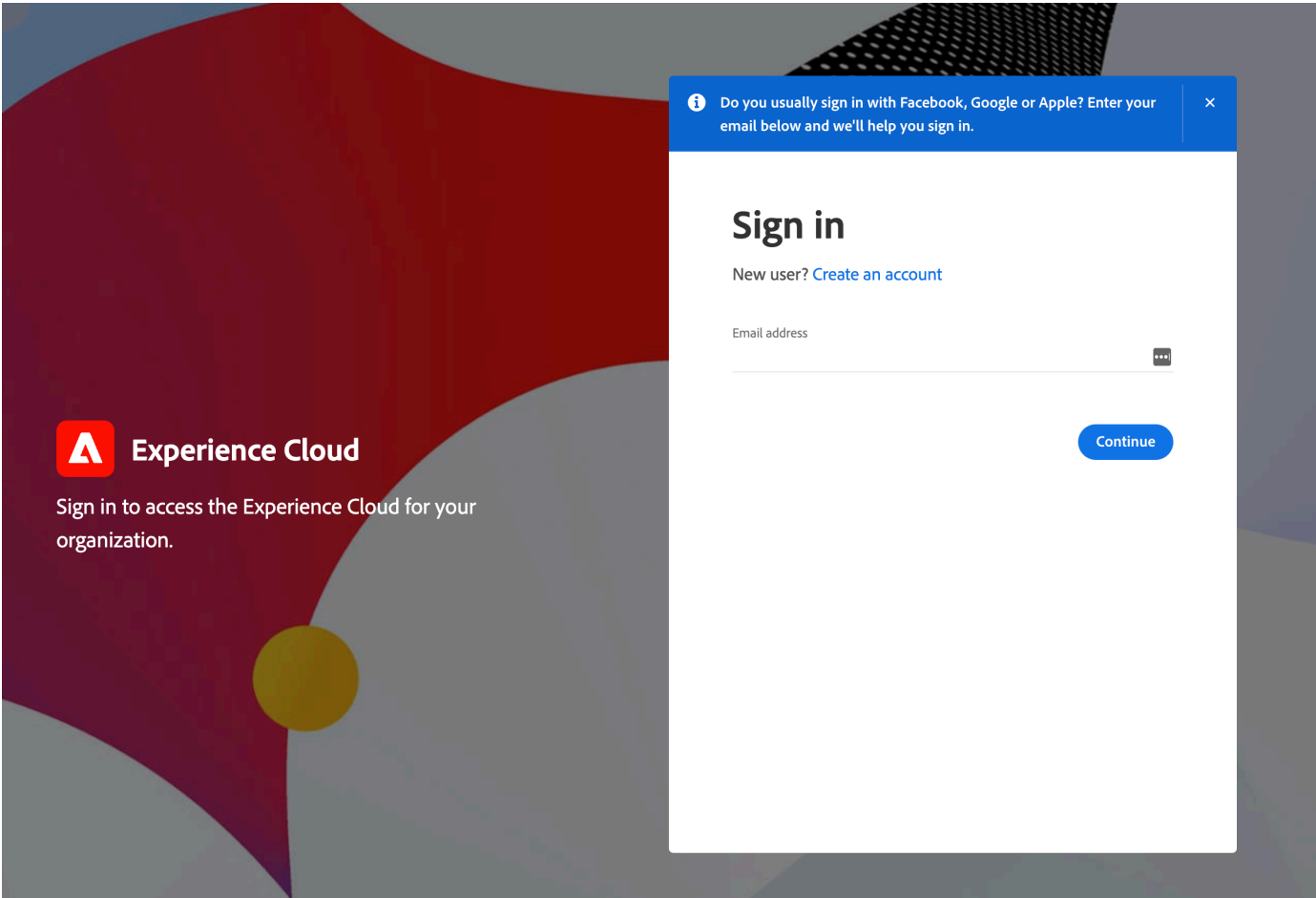
Adobe Experience Platform URL <https://platform.adobe.com/>

Username *assigned below*

Password for all:

SepFACLab2026!

Lab ID	Lab Attendee	AEP Username
1	Bishal	hol24u01@pot5.aephandsonlabs.com
2	Amiy	hol24u02@pot5.aephandsonlabs.com
3	Joe	hol24u03@pot5.aephandsonlabs.com
4	Sarah	hol24u04@pot5.aephandsonlabs.com
5	Mauri	hol24u05@pot5.aephandsonlabs.com
6	Markus	hol24u06@pot5.aephandsonlabs.com
7	Cecilia	hol24u07@pot5.aephandsonlabs.com
8	Eero	hol24u08@pot5.aephandsonlabs.com
9	Saurabh	hol24u09@pot5.aephandsonlabs.com
10		hol24u10@pot5.aephandsonlabs.com
11		hol24u11@pot5.aephandsonlabs.com
12		hol24u12@pot5.aephandsonlabs.com
13		hol24u13@pot5.aephandsonlabs.com
14		hol24u14@pot5.aephandsonlabs.com
15		hol24u15@pot5.aephandsonlabs.com
16		hol24u16@pot5.aephandsonlabs.com
17		hol24u17@pot5.aephandsonlabs.com
18		hol24u18@pot5.aephandsonlabs.com
19		hol24u19@pot5.aephandsonlabs.com
20		hol24u20@pot5.aephandsonlabs.com



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 Snowflake **[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]**
- ☐ **Field Enrichment** Learn to how to enrich existing AEP profiles with attributes federated from the enterprise data warehouse **[demo]**
- ☐ **Map Federated Audience to a Destination** Map a federated audience to an S3 and use federated audience fields to send enrichment attributes downstream **[exercise]**
- ☐ **Build a Journey with Federated Audience Data** Use federated audience to start your journey and federated attributes to personalize your email content **[demo]**

3. Data warehouse Connection Demo

SecurFinancial is a leading financial services firm that leverages its wealth of customer data across disparate sources to personalize offers and campaigns for a large number of segments.

Use Case

SecurFinancial would like to launch an email campaign to retarget its customers who are prequalified for a loan based on good credit and do not have an active loan in their SecurFinancial portfolio. While they are ingesting online behavioral data in real time, they face challenges in identifying customer prequalification, as they are restricted from ingesting credit information into AEP. To qualify prequalified customers without moving restricted data, they will use Federated Audience Composition to enrich their AEP behavioral audience.

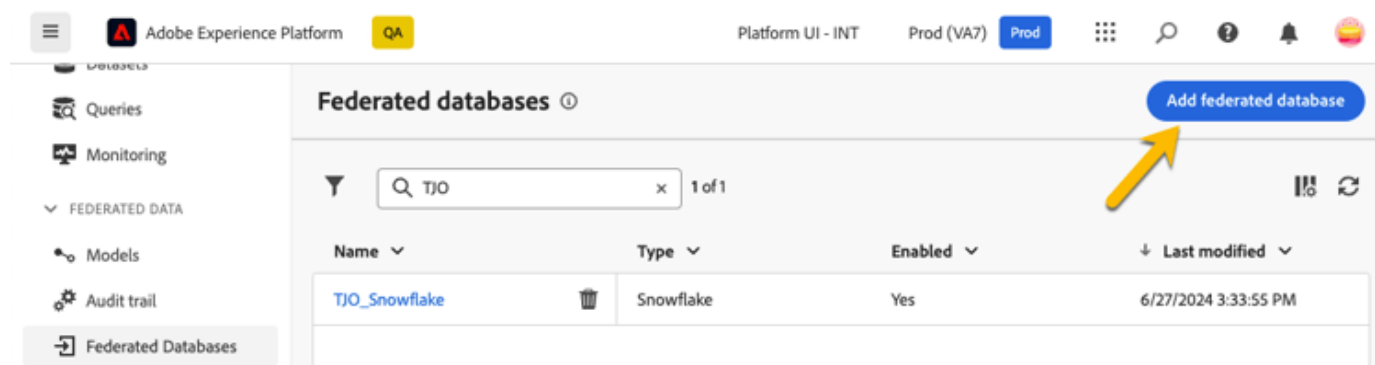
[Hands off keyboard!]

This demo will guide you through the process of using Experience Platform Federated Audience Composition to connect to Snowflake 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 **Snowflake**
4. Fill in the details, click on **Test connection** button, and on **Deploy functions** button.

For this lab, we will connect to a **Snowflake** 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>

Properties ⓘ

Label *

Type *

Select an option...

SnowflakeGoogle BigQueryAzure Synapse AnalyticsVertica AnalyticsAmazon RedshiftDatabricksMicrosoft Fabric

Federated Database > Add federated database

Add

Properties ⓘ

Name *

TJO_Snowflake

Type *

Snowflake

▼

Details ⓘ

Server *

User *

Password *

Database

Working schema

Private key

 Attach key

Only .pem files are accepted

Options

Options are in 'parameter=value' format, separated by a semicolon (opt1=1;opt2="value";opt3=value3).

Enable connection

Test connection

Deploy functions

8 / 35

Created at Sep 11, 2026

Details ⓘ

Server *

✓

User *

✓

Password *

.....

✓

Database

FAC_TJO

Working schema

Private key

📎

Attach key

Only .pem files are accepted

Options

Options are in 'parameter=value' for

Test connection

Deploy functions

🔵

Enable connection

✓

Functions installed successfully

×

✓

Connection test successful.

×

9 / 35

Created at Sep 11, 2026

Federated Databases > TJO_Snowflake

Snowflake | Last modified a month ago

More

Properties

Name	Type
TJO_Snowflake	Snowflake

Server

User	Password

Database

FAC_TJO

Working schema
-

Options

-

Connections

Enabled
Yes

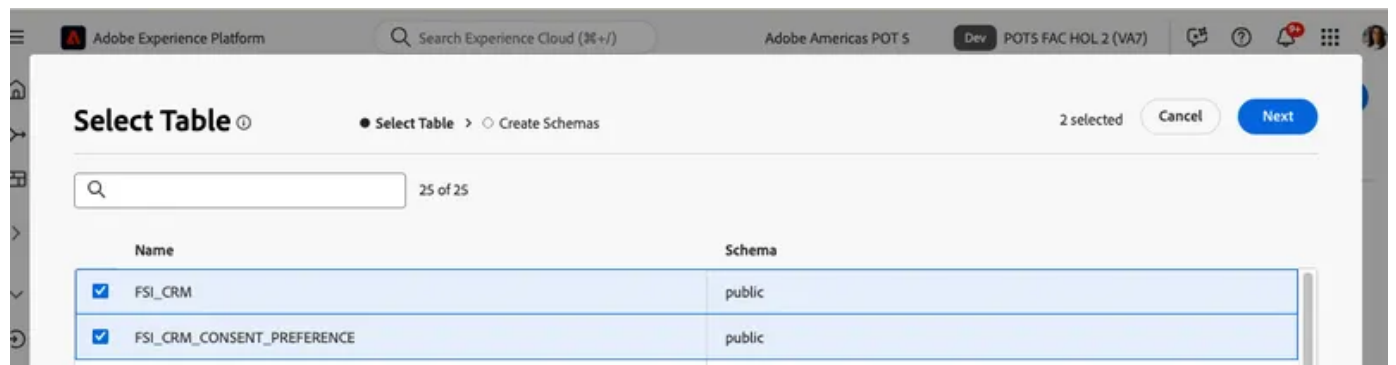
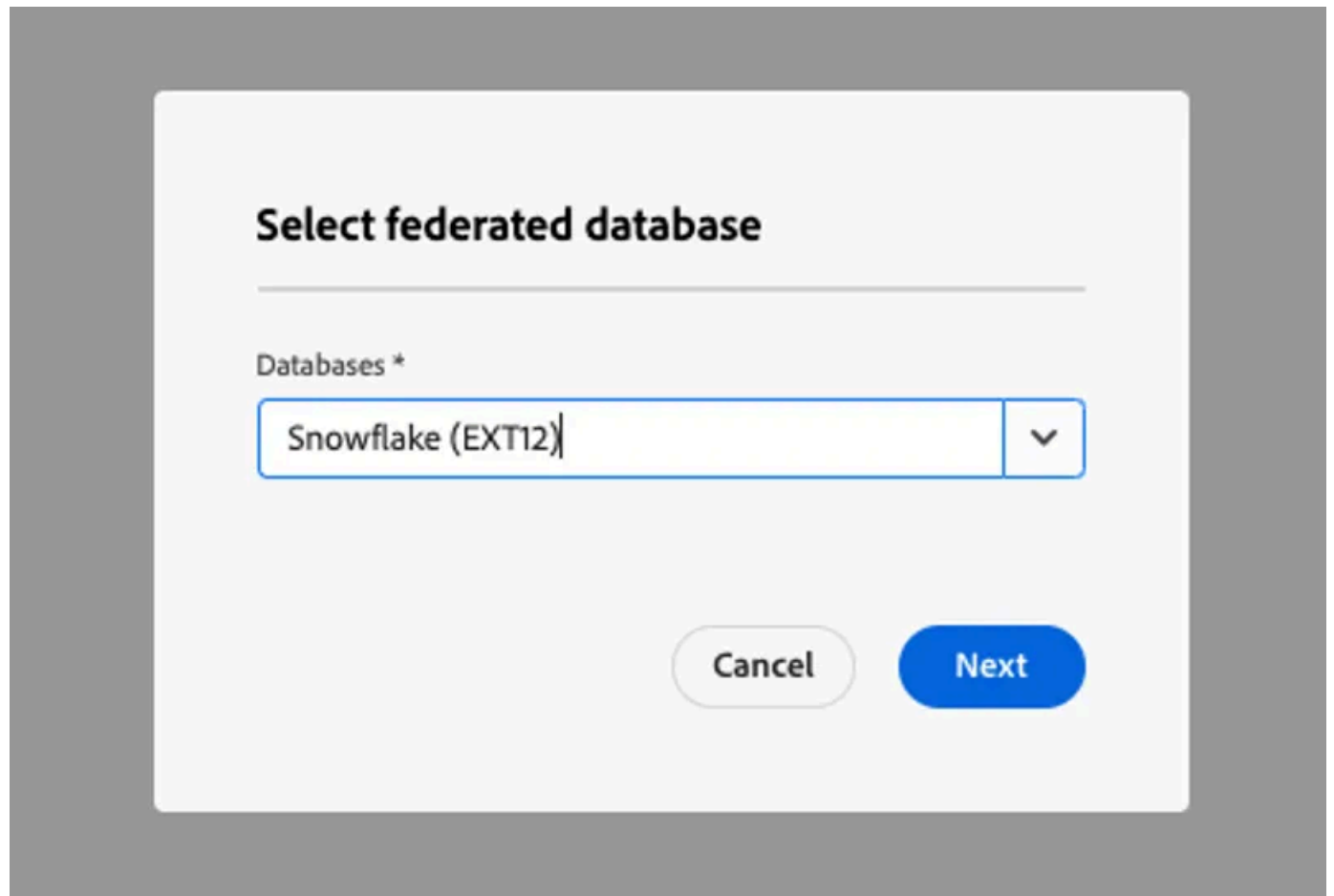
Create a schema

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

- **FSI_CRM**
- **FSI_CRM_CONSENT_PRREFERENCE**



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 **EMAIL** as primary key in both tables

Create Schemas

Select Table > Create Schemas

2 tables, 27 columns selected

Back

Done

Selected tables

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

FSI_CRM

21 of 21 columns selected

X

FSI_CRM_CONSENT_PREFERENCE

6 of 6 columns selected

X

Schema Properties

Schema label ⓘ

FSI_CRM

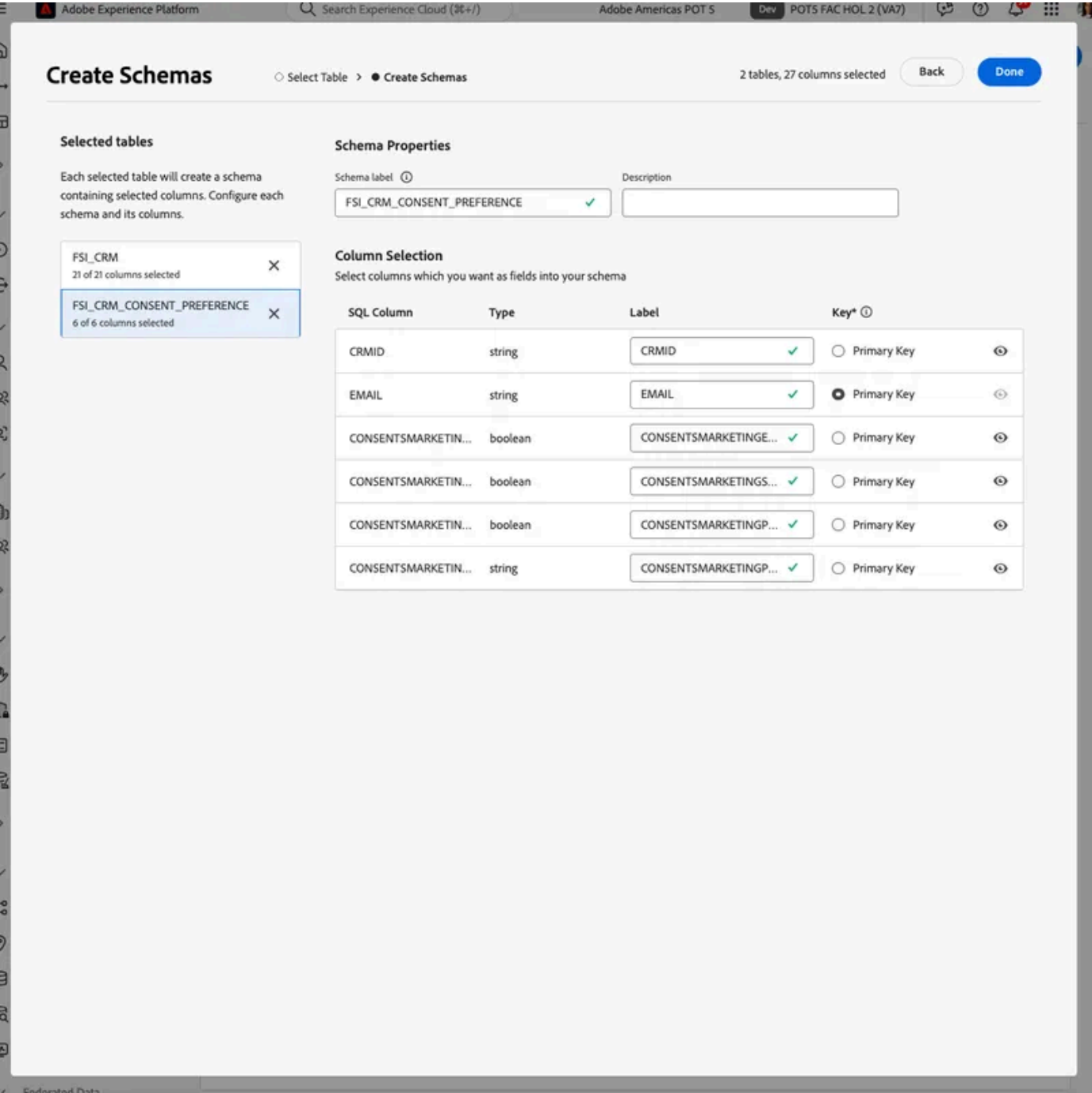
✓

Description

Column Selection

Select columns which you want as fields into your schema

SQL Column	Type	Label	Key* ⓘ
TESTPROFILE	boolean	TESTPROFILE ✓	☐ Primary Key ⓘ
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 ⓘ
COUNTRY	string	COUNTRY ✓	☐ Primary Key ⓘ
CITY	string	CITY ✓	☐ Primary Key ⓘ
STREET	string	STREET ✓	☐ Primary Key ⓘ
POSTALCODE	string	POSTALCODE ✓	☐ Primary Key ⓘ
BIRTHDATE	date	BIRTHDATE ✓	☐ Primary Key ⓘ
CREDITSORE	string	CREDITSORE ✓	☐ Primary Key ⓘ
CUSTOMERSINCE DATE	date	CUSTOMERSINCE DATE ✓	☐ Primary Key ⓘ
CUSTOMERTIER	string	CUSTOMERTIER ✓	☐ Primary Key ⓘ
EMPLOYMENTSTATUS	string	EMPLOYMENTSTATUS ✓	☐ Primary Key ⓘ
...	...	...	...



Preview data in a schema

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

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

Schemas > Luma_Orders

Schema | Last modified a few seconds ago

More

Overview

Data

200 of many (calculate)

Total	Order Priority	Order status	Shipping method	Order date	Order ID	Profile ID FK
613	2	3	0	6/22/2022 7:05:06 PM	00000000-0000-0000-000...	00000000-0000-0000-000...
905	3	3	2	2/23/2022 6:05:06 PM	00000000-0000-0000-000...	00000000-0000-0000-000...
333	0	5	2	11/01/2022 6:05:06 PM	00000000-0000-0000-000...	00000000-0000-0000-000...
2K	3	0	0	2/11/2022 6:05:06 PM	00000000-0000-0000-000...	00000000-0000-0000-000...
676	1	1	1	3/15/2022 6:05:06 PM	00000000-0000-0000-000...	00000000-0000-0000-000...
373	2	0	1	8/22/2022 7:05:06 PM	00000000-0000-0000-000...	00000000-0000-0000-000...
1K	0	5	1	8/19/2022 7:05:06 PM	00000000-0000-0000-000...	00000000-0000-0000-000...
360	3	0	1	7/19/2022 7:05:06 PM	00000000-0000-0000-000...	00000000-0000-0000-000...
419	2	0	1	6/16/2022 7:05:06 PM	00000000-0000-0000-000...	00000000-0000-0000-000...
0	0	0	1	2/19/2022 6:05:06 PM	00000000-0000-0000-000...	00000000-0000-0000-000...

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 Snowflake. You can also create a link between tables in different databases such as a link between a table in Snowflake and a table in Amazon Redshift.

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.

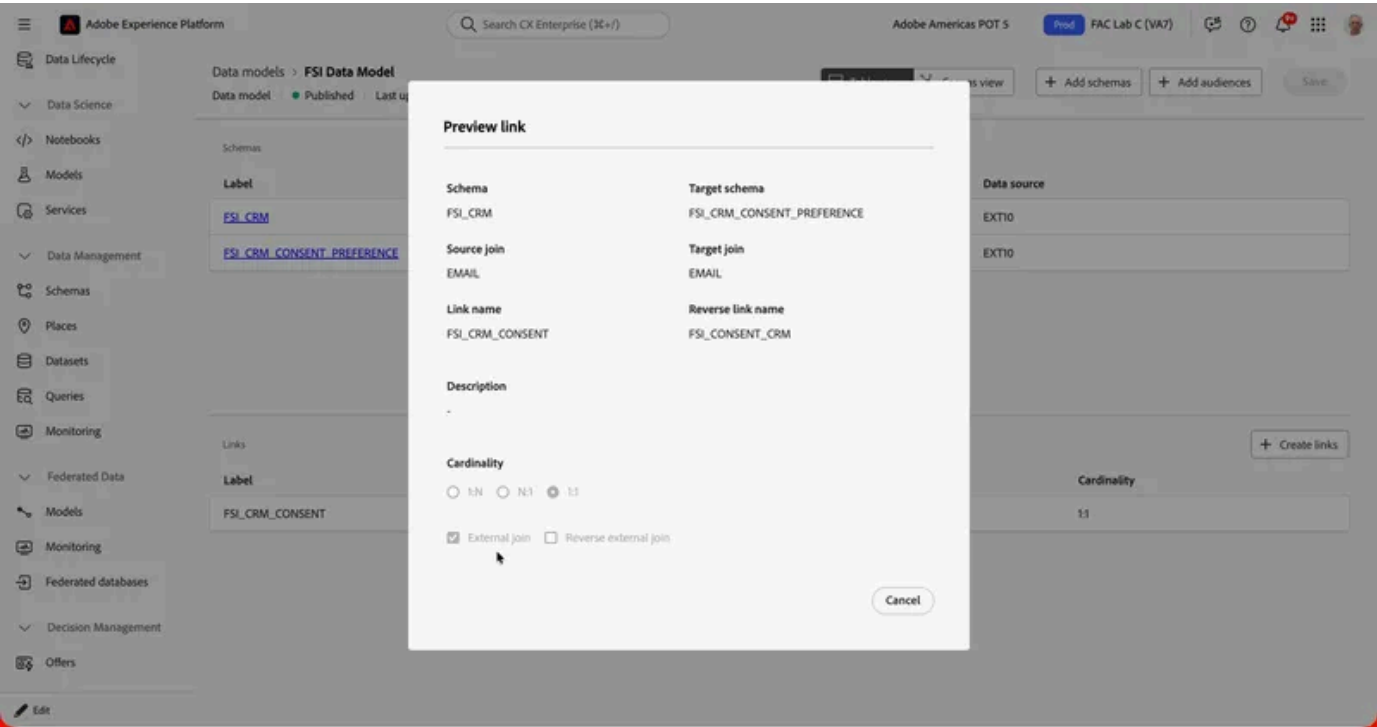
2. Provide a name for your data model, Example is **FSI Data Model + add your initials**

3. Click on Add schemas and select **FSI_CRM** and **FSI_CRM_CONSENT_PREFERENCE** 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-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.
 - 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.
 - 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 EMAIL to perform a join.



4. Build Federated Audience

[Hands on keyboard!]

Create a Federated Audience Composition

SecurFinancial wants to increase adoption of higher-value digital products (high-yield savings, credit cards, home and personal loans) among existing customers *without* copying sensitive financial data out of their data warehouse.

In this exercise, you will build an audience to qualify banking customers who have a credit score of 650 or above, have a high account balance, and do not currently have a loan in their SecurFinancial portfolio.

High-Value Savers Audience

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

Click **Create composition**.



Label your composition **High-Value Savers Composition + 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 **FSI_CRM** schema then click **Confirm**.

 A screenshot of a dialog box titled 'Audience'. It contains the text 'Use an existing audience or make your own with the query modeler'. There are two radio buttons: 'Create audience' (which is selected) and 'Read audience'. Below these is a 'Schema *' field with an information icon (i). The field is empty, and there is a search icon (magnifying glass) to its right. At the bottom of the dialog is a 'Continue' button.

Select a schema

 2 of 2

Schema ▼

FSI_CRM_CONSENT_PREFERENCE (daco)

FSI_CRM (daco)

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

Create the following condition:

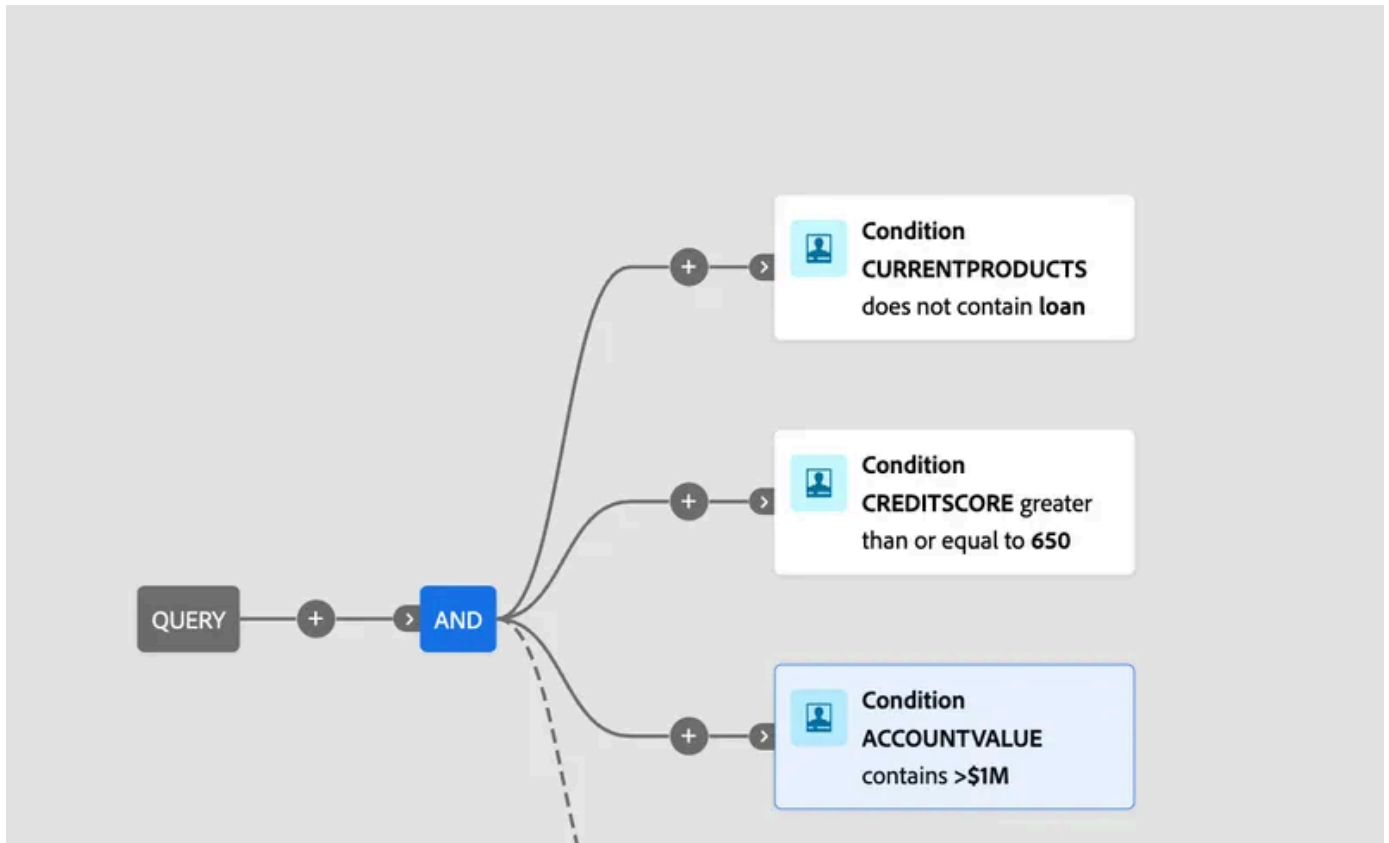
CURRENTPRODUCTS *does not contain* **loan**

AND

CREDITSORE *greater than or equal to* **650**

ACCOUNTVALUE *contains* **>\$1M**

Your query should now look as follows



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

Label this step **High-Value Savers Audience + 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: EMAIL

Source Audience Field: FIRST NAME

Select the primary identity and namespace to use for profiles:

Primary identity field: Email

Identity namespace: Email

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

Note: We used the ACCOUNTVALUE, PRODUCT, and CREDIT information to build our audience, without moving sensitive data into AEP's profile store.

▼ EMAIL 

Source Audience Field *

EMAIL (@EMAIL) 

Target Audience Field *

EMAIL

▼ FIRSTNAME 

Source Audience Field *

FIRSTNAME (target/@FIRSTNA... 

Target Audience Field *

FIRSTNAME

Select the primary identity and namespace to use for profiles

Primary identity field * 

EMAIL ▼

Identity namespace * 

Email 

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

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

High-Value Savers Showing Loan Intent in Last 24hrs

In this example, we'll enrich the federated audience queried with credit score, account value, and loan activity with real-time behavioral activity online. Our new audience should include

Fields & Settings	Expression
Federated audience	High-Value Savers Showing Loan Intent
Experience Event	Site Section = Loan Rates
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:

High-Value Savers Showing Loan Intent in Last 24hrs + add your initials

Attributes

Include

[DoNotDelete] High-Value Savers

includes the audience

Add attribute or audience

Events

In last

24

Hour(s)

Any

1 Rule

Event Rules

Include

At least 1

Any¹

where:

URL

contains

loan application

Case sensitive

Add event field

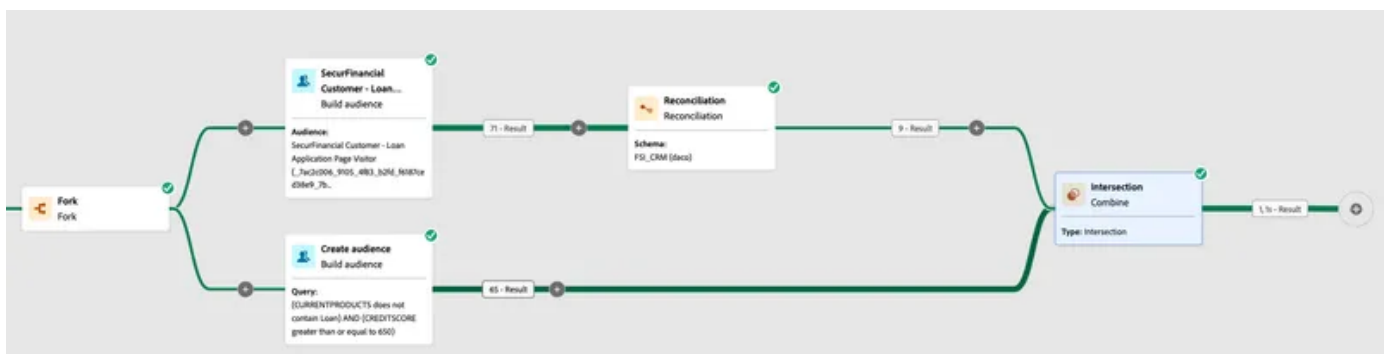
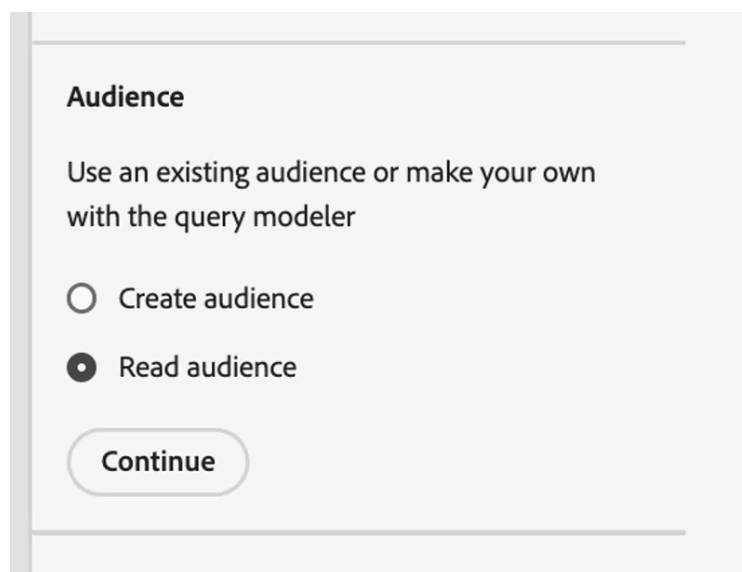
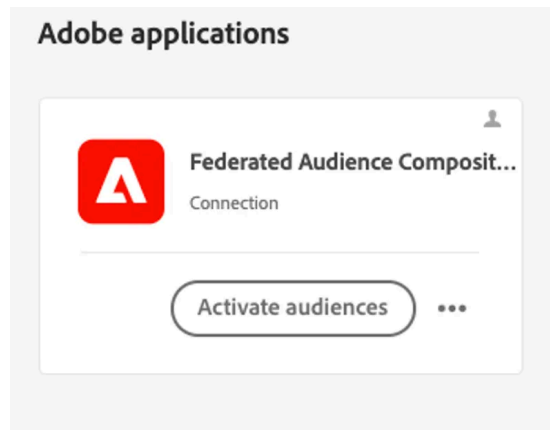
More Options (This is not part of the lab)

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



6. 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.

SecurFinancial would like to enrich its Adobe Experience Platform (AEP) customer profiles with key financial attributes— current products held, account value, and products of interest—stored in their external data warehouse (e.g., Snowflake). This enables richer, consent-based personalization across marketing channels without copying data. By enriching profiles, SecurFinancial gains up-to-date insight into customers—e.g., credit score changes, average account balances—triggering campaigns like "Offer loan upgrade to customers with credit score >700 and balance >\$50k". All without duplicating sensitive warehouse 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: creditScore, accountValue, currentProducts, productsOfInterest

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:
 - credit_score → creditScore
 - account_value → accountValue
 - current_products → currentProducts

- `product_interest` → `productsOfInterest`

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:** `creditScore >= 650` and `accountValue >= 50000` and `productsOfInterest` includes 'home loan'
 - **Activation:** push audience to email or ad platforms for targeted campaign.

7. Map Federated Audience to a Destination

[Hands on keyboard!]

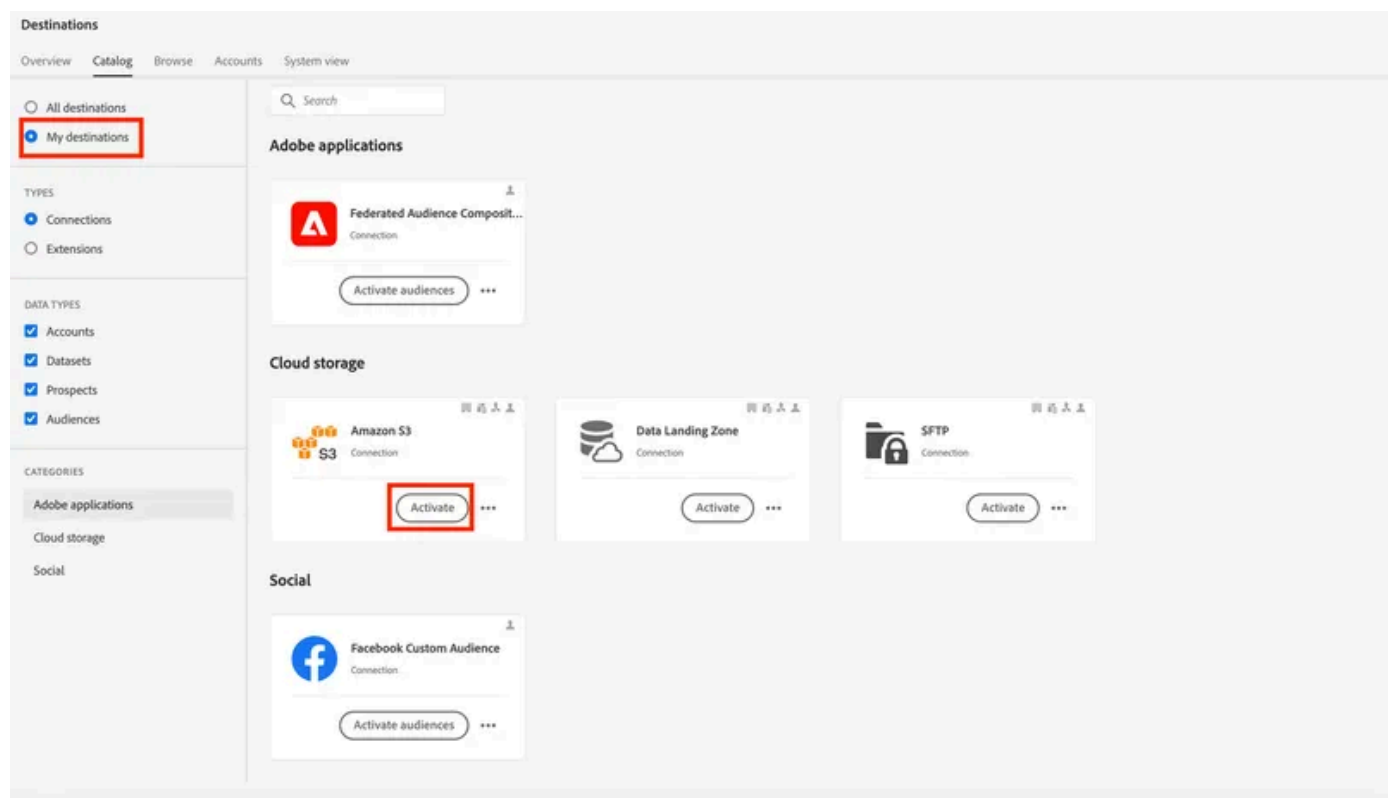
For this exercise, you'll learn how to leverage audience attributes in your data warehouse to enrich your audience's experience in downstream activation workflows using RTCDP destinations. For SecurFinancial, these federated attributes can be used to enrich the customer audience's personalization experience 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**

Destinations > Activate destination

Select destination

Select audiences

Scheduling

Mapping

Select enrichment attributes

Review

Cancel

Next

Data type

Datasets

Accounts

Prospects

Audiences

Configure new destination

NAME	DATA TYPE	LAST DAT...	LAST DAT...	DESTINATION	CONNECTI...	USERNAME	ACTIVATIO...	↓ CREAT...	STATUS
☒ S3	Customers	Success	09/19/2024...	Amazon S3	Server-to-s...	AKIA36EX...	1 audience	08/21/2024...	Enabled

S3

Destination

Amazon S3

Description

Destination ID

115c3fbc-522c-42ae-b46d-c87798e7a7bf

Activation data

1 audience

Account

amazon-s3

Username

AKIA36EXSAK6YB4OYPET

Created

08/21/2024, 1:59 PM

Status

Enabled

Select the **SecureFinancial Customers - No Loans Good Credit + lab user ID** audience

Destinations > Activate destination

Select audiences

Scheduling

Mapping

Select enrichment attributes

Review

Cancel

Next

Available audiences

Search

1 item selected

Clear all

NAME	ORIGIN	PROFILE COUNT
☐ SecurFinancial - Interested in loans	Segmentation Service	0
☐ SecurFinancial - Looking for a house	Segmentation Service	0
☐ SecurFinancial Customer - Loan Application Page Visitor	Segmentation Service	9
☒ SecureFinancial Customers - No Loans, Good Credit SS	Federated Audience Composition	308

NAME

SecureFinancial Customers - No Loans, Good Credit ...

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**

xdm: personalEmail.address

Destinations > Activate destination

Select destination

Select audiences

Scheduling

Mapping

Select enrichment attributes

Review

Cancel

Back

Next

Mapping

Filter fields

Add new mapping

(Beta) Add calculated field

Clear all mappings

SOURCE FIELD	TARGET FIELD	☐ MANDATORY KEY	☐ DEPLICATION KEY
xdm: person.name.firstName	Attribute: person.name.firstName	☐	☐
xdm: person.name.lastName	Attribute: person.name.lastName	☐	☐
xdm: personalEmail.address	Attribute: personalEmail.address	☐	☒
xdm: segmentMembership.segmentName	Attribute: segmentMembership.status	☐	☐
xdm: segmentMembership.segmentName	Attribute: segmentMembership.lastUpdated	☐	☐

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

ice Platform

Search Experience Cloud (36+)

Adobe Americas POT 5

Dev

POTS FAC HOL 2 (VA7)

Destinations > Activate destination

Select audiences

Scheduling

Mapping

Select enrichment attributes

Review

Cancel

Back

Next

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>

28 / 35

Created at Sep 11, 2026

8. 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

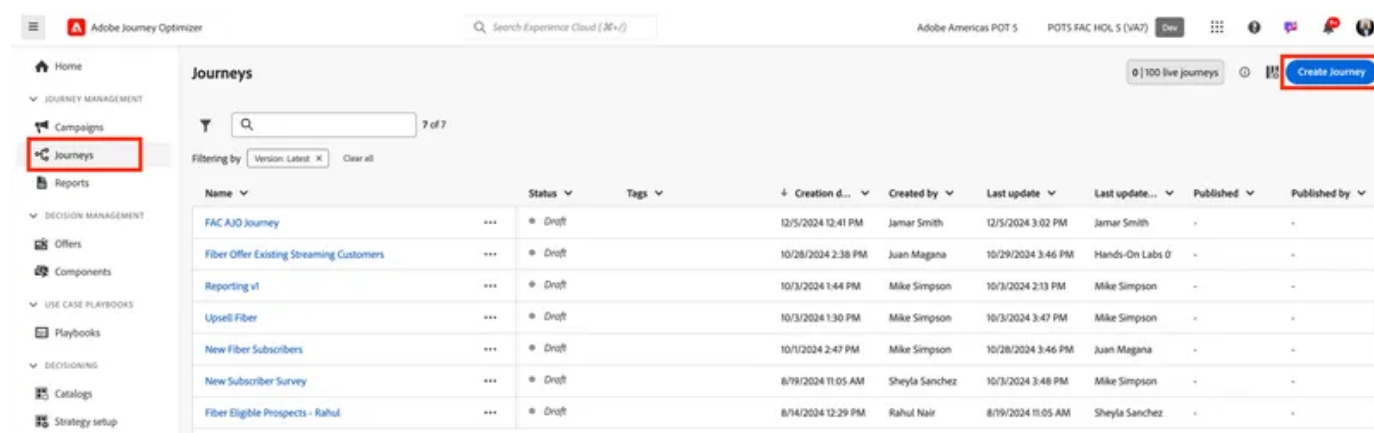
- Build a journey using a federated audience
- Personalize email using federated enrichment attributes

To continue on the SecurFinancial 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 SecurFinancial'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



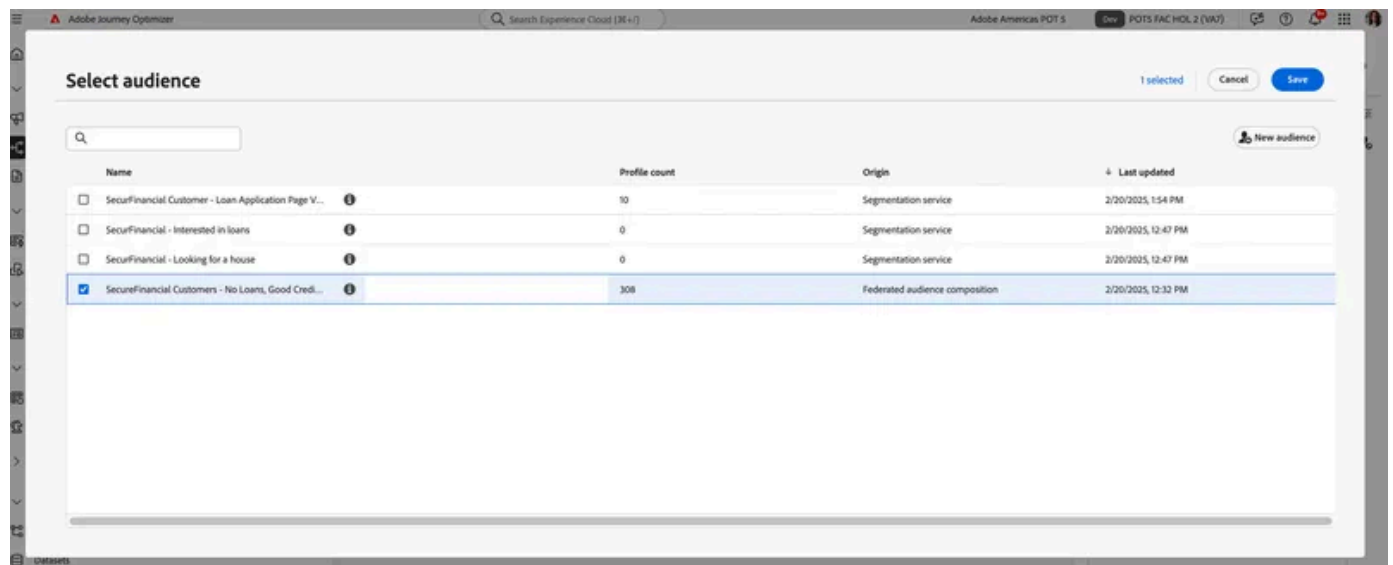
Update the Journey Properties with a new name **SecurFinancial - Home Loan Offer -** and *add your lab user ID*

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

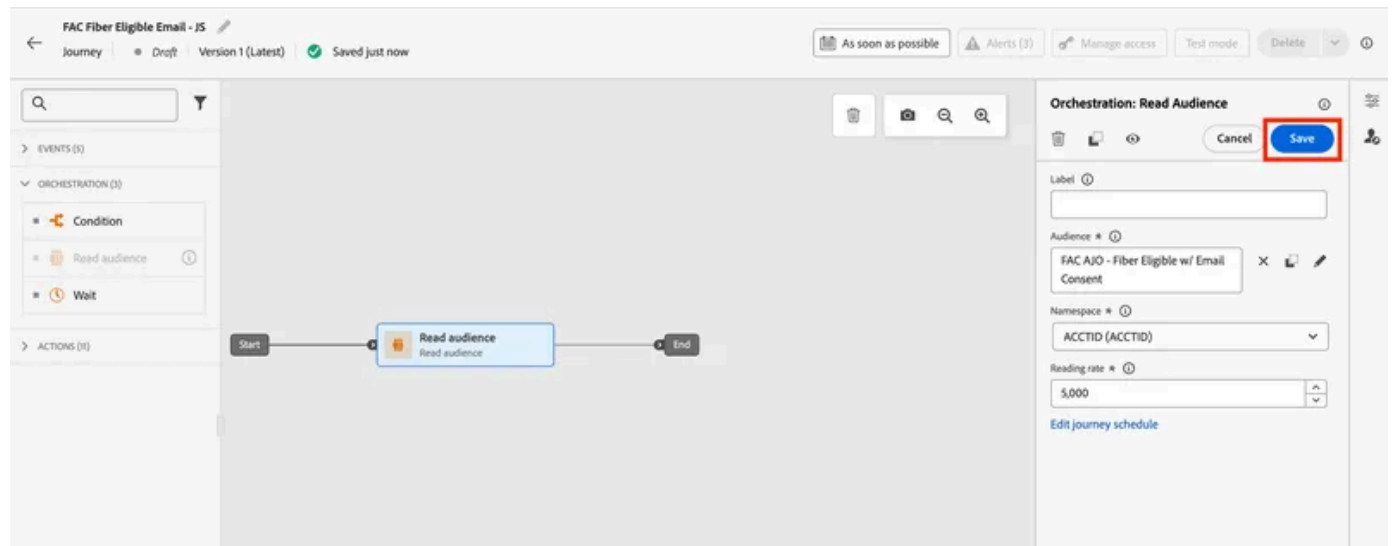
Then click on the pencil icon next to **Audience** box on the right side of the screen

In the search bar, search for **High-Value Savers Showing Loan Intent**

then click **Save**



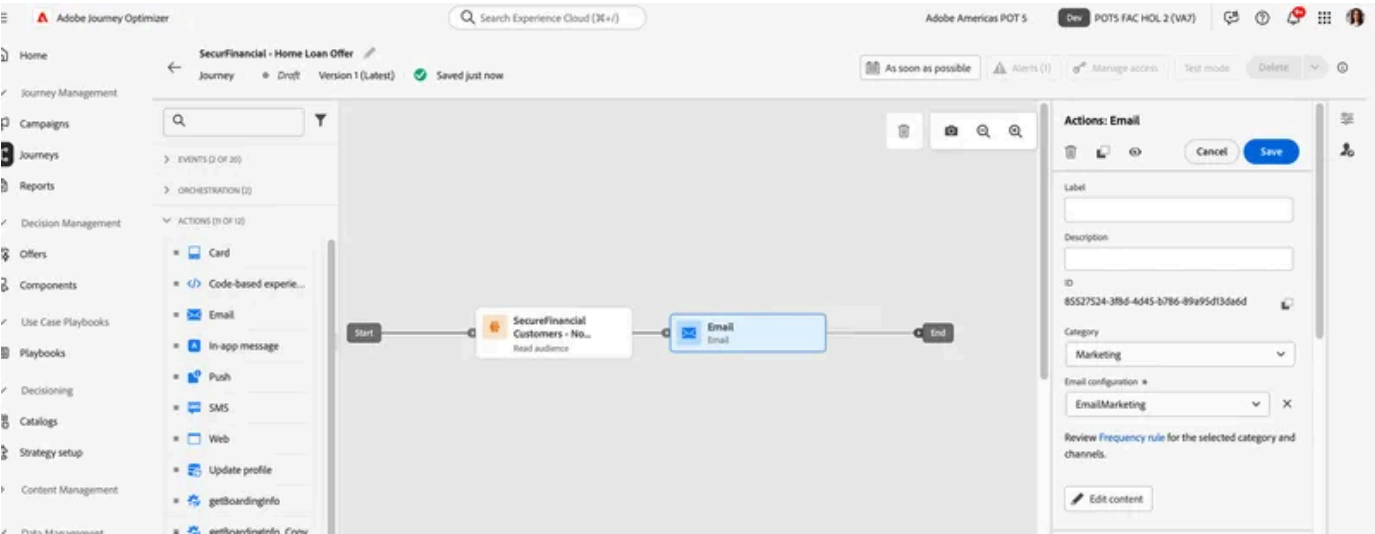
Leave all the settings as default in the right side menu and then click **Save**



Personalize Email

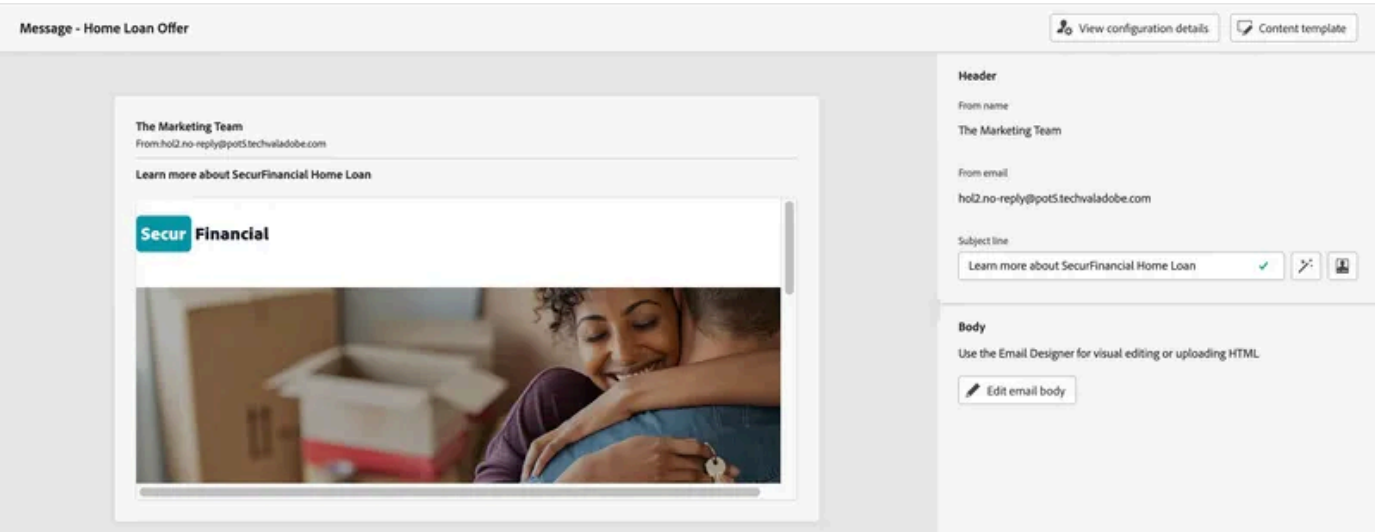
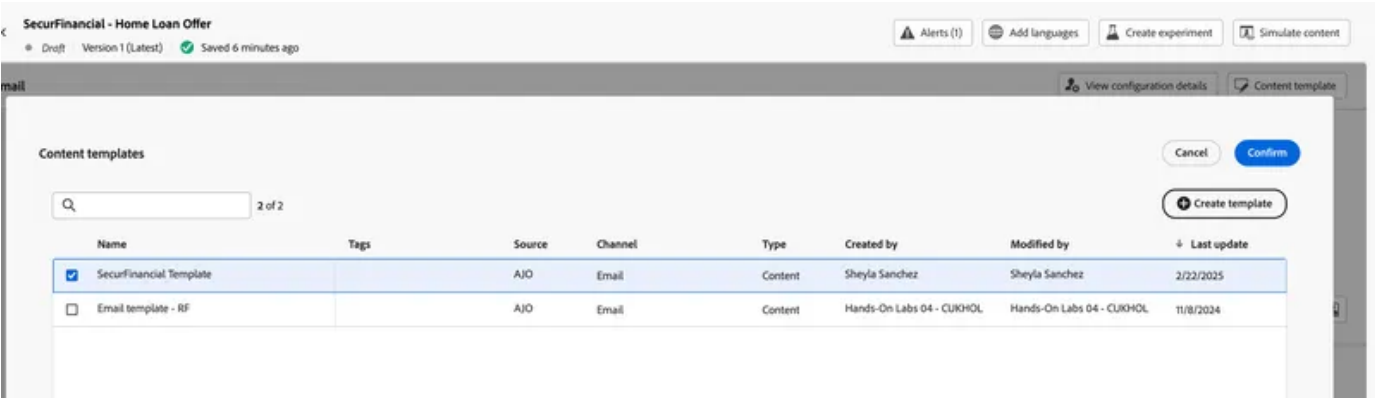
Click on **Actions** and then click and drag the **Email** tile to the canvas

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



In the subject line add **Learn more about SecurFinancial Loan**. Then click on **Edit email body**

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



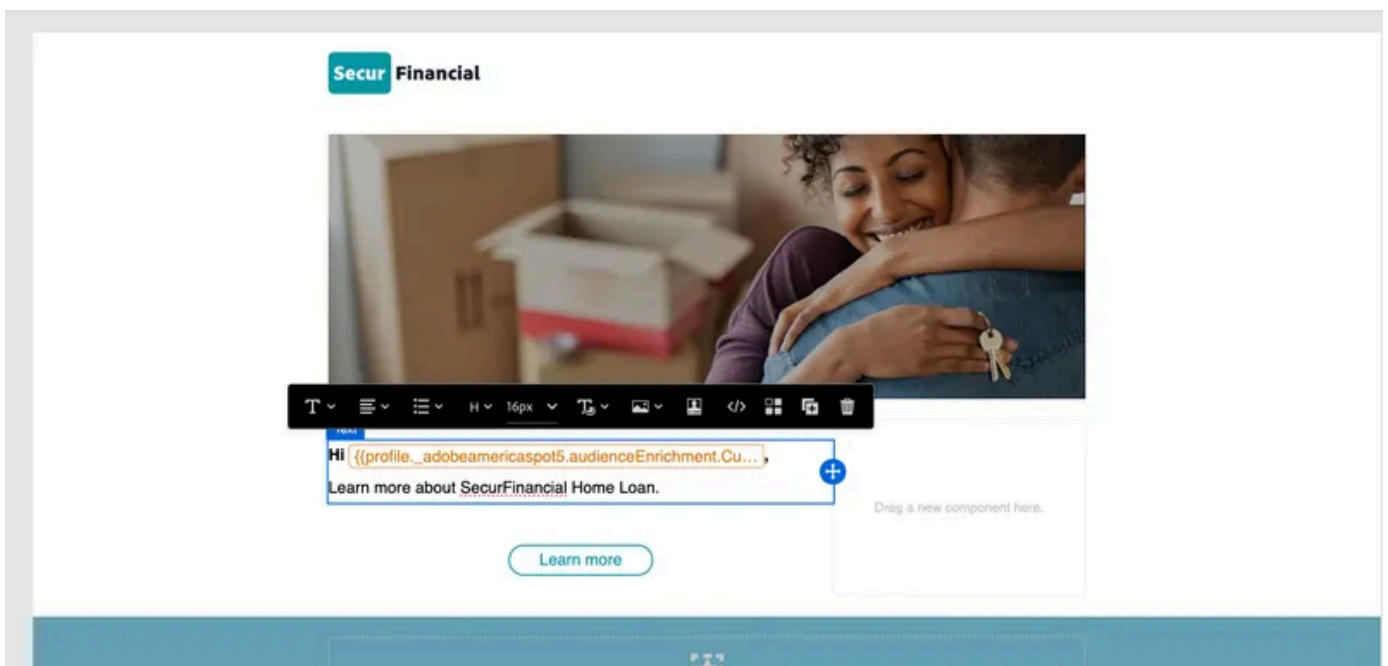
Review the template and click **Use Template**

- 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.

9. Key Takeaways

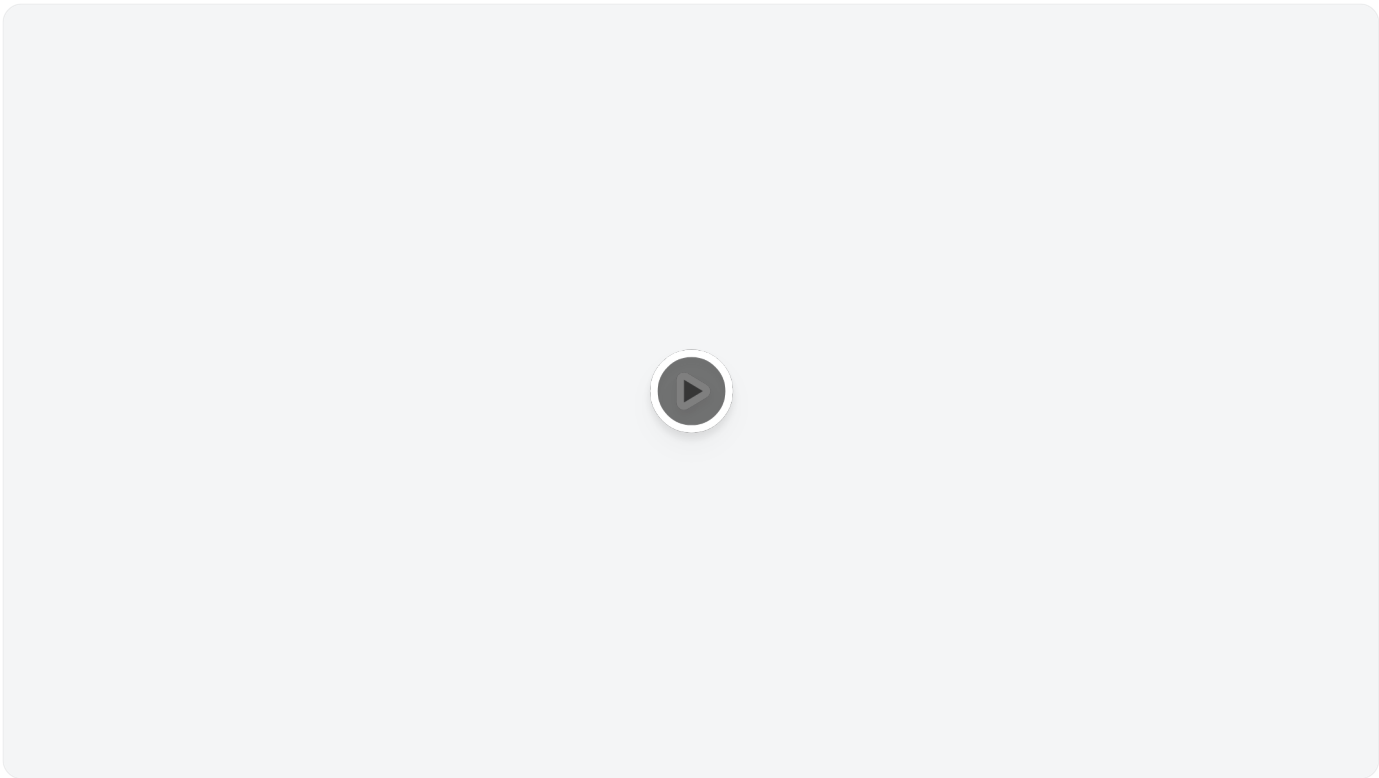
Lab Content

Presentation

 [Sep_2026_FAC_Lab.pdf](#)



Lab Recording



Follow up: Journeys Activities

There was a follow up question about using FAC Audience enriched attributes in other activity types (beyond email action). The attributes can be used in the other activity nodes. Below is the demo of how to do that.



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>