

Audience Engine Technical Overview

For Publishers

Overview

Audience Engine commissioning technology allows you to collaborate with advertisers on performance-based targeting campaigns through Rakuten Advertising. You and your advertiser partners decide on what audience is targeted, whether from the advertiser's Customer Relationship Management (CRM) data or your own audience data, and the rate for these targeted conversions.

Using your own targeting technology, you will show relevant content to the intended audience on your site. Audience Engine allows you to set a tracking event for this audience so that we can track, commission, and report appropriately.

How It Works

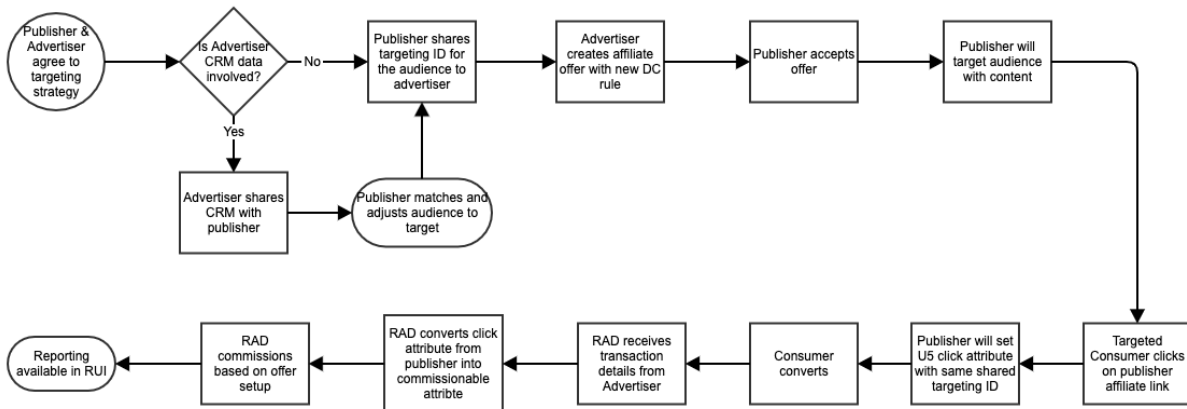
Audience Engine commissioning technology leverages a new click-tracking attribute that you set to indicate that a targeted audience member has engaged. For Audience Engine campaigns, that attribute, once set up in the advertiser's commissioning structure, will be used to commission you for conversions at the agreed-upon rate.

These are the steps for running an Audience Engine campaign:

1. You and the advertiser agree to the terms of the campaign: who to target, the commission percentage for targeted audience conversions, duration, and so on.
2. You share an identifier to be used in the click to identify the audience.
3. The advertiser creates an affiliate offer using the new dynamic commissioning rule and any other rules they want to commission on.
4. You accept the offer and begin targeting your members accordingly.
5. You set a new click attribute, which is the same value as shared in step two above, when a targeted member clicks. This is the u5 attribute; see the Technical Specifications below for more information.
6. We track this click through to conversion and use the new click attribute to commission against the offer rules.
7. The Commissioning List Name and Offer Rule columns available in the Reporting Interface will display the tracked audience.

Workflow

This is a basic diagram of workflow for all steps:



Technical Specifications

There are a few key components to enable this type of campaign:

1. You need to be able to adequately target your members or site visitors. You should have some mechanism for showing relevant content to certain groups of users.

Common forms of targeting include but are not limited to: demographic targeting, geographic or weather-based targeting, placement, device or platform targeting, behavioral or interest targeting, contextual targeting, keyword search or topic targeting, custom audience targeting, and 1x1 personalization.

2. (Optional) If you want to target or use the advertiser's CRM data, you should be able to accept that CRM data share from the advertiser and match on the shared identifier, usually email.
3. You will set a new click attribute when a targeted user clicks. You define this value, and it must be set in the click so that we receive it and can track and commission against it.

No new functionality or implementation is required by the advertiser.

Click Parameter

A **u5 parameter** will be enabled for use to pass audience segments or other click-based attributes, or both, that could be used for commissioning or reporting insights.

Parameter Format

The u5 parameter will contain a JSON document in base64 encoded format and URL escaped.

JSON Document

The underlying JSON document will follow standard JSON formatting where the keys will be defined by Rakuten Advertising and you supply the values.

Audience Segment

Key	Value	Example JSON
41 Key will be formatted as a string	The relevant publisher audience segment ID, or IDs associated to the member formatted as a string. Multiple IDs will be comma-separated (no space following comma), sorted in ascending order.	<p>Single Audience</p> <pre>{ "41": "1000" }</pre> <p>Multiple Audience</p> <pre>{ "41": "1000,1001" }</pre>

Acceptable ID Values

Values that can be included in the Audience Engine ID are:

- Dot: .
- Dash: –
- Forward slash: /
- Underscore: _
- Uppercase or lowercase alpha characters
- Numbers

Base64 Encoding

The JSON document will be base64 encoded as per RFC 4648.

URL Escaping

The base64 encoded JSON document will be URL escaped as per RFC 3986.

Click Link Examples

Single Audience

JSON	Base64 Encoded JSON	URL Escaped Base64 Encoded JSON	Click Link
JSON	Base64 Encoded JSON	URL Escaped Base64 Encoded JSON	Click Link
Single Audience <pre>{ "41": "1000" }</pre>	eyI0MSI6ICxMDAwIn0	eyI0MSI6ICxMDAwIn0	https://click.linksynergy.com/fs-bin/click?id=AysFbYF8vuM6offerid=123456.1&type=3&subid=0&ul=ebs2905999471sbe&u5=eyI0MSI6ICxMDAwIn0

Multiple Audience

JSON	Base64 Encoded JSON	URL Escaped Base64 Encoded JSON	Click Link
Multiple Audience <pre>{ "41": "1000,1001" }</pre>	eyI0MSI6ICxMDAwLDEwMDEiRQ	eyI0MSI6ICxMDAwLDEwMDEiRQ	https://click.linksynergy.com/fs-bin/click?id=AysFbYF8vuM6offerid=123456.1&type=3&subid=0&ul=ebs2905999471sbe&u5=eyI0MSI6ICxMDAwLDEwMDEiRQ

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