

## Adobe Campaign



Adobe Campaign

[https://www.adobe.com/il\\_en/solutions/campaign-management.html](https://www.adobe.com/il_en/solutions/campaign-management.html)

Gigya's integration with Adobe Campaign combines Gigya's rich, permission-based social and other profile info with Adobe Campaign cross-channel personalized marketing.

Integration with Adobe Campaign requires no implementation by the customer. Just contact your Gigya Implementation Manager and we will handle the details. You can specify exactly which social and site data you want Gigya to synchronize.

Data can be integrated both on a recurring basis (usually weekly or daily) and ad-hoc:

- Transmit new and updated accounts.
- Supports extraction of segments using [filter criteria](#).
- Integration is by transferring single value Gigya user account fields such as name, age, address or email. Field names are matched with corresponding fields on the target system. Gigya account fields which hold complex multi-value object data such as user photos' URLs or Facebook likes cannot be integrated using this method.

**Note:** Integration with Adobe Campaign is a premium service requiring activation. For more information, please contact your Gigya account manager or enter a [support request](#) on our site.

## Configuration Parameters

Please create a test site in the Gigya admin console for integration testing (don't use your production site) and use a test list on the target integration platform. We are able to put integrations in "sample mode" for testing, which will restrict audiences to 10 sample accounts.

Setting up the Gigya-Adobe integration requires the following configuration information:

### Parameters for General Integration Configuration

Required	Name	Type	Description
<b>Required</b>	esp.update.hour	numeric	The time of day that that synchronization will run. By default it is read in the format of HH:MM. Time is set in 10 min. intervals. (e.g 20:10) To alter the date format use 'fn_formatDate(data.externalCustomerId YYYY-MM-HH)'.  [fieldMapping]
	[fieldMapping]	string set	Set of source fields and target fields in "key=value" format. For example: mail Address=profile.email First Name=profile.firstName Last Name=profile.lastName Gender=profile.gender Country=profile.country city=profile.city birthDay=profile.birthDay birthMonth=profile.birthMonth birthYear=profile.birthYear  (e.g profile.email = gigyaEmail, profile.age = age, data.custom1 = gigyaCustom1) . Note that each output field must map to a single field in the destination partner's platform.
	gigya.api.key	string	The unique API key associated with your site in the console.

### Parameters for FTP Configuration

Required	Name	Type	Description
<b>Required</b>	fileNamePrefix	string	The outbound file name created is {prefix}YYMMDD_HHMM.
	fileNameSuffix	string	The suffix should include the extension of the created outbound file: <filename>{fileNameSuffix}, where <filename> is of the form {prefix}<TimeStamp>.
	fileNameDateFormat	string	Format for the filename timestamp, should be in one of the <a href="#">simple date formats</a> . Default is YYMMDD_HHMM.
	fileDelimiter	char	Character used to distinguish columns in the CS file (i.e. ",", ";", " ").
	outbound.gzipFiles	Boolean	Use gzip compression.
	esp.storage.protocol	string	"SFTP" or "FTPS".
	esp.storage.server	string	IP of the destination server.
	esp.storage.port	string	Port on the destination server.
	esp.storage.user	string	File storage account user name.
	esp.storage.pass	string	File storage account password.
<b>Optional</b>	esp.storage.key	string	If a value is entered, this field is used instead of the SFTP password, otherwise the SFTP password will be used. The key should be in OpenSSH format. For more information see <a href="http://www.ietf.org/rfc/rfc4716.txt">http://www.ietf.org/rfc/rfc4716.txt</a> .
	esp.storage.phrase	string	If SFTP is used, a pass phrase can be set for additional security. This is the passphrase.
	outbound.completePopulationFolderName	string	Name of the folder to populate the full data import on the outbound server.
	outbound.deltaPopulationFolderName	string	Name of the folder to populate the data updates on the outbound server.

### Parameter for Data Filtering

Required	Name	Type	Description
<b>Optional</b>	ae.filterClause	string	An SQL-like query specifying the data to retrieve from Gigya on outbound data transfers. Please refer to the filter criteria in the <a href="#">Identity Query Tool</a> .

### Parameters for Inbound Data Transfers

Required	Name	Type	Description
<b>Required</b>	inboundFilePattern	string	Gigya will search for files with a prefix, sorted by date: "Prefix*.extension".
	esp.sync.unsubscribed.hour	String	The time of day to retrieve unsubscribe actions in the format of HH:MM. Time is set in 10 min. intervals. (e.g 20:10)

### Supporting JSON Files

Some Gigya data is in the form of JSON files. If your platform does not support JSON file formats, Gigya can transform the data to a flat format during data export. For more details, please refer to [Flattening JSON files](#).

### Compression Support

Gigya supports transmitting files in compressed format.

By default files are not compressed, however you can configure **gzip** or **LZO** compression.