

Wunderkind Audiences Profile Data Feed Recommendations

Profile Data allows you to take your behavioral driven personalization to the next level by layering in customer profile information like loyalty tier, membership status, personas, key dates, and more.

Delivery Schedule: Daily (standard)

File Format: TSV (Tab Separated Value)

Delivery Type: SFTP (credentials to be shared separately)

File Content:

- You will supply Wunderkind with **3** files:
 - The **sample file** (we'll start with this one for review)
 - A **data dictionary**
 - The **automated** comprehensive file (this is considered the “final” file which will be ingested daily)
- **Sample File**
 - Your sample file will be used to set up your profile data as well as understand what data will be imported with your final file.
 - *The sample file should contain at least 100 lines of data
- **Automated File**
 - Once agreed upon modifications have been made to the sample file, we'll ask your team to apply these changes to final, automated file
 - The number of data points is determined by your contract as well as how many data points you are ready to use initially (ex: 200K records & 20 data points per record)

Do's & Don'ts

- **Do** include a data point that we can use to map to our current customer records. This is typically an email address or customer ID that we are already collecting.
- **Do** name your file beginning with AudiencesSampleFile (you may add anything behind this, but please start it with this prefix)
- **Don't** - If new data points are added to the feed, let's make sure they're added to the *end* of the feed. As long as these new data points are added to the *end*, the Wunderkind Technical Services can accommodate these changes. If new data points are not added to the end of the file (i.e. the middle of the file), this will require development work which could take much longer.
- **Don't** change the type of data (ex: alphanumeric, DateTime) for a data point once the data has been ingested. It is *extremely* difficult to remove all of the data and then reimport it later in your lifecycle.

Below is information to help get you started on the sample and final file. Once the sample file is ready for review, please drop it on the provided SFTP

Data Dictionary

Field	Description	Sample/Final
Property Type	We need to know the type of data that each column will house. There are 3 types of data we currently use: 1 = AlphaNumeric 2 = DateTime 3 = Numeric	Sample Only
Property Display Name	This determines how each piece of data will be labeled within the platform. If, when you export your information from another system, the property field names come out in a way that is not easily understood, you can tell us here what you would like that field to look like in our system. For example, your property field name comes across as "RANKVALUE". Instead, when you are looking for it in the system (or your Wunderkind representative is) you want it to say "Customer Value Ranking".	Sample Only
Property Field Name	This will be the original header of each column you choose to send as your profile data. You can have this name come across however it comes out of whatever system you use.	Both

Example of a Sample File

A	B	C	D	E	F
Address1	Email1	MEMBERCOMMIT	MBERSTARTDATE	TIER	MONTHOFBIRTH
12 Vine Ave	sampleemail@gmail.com	Active	4/3/20	1	May
24 Circle Ave	sampleemail@comcast.com	Expired	8/15/87	3	October

Example of Data Dictionary Sample File

A	B	C
Header Row	Display Name	Property Type
ADDRESS1	Address	1
EMAIL1	Email	1
MEMBERCOMMIT	Membership Status	1
MBERSTARTDATE	Start Date	2
TIER	Member Tier	3
MONTHOFBIRTH	Birth Month	1

Example of the Final, Automated, Comprehensive File

A	B	C	D	E	F
Address1	Email1	MEMBERCOMMIT	MBERSTARTDATE	TIER	MONTHOFBIRTH
12 Vine Ave	sampleemail@gmail.com	Active	4/3/20	1	May
24 Circle Ave	sampleemail@comcast.com	Expired	8/15/87	3	October