



COMMANDERS **ACT**

CUSTOMER DATA PLATFORM

Unify your customer data for effective omnichannel marketing activation.

January 2026



COMMANDERS **ACT**

10k+

Users

Top 3

European - Gartner

Our Mission

Helping digital teams work better with data thanks to a SaaS platform covering the entire data value chain.

13+

Years of expertise

510

Clients

European company

Based in Paris (HQ),
Munich, Milan and
Budapest.



Solution recognised by

Gartner **FORRESTER**



Cookieless Marketing Platform (CDP)

- **S2S**: First-Party Data Collection Platform
- **CMP**: GDPR consent management
- **MTA**: Multi-Touch Attribution (MMM)
- **Customer Data Activation**

65

FTE employees



The Cookieless Marketing Platform

Tag &
Consent
Management

Customer Data
Platform

Campaign
Analytics



CNIL.

Deloitte.
Technology Fast50

FORRESTER



Gartner.

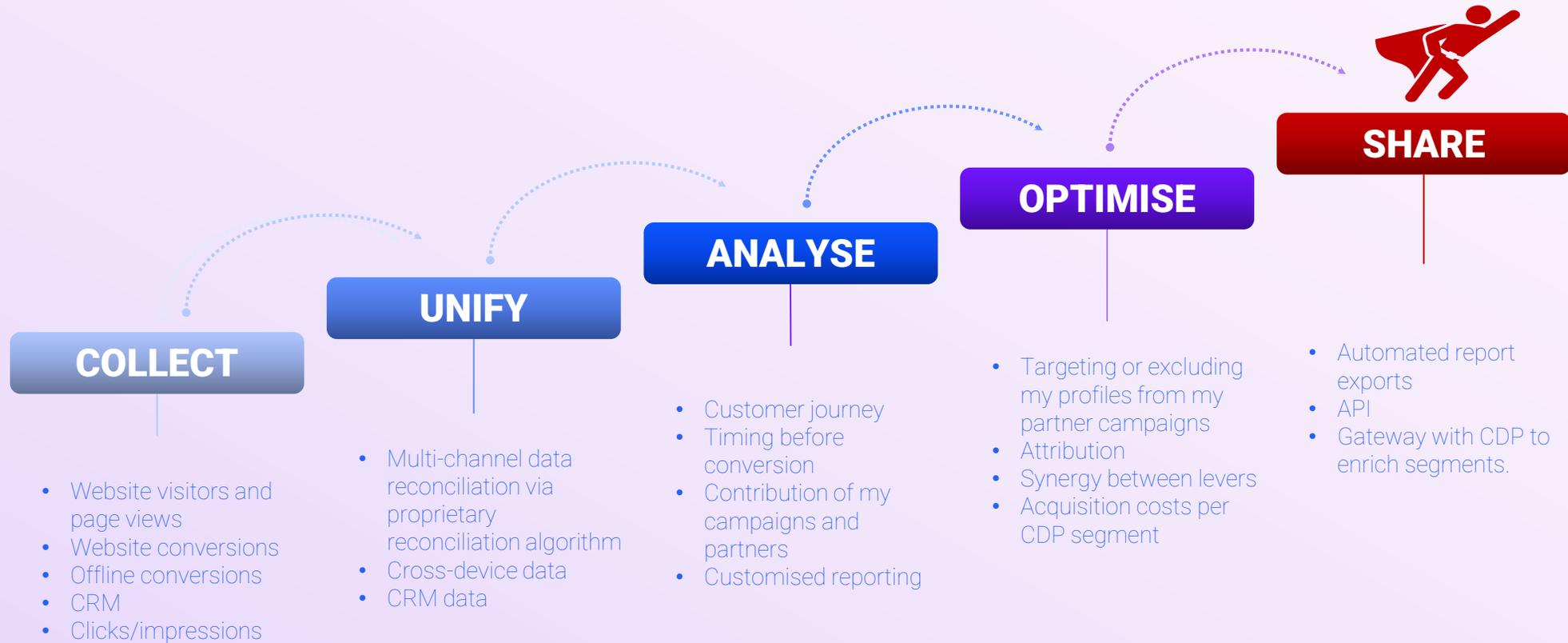


Some references



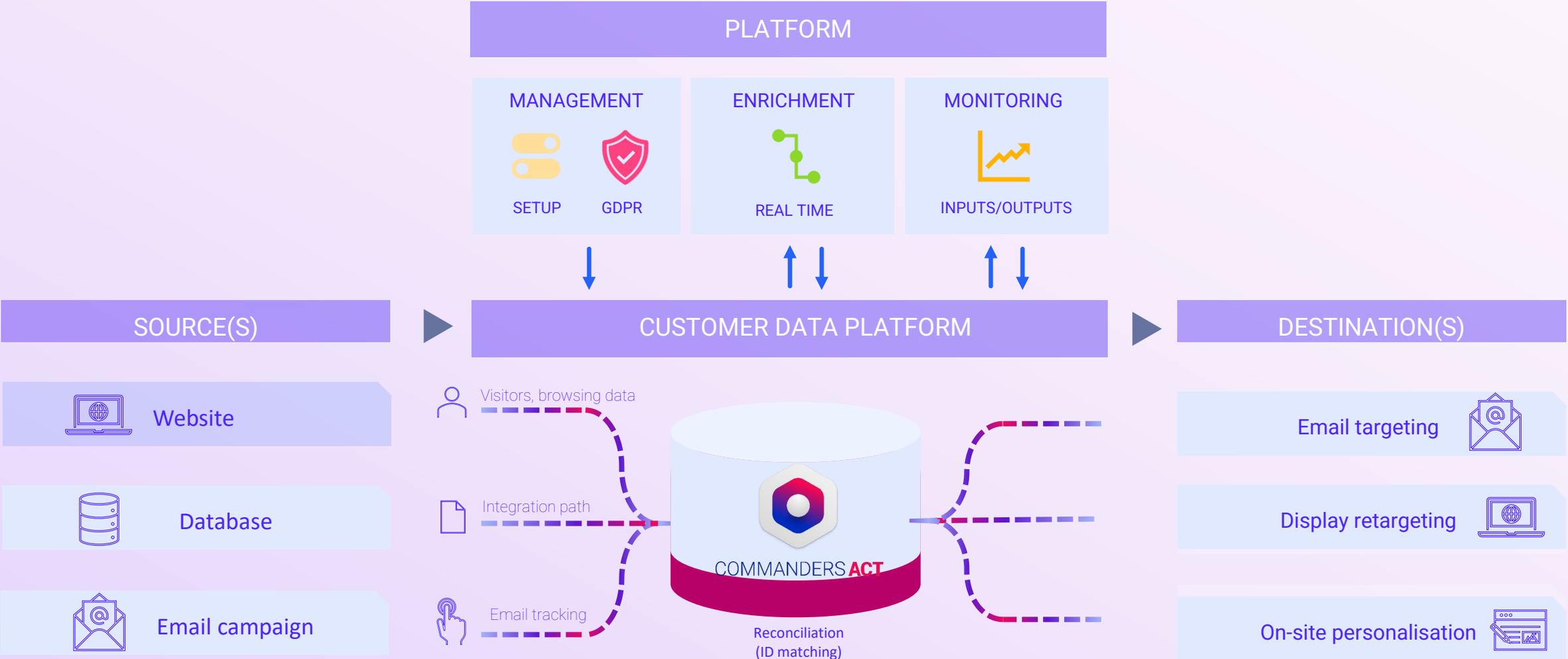
OUR PHILOSOPHY

Supporting your growth and delivering value



Data Activation presentation

CDP architecture diagram



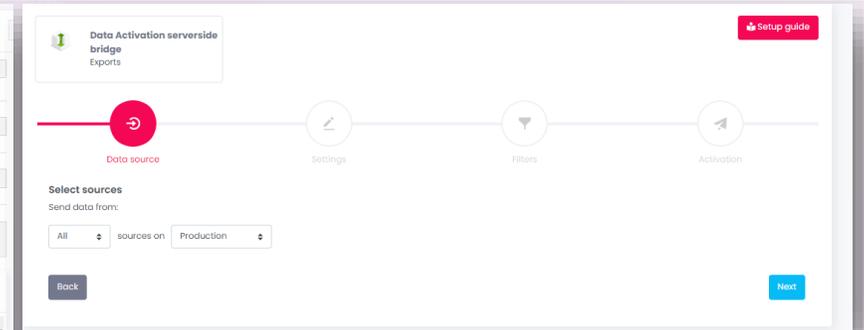
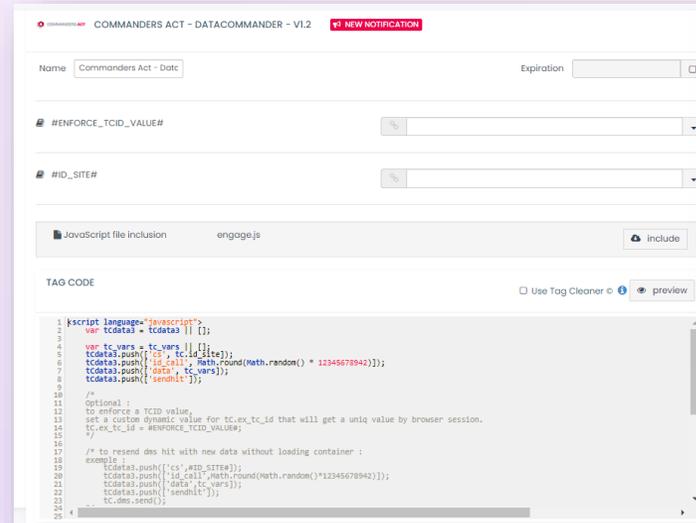
Data Activation Presentation

Data collection: Page views

Setup

Add the DataCommander V1.2 tag or server-side destination to collect all page views from all visitors to the site

The data is stored in the Page View universe within the GTM containers



STEP 1



Add the tag

STEP 2



Configure the tag
Add account ID
Customisation in variable collection
Example of adding a hard-coded variable: "site_name"

STEP 3

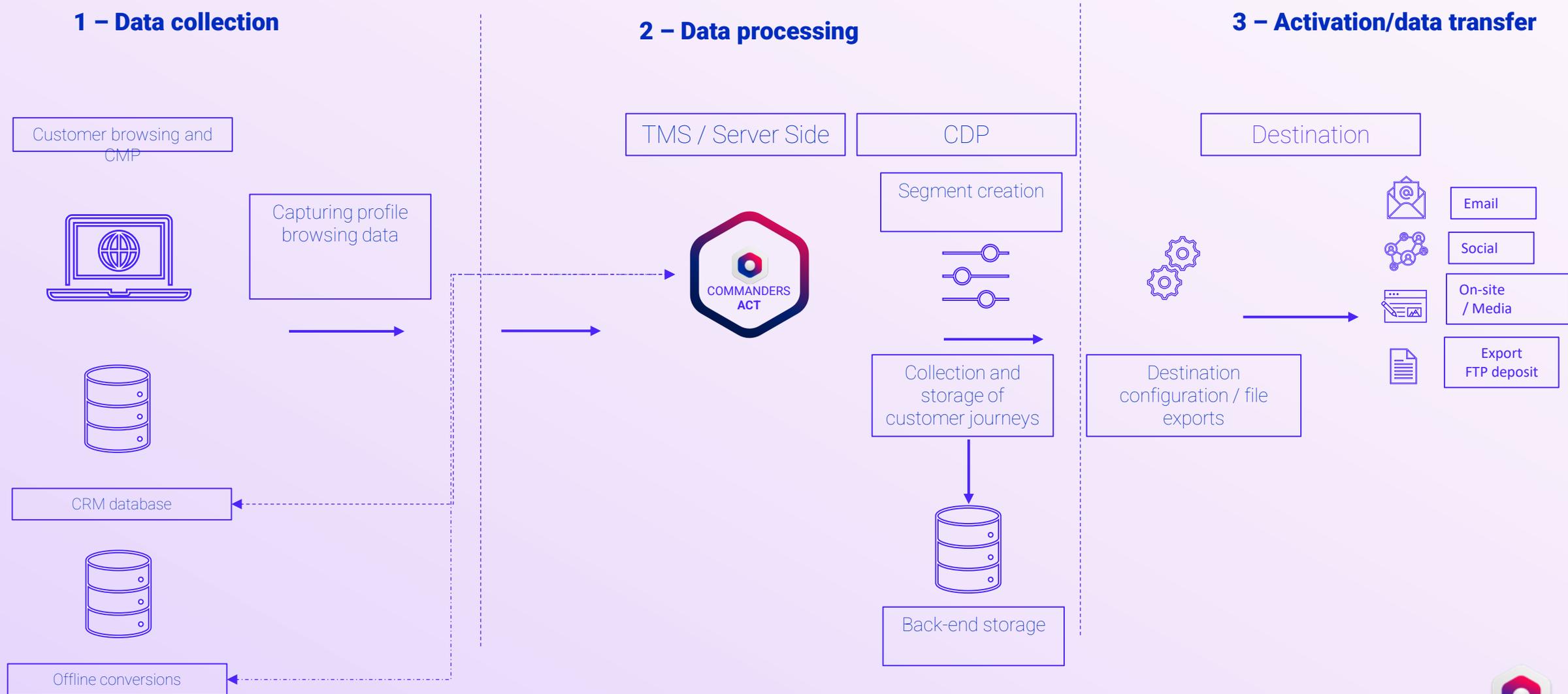


Deployment and data collection



Data Activation Presentation

CDP data integration and exchange diagram



Data Activation Overview

Identity resolution: Focus on the identity reconciliation engine

Identity resolution is our **live identity reconciliation** feature.

Your customer uses multiple devices, switches between channels (web, mobile, shops, adverts, etc.) and wants a personalised experience across all these devices/channels, once they have given their consent in the CMP.

For example, a customer may visit your website during the day on their laptop, then click on an advert and return later to make a purchase on their mobile phone, and contact customer service two days later.

Your goal is **to unify** all these actions **around a single user**, but the challenge is often that this data is stored in many different systems: your CRM, your website, your advertising agency, your customer service system, etc.

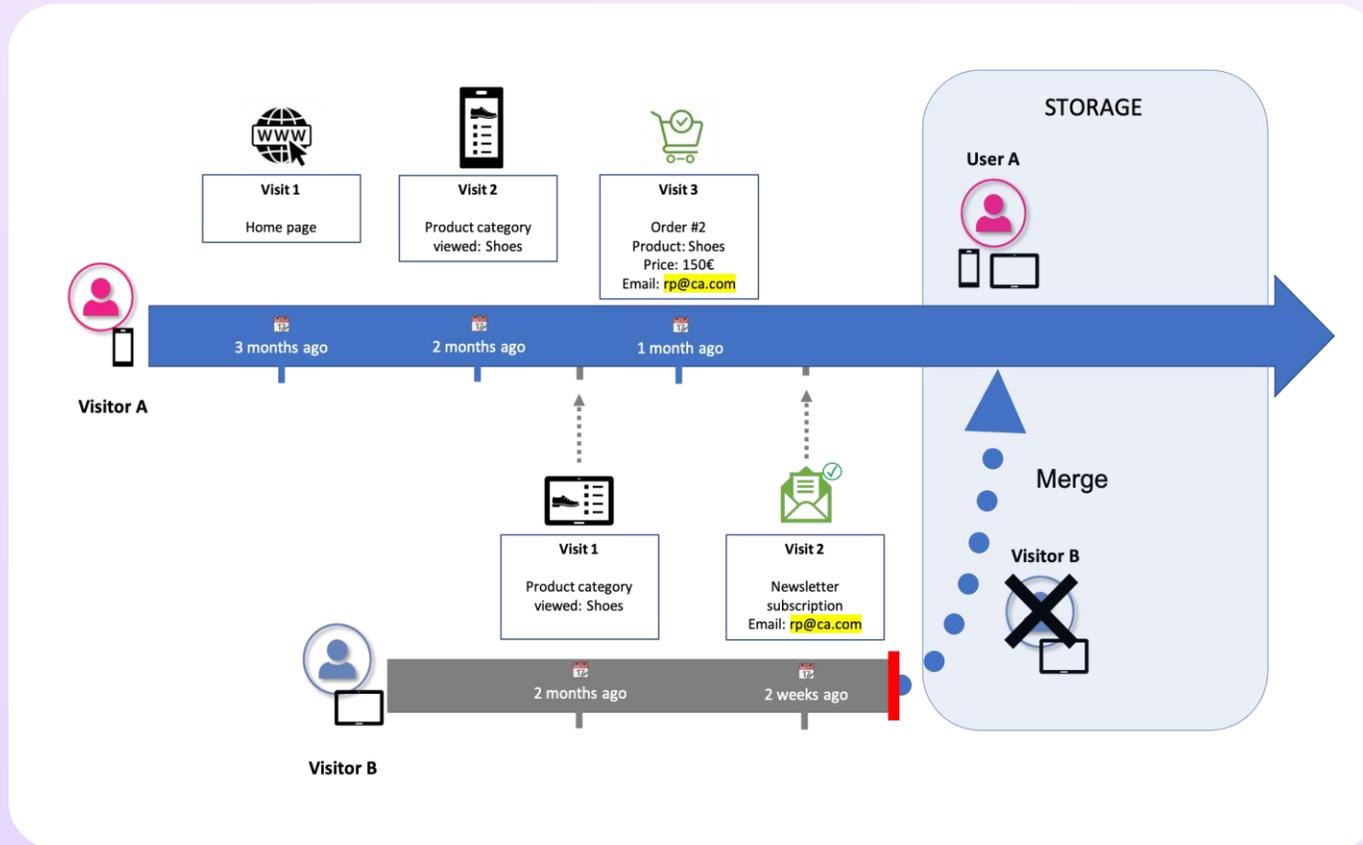
The identity resolution module allows you to create a complete view of your customers. You can activate this module within the platform in the **Identity menu**.

This proprietary **real-time** matching algorithm then forms the core of your CDP. It allows you to define the most appropriate audience segments and **activate** them more effectively.



Data Activation Presentation

Identity resolution: Focus on the identity reconciliation engine



Real-time reconciliation of data collected at your touchpoints using your identifiers or matching keys

Customer experience is the main driver of digital performance and one of your top priorities. Personalisation tactics must be based on clear information, of which identity is the most important.



Data Activation Presentation

Segments: Overview

Observation of completed segments:

- Segment labels
- Segment ID (TCAUDIENCE cookie)
- Number of cookies associated with the segment
- Destinations linked to the segment
- Last modification of the segment
- Segment edit or trash button

The screenshot displays the 'SEGMENT MANAGEMENT' interface with 57 segments. The table lists various segments with their labels, IDs, cookie counts, associated streams, and last update dates. Each row includes edit and delete icons.

Label	ID	Nb Cookies	Associated Streams	Last Update	
ALL LAST 24H	F8504582	+ 1% 28k	-	6 years ago	✎ ⌵
Dim ES - Abandons panier	9939F43	+ 1% 880	[Meta] Dim ES - Paniers abandonnés	1 year ago	✎ ⌵
Dim ES - Base Acheteurs	6EA99F06	+ 1% 75k	[Meta] Dim ES - Acheteur	2 years ago	✎ ⌵
Dim ES - Visiteurs (UA)	E8EC1C67	5% 686k	[Meta] Dim ES - Visiteurs	2 years ago	✎ ⌵
Dim FR - All	F1605A12	+ 1% 36k	-	10 months ago	✎ ⌵
Dim FR - Base Acheteurs	A56FB8F7	2% 256k	[Meta] Dim FR - Acheteurs	2 years ago	✎ ⌵
Dim FR - Fiches produits spécifiques	545C805D	+ 1% 25k	-	an hour ago	✎ ⌵
Dim FR - HP 10sec fiche produit/page catégorie	E224DC12	+ 1% 2	-	an hour ago	✎ ⌵
Dim FR - Paniers abandonnés	3D29E10	+ 1% 21k	[Meta] Dim FR - Paniers abandonnés	1 year ago	✎ ⌵
Dim FR - Visiteurs (UA)	BAB49F83	3% 450k	[Meta] Dim FR - Visiteurs	1 year ago	✎ ⌵
DIM FR - Vue page DIM Protect	C5770E8	+ 1% 2.4k	Dim FR - Vues pages DIM Protect Dim FR - Vues pages DIM Protect	6 months ago	✎ ⌵
DIM FR - VUE PAGE POCKETS	518416CA	+ 1% 7.7k	DIM FR - VUE PAGE POCKETS	14 days ago	✎ ⌵
DIM FR - VUE PAGES CHAUSSETTES	75648426	+ 1% 3.4k	Dim FR - Vues pages Chaussettes	5 months ago	✎ ⌵
Dim FR - Vues pages Chaussettes Femme	DCD08F0D	+ 1% 2.3k	Dim FR - Vues pages Chaussettes Femme	10 months ago	✎ ⌵
Dim FR - Vues pages Chaussettes Homme	EAD7248A	+ 1% 857	Dim FR - Vues pages Chaussettes Homme	10 months ago	✎ ⌵
Dim FR - Vues pages collants	F1EC782A	+ 1% 4.8k	Dim FR - Vues pages collants	10 months ago	✎ ⌵
Dim FR - Vues pages Coton Stretch	B856C649	+ 1% 3.5k	Dim FR - Pages vues Coton Stretch Test coton stretch	10 months ago	✎ ⌵



Data Activation Overview

Segments: Overview > Editing a segment

Real-time segmentation

- Universe: Users, Page views, Conversion, Custom.
- Creation of real-time segments.
- Data collection, processing and activation < 50 ms.
- High segmentation granularity:
 1. **By behaviour:** page views, clicks, impressions, score, etc.
 2. **Multiple operators:** equal to, contains, exists, greater than, etc.
 3. **Conditions for adding sub-segments:** and, or, exclusion, inclusion
 4. **Time frame:** days, months, minutes, frequency, etc.
- Segment statistics with customised dashboards.

The screenshot displays the COMMANDERS ACT interface for editing a segment named 'Mon audience'. The top navigation bar shows 'Presales E-Commerce Demo Account' and the user 'Nicolas'. The main content area shows the segment's statistics: '11,808 users of 51,905,483' and '0.02 %'. The segment is defined by two conditions: 'Individu Client OEJ' (equal to true) and 'gestion_attributs' (equal to 12). The interface includes a sidebar with navigation options like 'Sources', 'Enrichments', 'Destinations', 'Health', 'Segments', 'Identities', 'Campaign analysis', and 'Consent Analysis'. A 'Save' button is visible in the top right corner of the segment editor.

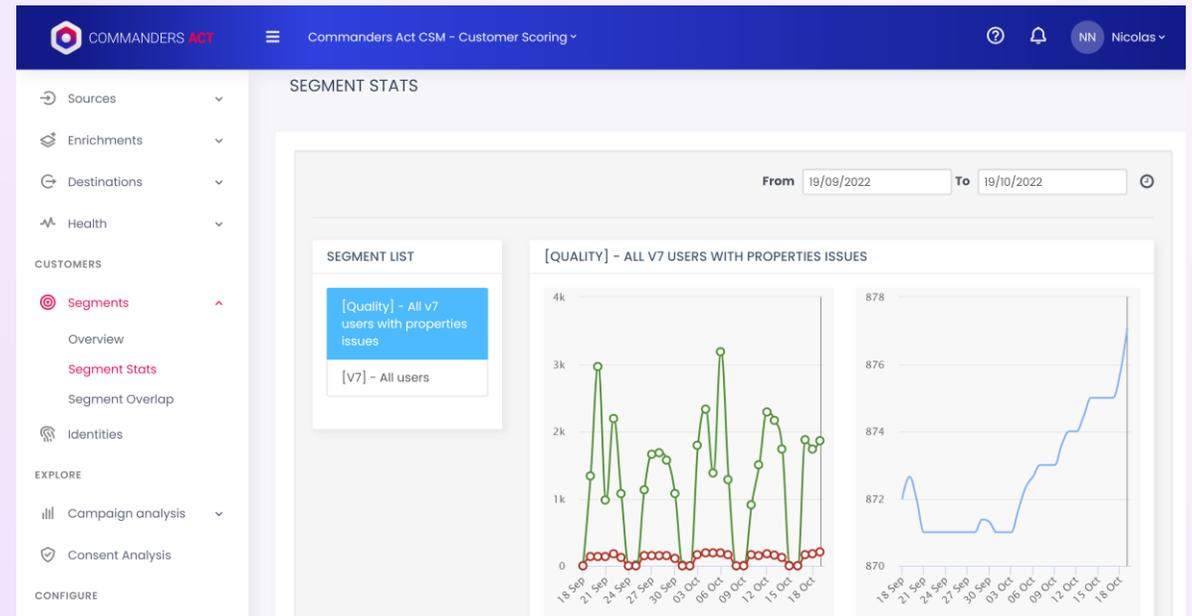


Data Activation Overview

Segments: Segment Statistics

Observing profile volumes on segments

- Select a time period and analyse the evolution of users who **entered** or **left** the segment.
- You can also analyse changes in the overall volume of users within the segment.

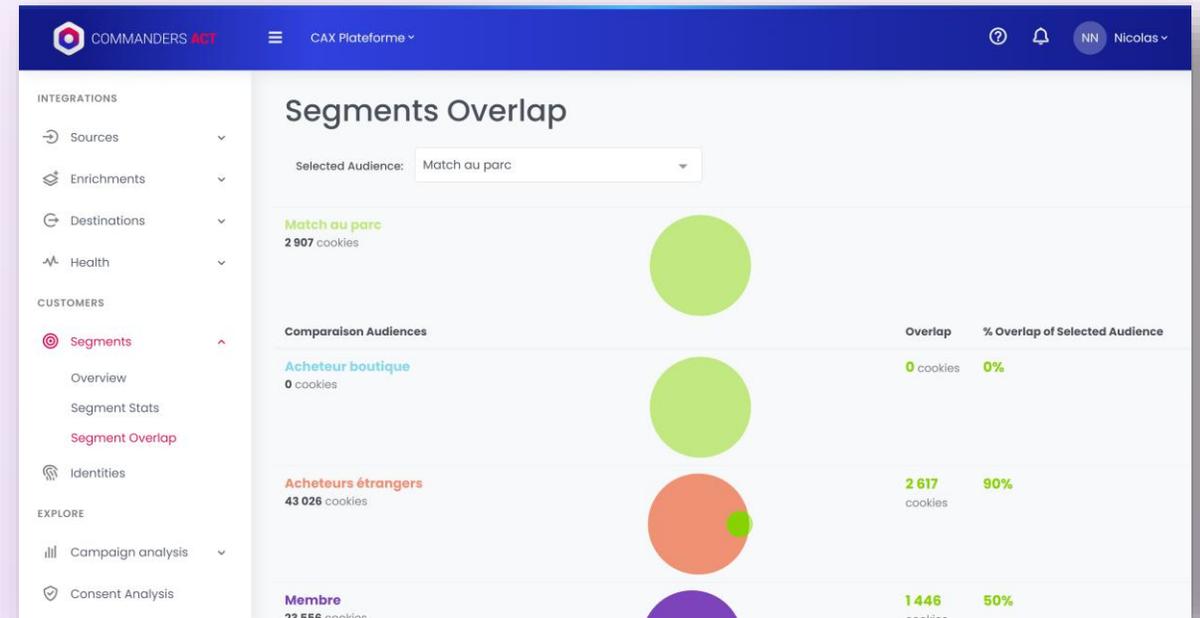


Segment overlap

Segment overlap

The segment **overlap** feature allows you to compare your segments and directly view the audience shared between two segments.

- This feature is very useful for understanding how your audience is divided and grouped into your segments.
- It allows you to reduce marketing pressure by helping you avoid activating similar audiences.
- It also allows you to refine your segments by dividing a large segment into smaller, more relevant pieces.

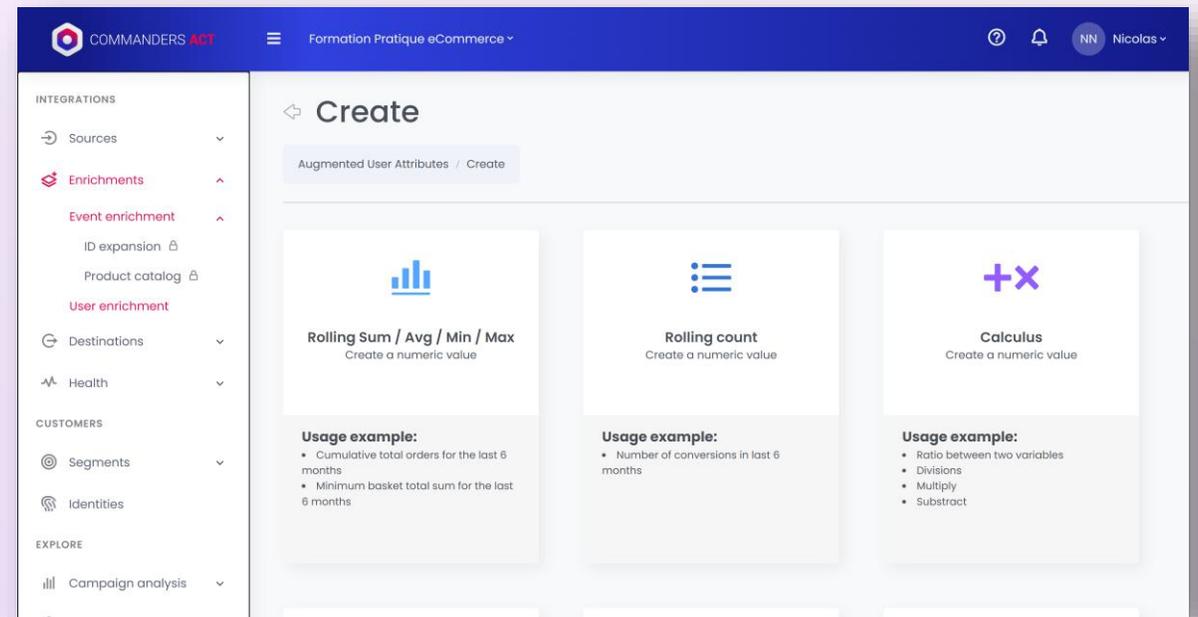


User enrichment

Boost your data with user attributes

CREATE THE INDICATORS YOU NEED, ON THE FLY AND WITHOUT TECHNICAL RESOURCES

- Create calculated fields based on your digital data.
- Identify your user segments using profile flags.
- Dynamically assign true/false values based on detected behaviour.
- Or copy your variables to perform operations on them.

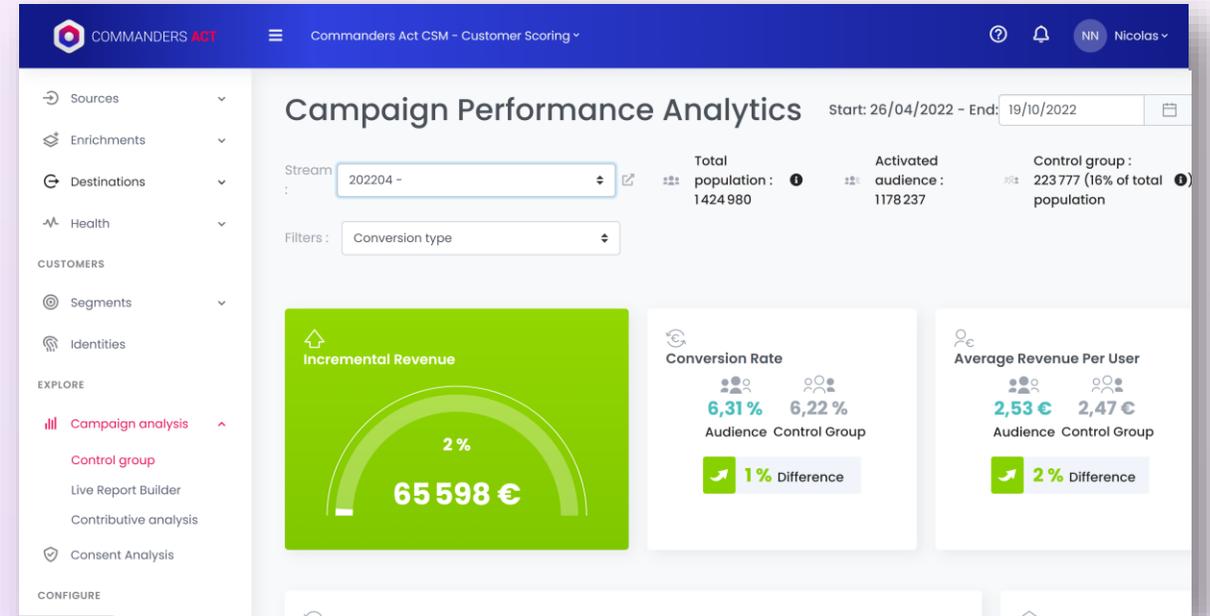


Control Group

Analyse the performance of your campaigns using the control group feature

Measure the performance of your campaigns based on a group of contacts in your segment who will not be targeted by the campaign

- A control group is a small group of users (*a percentage of users from the associated segments*) who are deliberately not exposed to an advertisement or email in order to measure the difference in engagement or conversion between the unexposed population (*control group*) and the exposed population (*users from the associated segments*).



Connector monitoring

Analyse your traffic status in real time

View the status of your outgoing flows and connectors. Health > Destinations

- Take a proactive approach to monitoring your flows by viewing the status of your connectors and incoming and outgoing flows over the last 24 hours

The screenshot displays the COMMANDERS ACT interface. The top navigation bar includes the logo, user name 'Nicolas', and a dropdown menu for 'CAX - Onboarding'. The left sidebar lists various sections: INTEGRATIONS (Sources, Enrichments, Destinations, Health, Integrations monitoring, Destinations, Website monitoring, Alerts), CUSTOMERS (Segments, Identities), and EXPLORE (Campaign analysis). The main content area is titled 'Monitoring' and shows 'Live streams for the last 24 hours'. A search bar is present above a table of connectors. The table has columns for Name, Connector, Status, and Statistics. The statistics column is expanded to show 'Added', 'Removed', and 'Incompletes' counts.

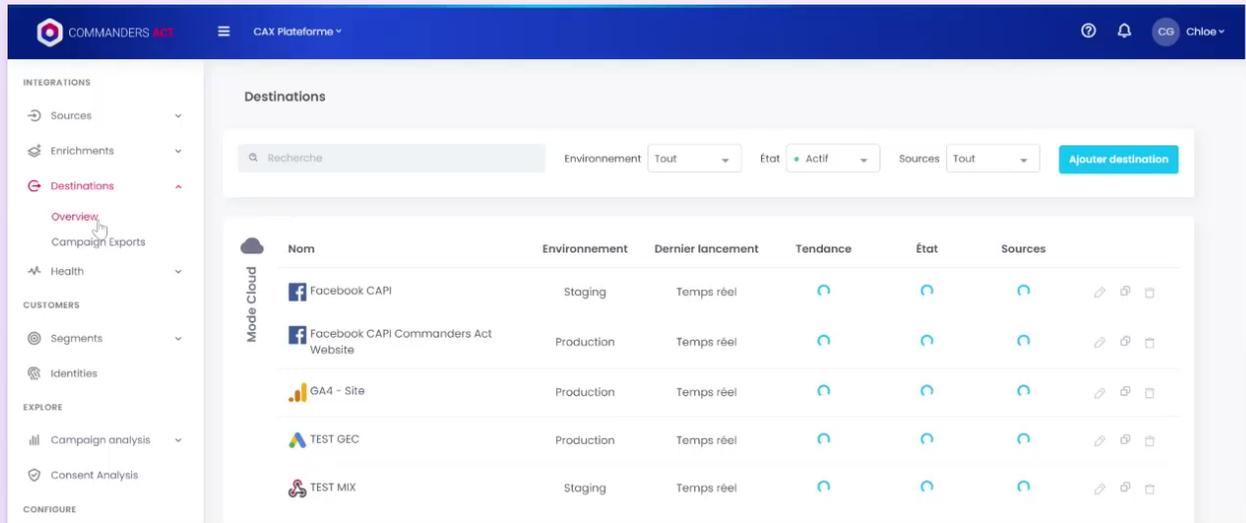
Name	Connector	Status	Statistics
SAAS - Souscription / Churn [Temp]	Javascript SDK	Running	
CAXO - Contact	HTTP tracking API	Running	
CAXO - Content	HTTP tracking API	Running	
Marketing - Contact	HTTP tracking API	Running	
Copy of Cheetah flux CDP vers CCMP (email Hash) - [CCMP] Appétents National modérés	Cheetahmail Test	Running	Added: 7001, Incompletes: 7
Copy of Copy of FFF -> GAds (Compte Boutique) TEST 4	Google - Customer Match	Running	Added: 36495, Removed: 816, Incompletes: 211
Copy of FFF -> GAds (Compte Boutique)	Google - Customer Match	Running	Added: 36343, Removed: 874, Incompletes: 505



Destinations

Deploy all your use cases with our turnkey connectors

Easily create your marketing campaigns across all your channels



→ Available activation channels

Advertising	     ...
Analytics	     ...
Email	     ...
Exports	    ...
On-site personalisation	   ...
Push Notification	 ...
SMS	     ...
Web notifications	 ...



Rapid integration



Automated cleaning/encryption



Optimised segmentation



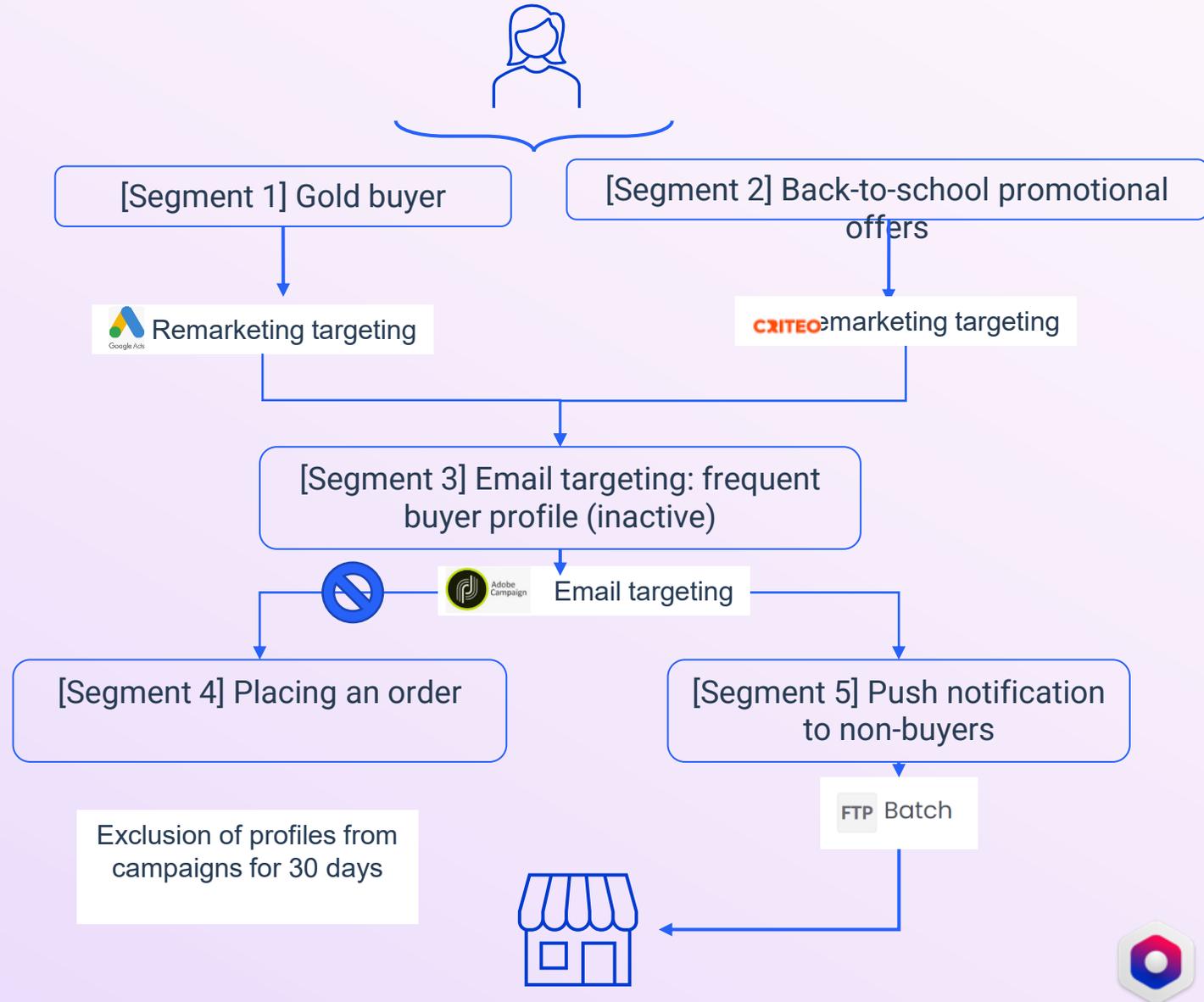
Use Cases



Orchestration of the use case

Overview & operating principle of the Commanders Act X platform

Use case: targeting and exclusion of high-value profiles

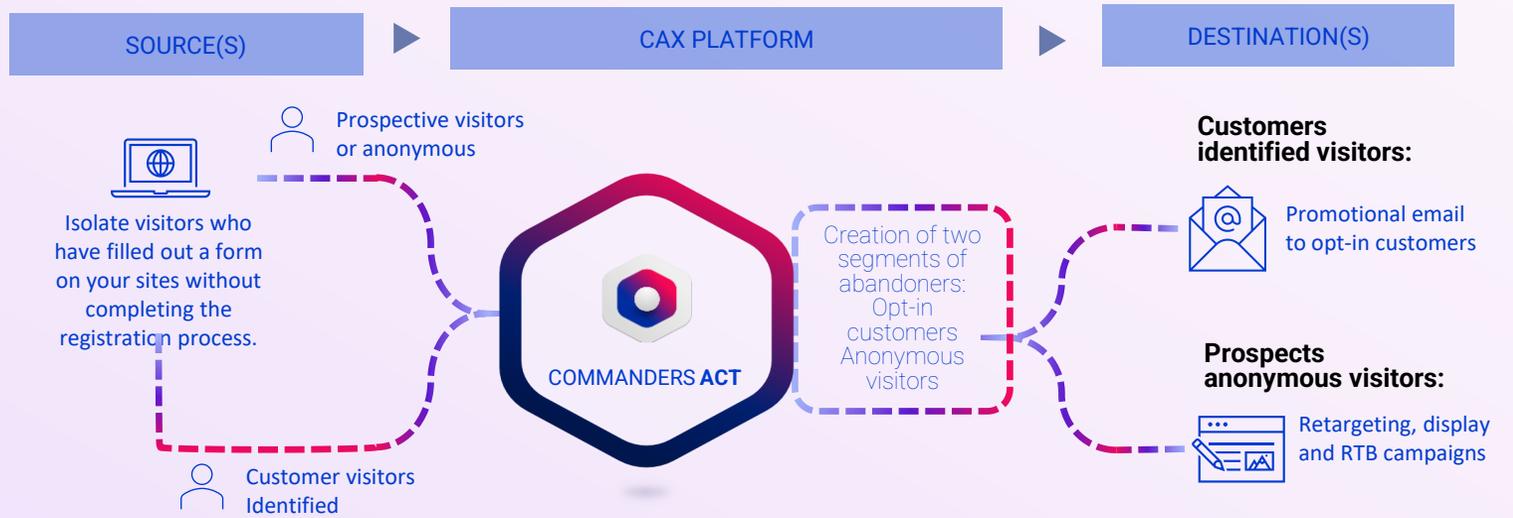


Acquisition

USE CASE: IMPROVE ENGAGEMENT WITH ABANDONERS

Reactivate anonymous visitors who did not complete a service registration or purchase. Customise your messages based on the abandoned basket.

BUSINESS INTEREST:



IMPLEMENTATION

Customer complexity:



Complexity for Commanders Act:



BENEFITS

Reduction in abandonment rate

Decrease in revenue loss

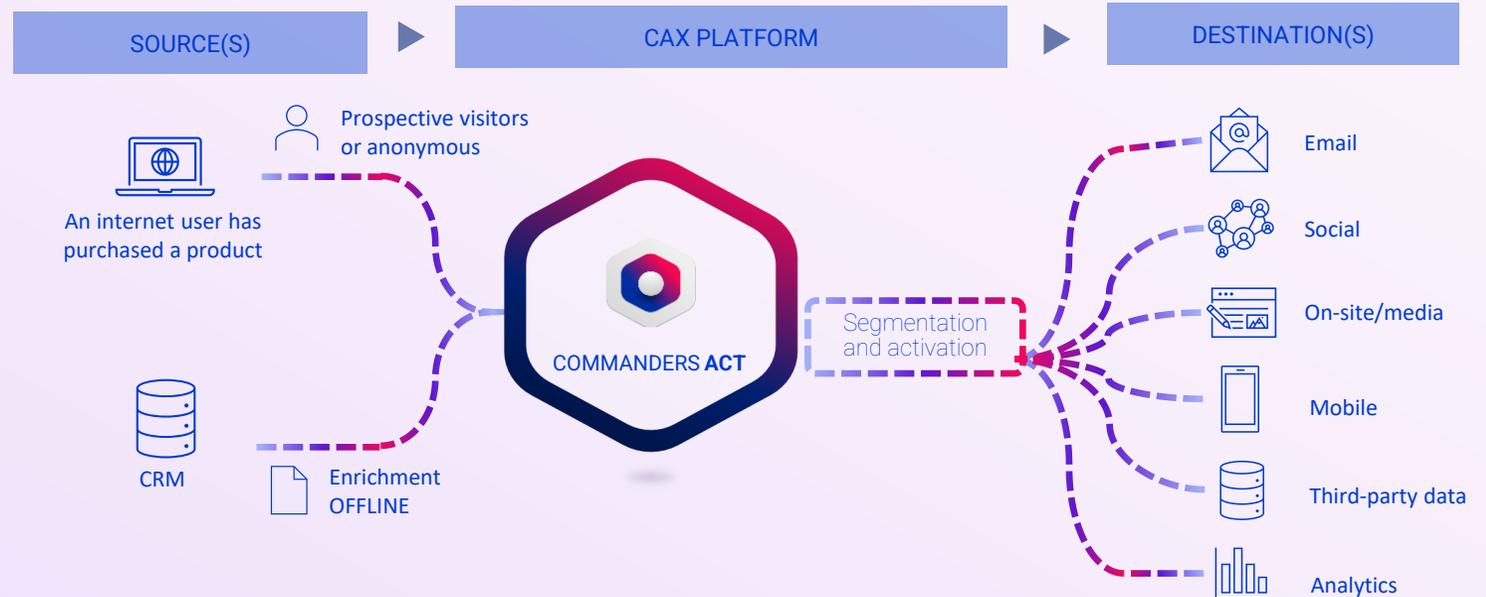


Acquisition

USE CASE: IDENTIFY YOUR VISITORS WITH YOUR CRM

You want to enrich your CDP with your CRM data and use the behavioural data collected on your websites or applications in your targeting.

BUSINESS BENEFIT:



IMPLEMENTATION

Customer complexity:



Complexity of Commanders Act:



BENEFITS

Identification of visitors using a contact database

Enrichment of customer knowledge

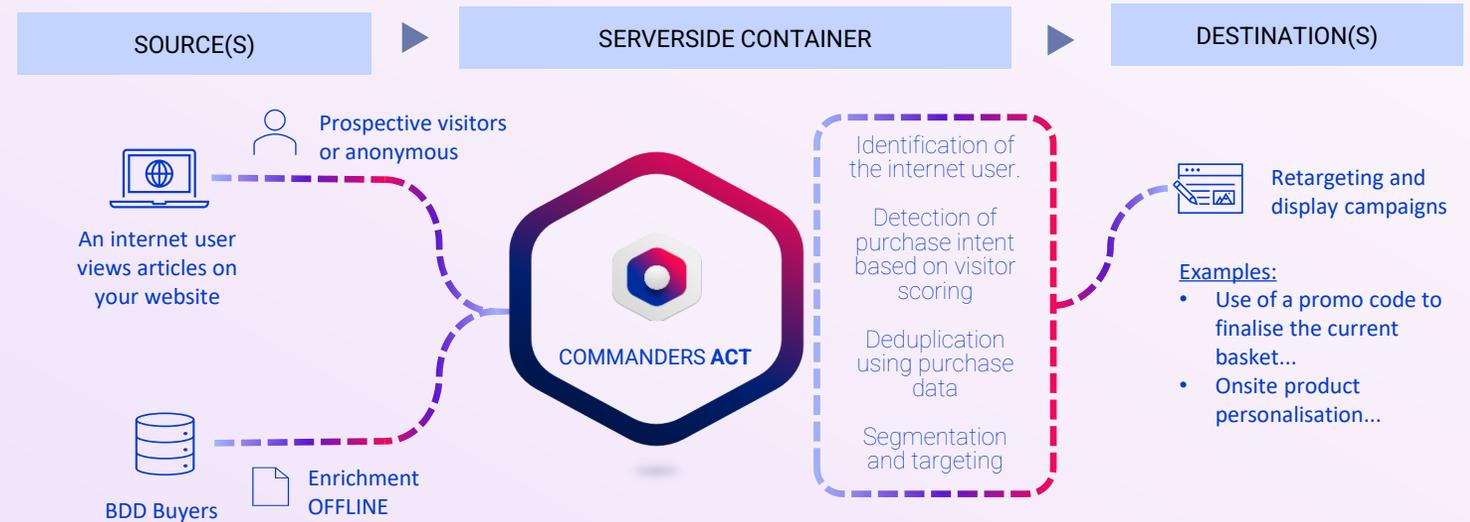
Improvement in campaign performance



Knowledge

USE CASE: DETECTING INTENTIONAL USERS

Promote a product by expanding its audience to include populations that are interested in what it has to offer.



BUSINESS INTEREST:



IMPLEMENTATION

Client complexity:



Complexity of Commanders Act:



BENEFITS

Reduction in abandonment rate

Contextualisation of the customer experience

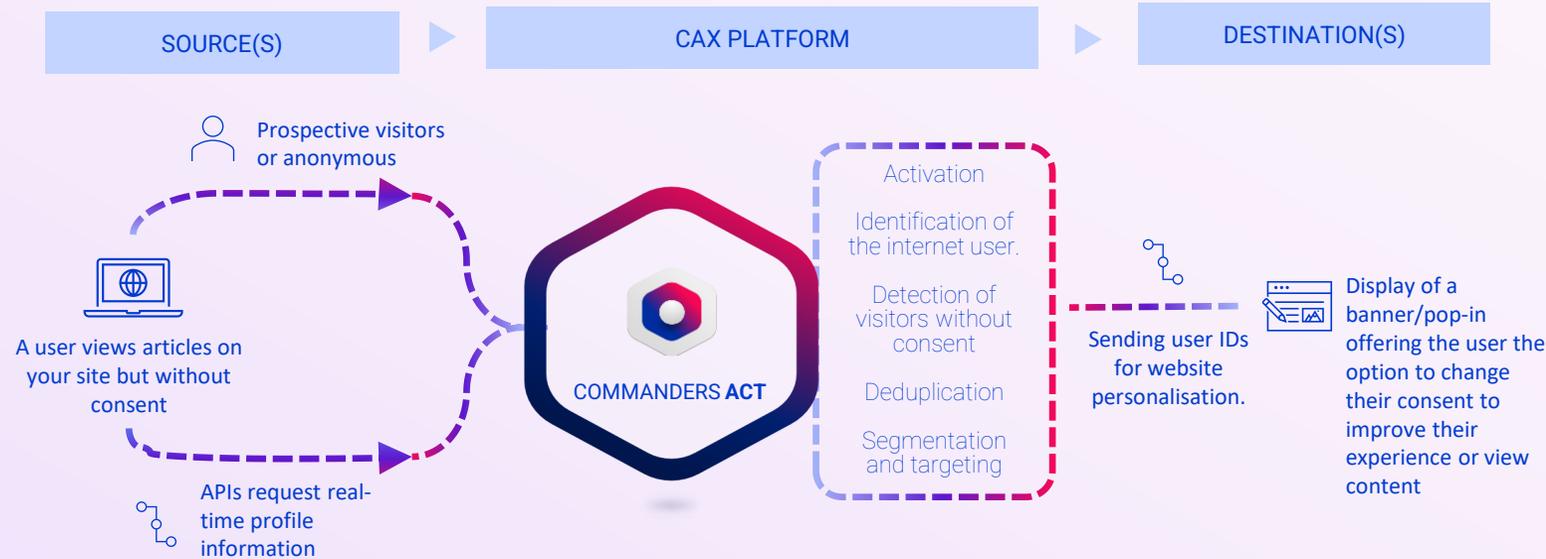
Increased ROI



Retention

USE CASE: CAMPAIGN TO RE-OPTIMISE YOUR VISITORS

Detect visitors without consent and deploy a consent reactivation campaign.



BUSINESS INTEREST:



IMPLEMENTATION

Customer complexity:



Complexity of Commanders Act:



BENEFITS

Reduction in abandonment rate

Contextualisation of the customer experience in real time.

Increased ROI

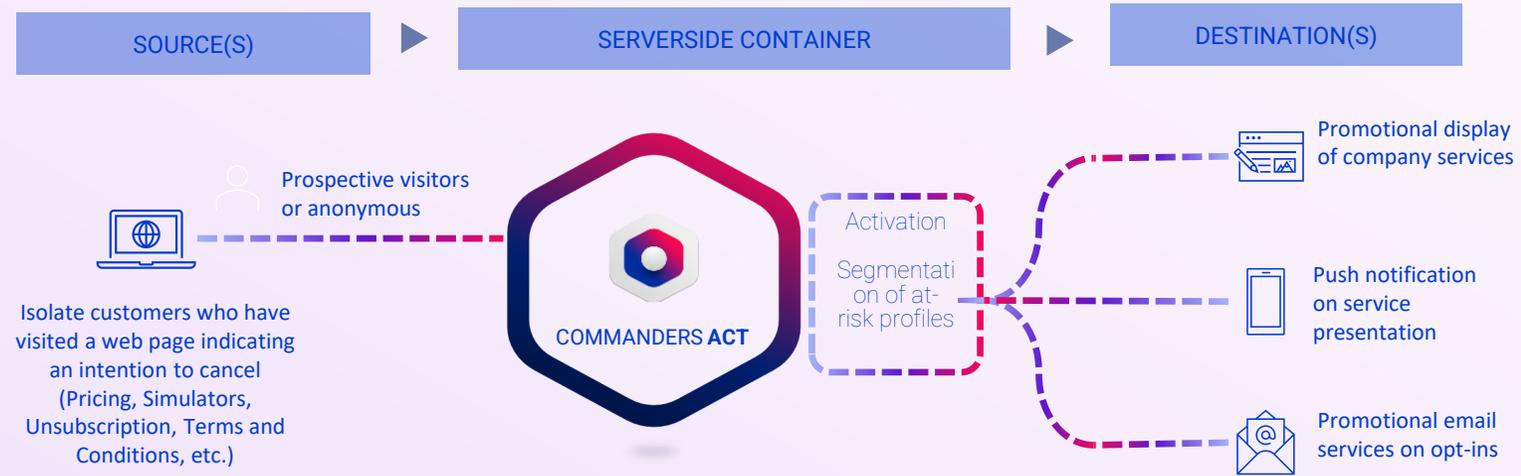
Increased opt-in rate



Retention

USE CASE: DETECTING CUSTOMERS AT RISK OF CHURN

Anticipate and be proactive. Detect which customer visitors are likely to cancel their subscription online by analysing their browsing behaviour on your websites and mobile applications. Trigger anti-churn marketing actions in real time.



BUSINESS INTEREST:



IMPLEMENTATION

Customer complexity:



Complexity of Commanders Act:



BENEFITS

Reduction in cancellation rates

Improved customer satisfaction through proactive and personalised customer relations.

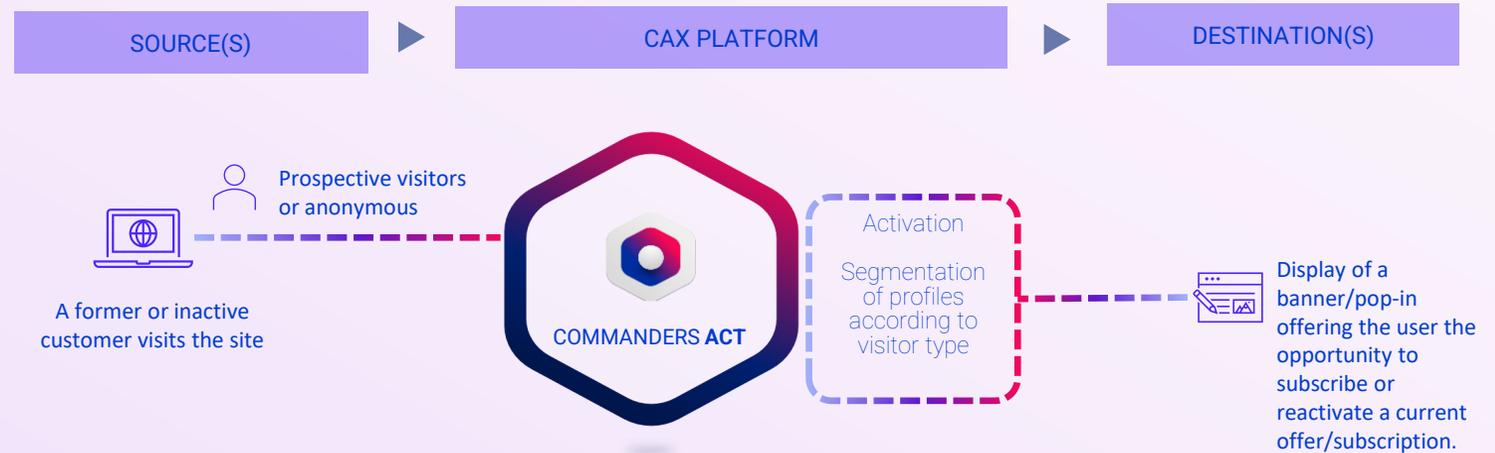
Allocate more budget to at-risk customers



Recapture

USE CASE: WINNING BACK CUSTOMERS

Implement scenarios to reactivate lost customers who visit the website or who are highly likely to churn.



BUSINESS INTEREST:



IMPLEMENTATION

Customer complexity:



Complexity Commanders Act:



BENEFITS

Re-engage with a lost customer

Win back customers and improve communication based on visitor knowledge



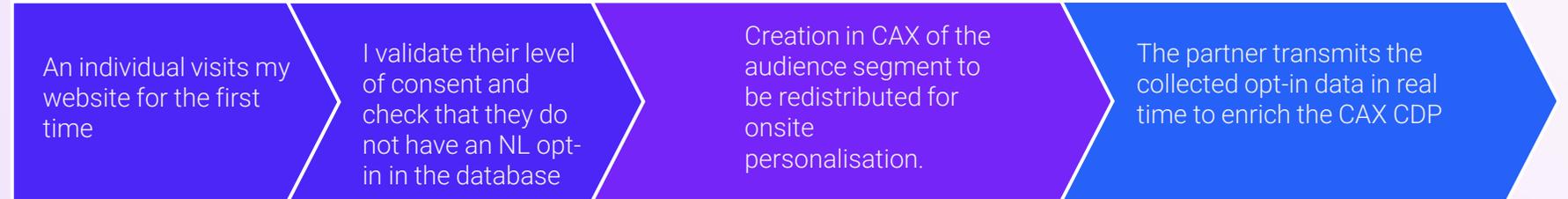
Use Case

Collection of opt-ins on the sengager.fr website

DESCRIPTION

Use audience segmentation to personalise the website
Use online enrichment to feed my database with new opt-in profiles

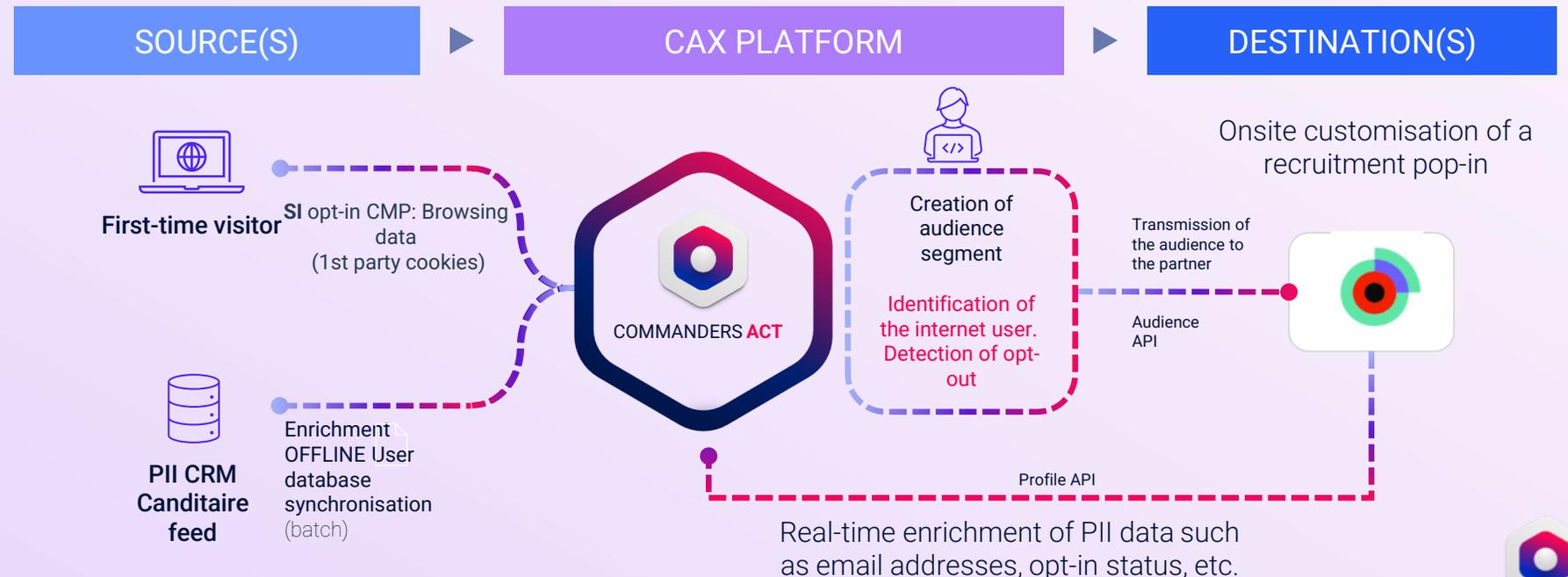
STORYTELLING:



OBJECTIVES

Improve customer knowledge.
Target logged-in profiles.
Deploy new omnichannel activation use cases.

CAX INTEGRATION:



COMPLEXITY



BUSINESS INTEREST



Thank you



Appendices





Export

SFTP



Export configuration process

sFTP

1. Add or verify sFTP access in Connect Credentials

[+ Add connector credentials](#)

CONNECTOR CREDENTIALS

Choose a site: and choose container(s)

[FTP/CDN](#) [URL](#) [Credentials](#)

Name ▲▼	Type ▲▼	Host ▲▼	User ▲▼	Path ▲▼	Container(s)	Actions 0
Data Commander SFTP	SFTP	ftp.commandersact.com	fff	/		▶ ✎ 🗑️
SFTP - Prod	SFTP	sftp. j.fr	fff_inscriptions_preference_prd	./inscriptions_preference_center_prd/		▶ ✎ 🗑️
SFTP - Preprod	SFTP	sftp. j.fr	fff_inscriptions_preference_pre	./inscriptions_preference_center_pre/		▶ ✎ 🗑️
SFTP - Mai 2023	SFTP	sftp-	commandersact	./in/		▶ ✎ 🗑️

2. SFTP configuration



Export configuration process

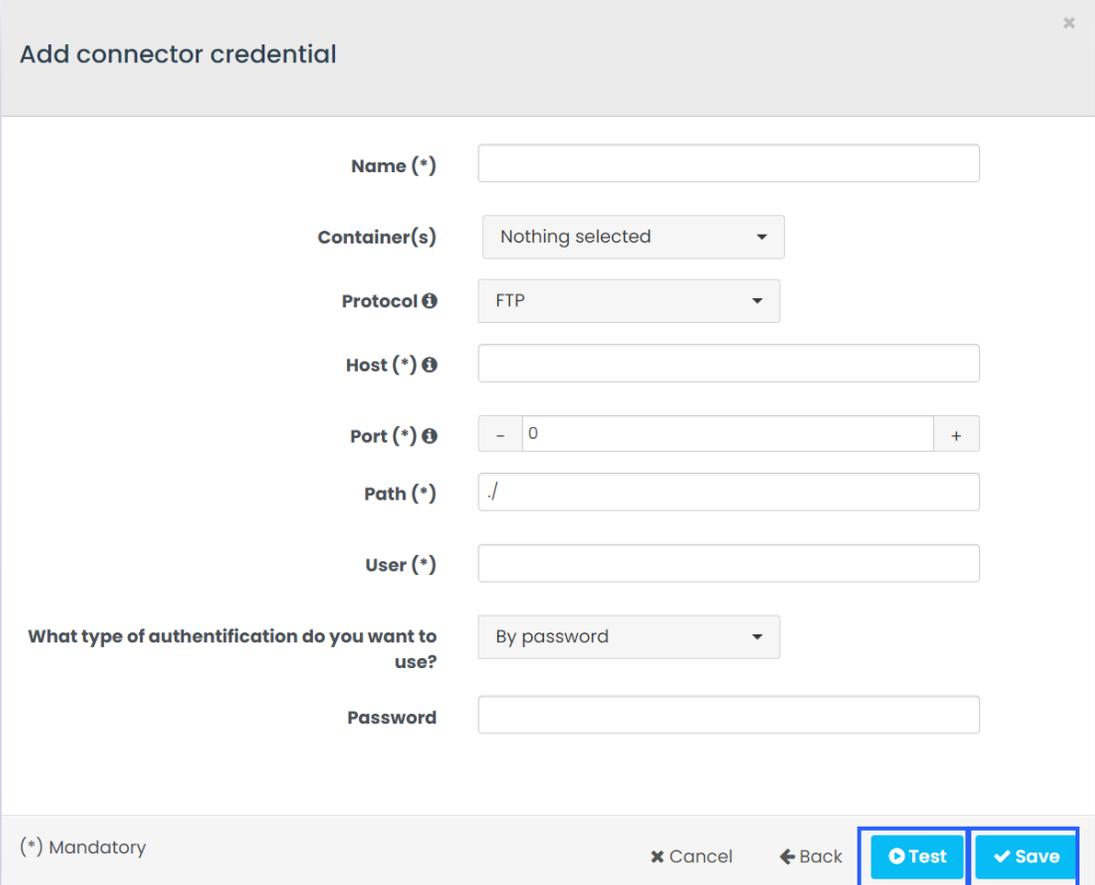
sFTP

2. SFTP configuration:

- sFTP label
- Choice of protocol
- Host
- Port
- Path
- User
- Authentication type (MDP/Private key)
- Password

You can test whether the connection is operational
By clicking on the "Test" button

And save the configuration by clicking on the
"Save" button



The screenshot shows a dialog box titled "Add connector credential" with a close button (X) in the top right corner. The dialog contains the following fields and controls:

- Name (*)**: A text input field.
- Container(s)**: A dropdown menu with "Nothing selected" as the current value.
- Protocol ⓘ**: A dropdown menu with "FTP" as the current value.
- Host (*) ⓘ**: A text input field.
- Port (*) ⓘ**: A numeric input field with a minus sign on the left and a plus sign on the right, currently showing "0".
- Path (*)**: A text input field with a forward slash "/" as the current value.
- User (*)**: A text input field.
- What type of authentication do you want to use?**: A dropdown menu with "By password" as the current value.
- Password**: A text input field.

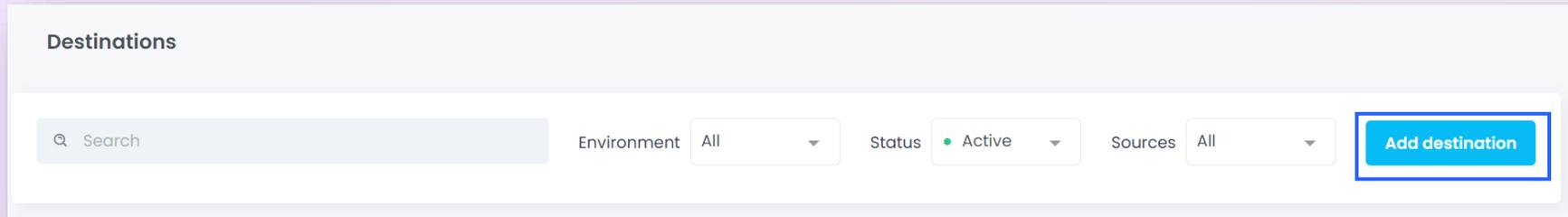
At the bottom of the dialog, there is a legend: "(*) Mandatory". To the right of the legend are three buttons: "Cancel" (with an X icon), "Back" (with a left arrow icon), and "Test" (with a play icon). To the right of the "Test" button is the "Save" button (with a checkmark icon). The "Test" and "Save" buttons are highlighted with a blue border.



Export configuration process

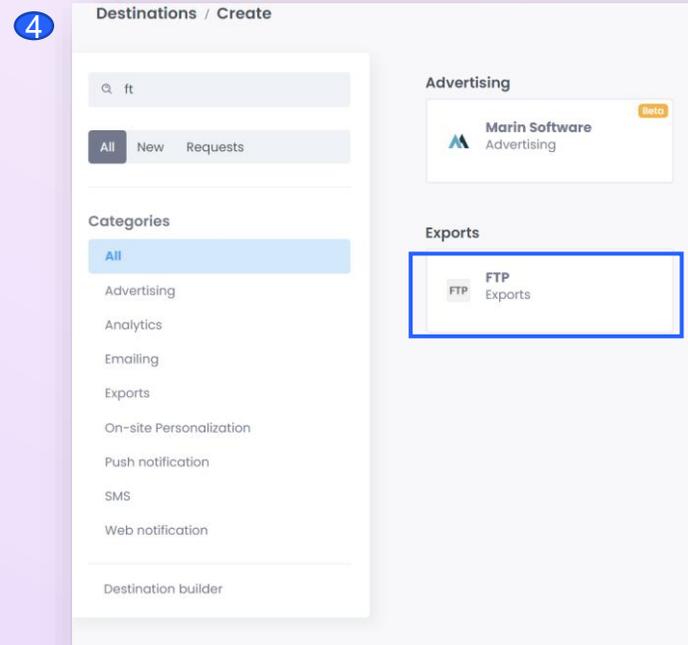
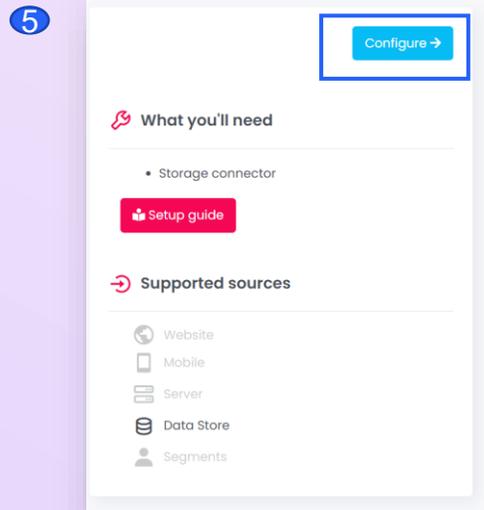
sFTP

3. In **Destination > Overview**, click on the "Add destination" button



4. Select the FTP export

5. Click on the "Configure" button



Export configuration process

sFTP

6. At the Audience stage:

- Segments: selection of one or more segments
- Select the data universe
- Add one or more variables
- Select the data range to be exported
- Click on the "Next" button

The screenshot shows the 'Audience' stage of the export configuration process. At the top, there is a progress bar with three stages: 'Audience' (highlighted in red), 'Settings', and 'Activation'. A 'Setup guide' button is in the top right corner. Below the progress bar, the 'Segment(s)' dropdown is set to '[USE CASE2] Users optout ou Null Preference Center + logués'. The 'Universe' dropdown is set to 'visitor'. A table below lists selected variables: 'User category', 'Flags', 'Privacy categories', and 'EMAIL_SHA256 (person.email_sha256)'. At the bottom, the 'Data range' dropdown is set to 'All'. There are 'Add properties' and 'Add static column' buttons, and 'Back' and 'Next' buttons at the bottom.

FTP Exports

Setup guide

Audience Settings Activation

Segment(s) a

[USE CASE2] Users optout ou Null Preference Center + logués

Universe b

visitor

Label	Value
User category	User category +
Flags	Flags +
Privacy categories	Privacy categories +
EMAIL_SHA256 (person.email_sha256)	EMAIL_SHA256 (person.email_sha256) +

Data range d

All

Back Next e

Add properties Add static column c



Export configuration process

sFTP

FTP Exports

Setup guide

Audience Settings Activation

Destination name **a**
Compagne Emailing

Environment **b**
Production

FTP configuration

Storage connector **c**
TagCommander CDN PROD

Filename **d**
campagne_soldes CSV

Time variables available: {{YYYY}}, {{MM}}, {{DD}}, {{HH}}, {{mm}}, {{ss}}
Filename example: campagne_soldes.csv

Compression **e**
None

Create file on remote server upon upload completion **f**
No

Include headers **g**
Yes

CSV Separator **h**
Comma (',')

Variable value separator **i**
Semicolon (';')

Back Next

6. In Settings:

- Enter a name for this destination
- Select the environment to which this destination will belong
- Select the sFTP where the file will be stored
- Enter a file name and format (csv or txt)
- If the file format
- The option to delete the file after download
- Observation of column headers
- The separator character between columns
- The separator character between property values
- Click on the "Next" button to continue with the configuration



Process for configuring an export

sFTP

6. In Activation:

- a) Tick "on" to activate the destination
- b) Select the time zone
- c) Deposit frequency (once only or regularly)
- d) Select the deposit frequency
choose daily, weekly, monthly,
and hourly, minute-by-minute, or at a specific time

FTP Exports

Setup guide

Audience Settings Activation

Enable destination On **a**

Timezone **b**
+01:00 - Europe/Paris

Type **c**
Run periodically

Running frequency **d**
Every day at 08:00

Running period **e**
Starting Now until Forever

> Notifications **f**

Back **g** Save

Running frequency

Every day
Monday through Friday
Every week
Every month

every 1 hour(s) all day

- e) Select the deposit period
- f) Option to add email notifications for file deposits (success or error)
- g) Everything is ready, you can save by clicking on the "Save" button

Notifications

E-mail

	Success	Error	
christelle.maia@commandersact.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
	<input type="checkbox"/>	<input type="checkbox"/>	- +





Destination

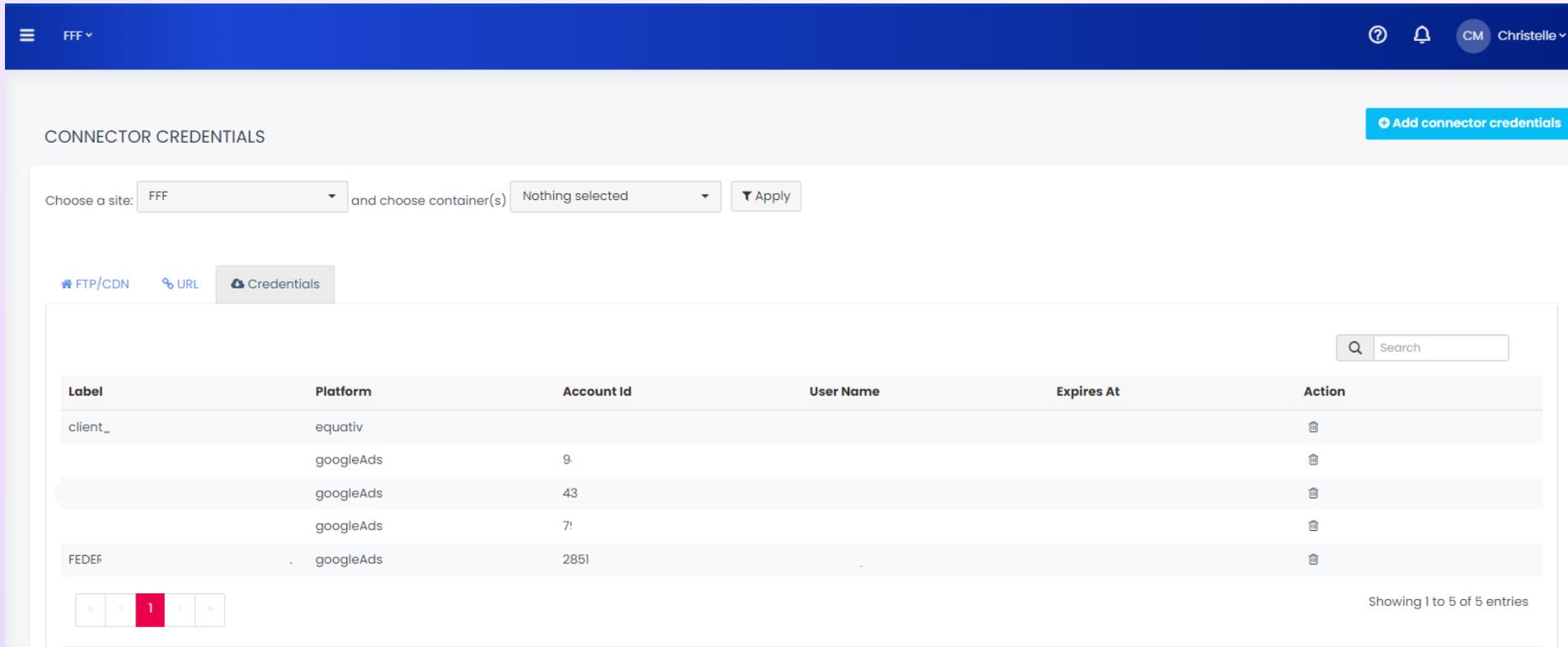
Google Customer Match



Process for setting up a Google Customer Match destination

Google Customer Match account association

1. Add or verify AdWords account association in [Connect Credentials](#)



The screenshot displays the 'CONNECTOR CREDENTIALS' page in a web application. At the top, there is a navigation bar with a menu icon, the text 'FFF', and user information 'CM Christelle'. Below the navigation bar, the page title 'CONNECTOR CREDENTIALS' is visible on the left, and a blue button labeled 'Add connector credentials' is on the right. The main content area features a form with two dropdown menus: 'Choose a site:' (set to 'FFF') and 'and choose container(s):' (set to 'Nothing selected'), followed by an 'Apply' button. Below the form are three tabs: 'FTP/CDN', 'URL', and 'Credentials', with 'Credentials' being the active tab. A search bar is located in the top right corner of the table area. The table itself has the following structure:

Label	Platform	Account Id	User Name	Expires At	Action
client_	equativ				
	googleAds	9			
	googleAds	43			
	googleAds	71			
FEDEF	googleAds	2851			

At the bottom of the table, there is a pagination control showing '1' of 5 entries and the text 'Showing 1 to 5 of 5 entries'.

2. Configuring the Google Customer Match connector in [Destinations](#)



Process for setting up a Google Customer Match destination

Creating a customer list in Google Customer Match

The image shows two screenshots from the Google Ads interface. The top screenshot displays the 'Gestion des audiences' (Audience Management) page. Under 'Vos segments de données' (Your data segments), the 'Liste des clients' (Customer list) option is highlighted with a blue box. The bottom screenshot shows the 'Créer une audience' (Create an audience) wizard. The 'Nom de l'audience' (Audience name) field is filled with 'DataCommander TEST Customer Match'. Under 'Données à importer' (Data to import), the 'Importer des données en texte brut (non hachées)' (Import raw (unhashed) data) option is selected. The 'Fichier sélectionné' (Selected file) is 'Customer_Match_Upload_Template_-_Contact_Information (1).csv'. The 'Consent' checkbox is also checked.

In the AdWords interface > Tools and Settings > Shared Library > Audience Management > Customer List

The steps for creating Customer Match are:

1. Audience name
2. Import raw (unhashed) data
3. Confirm consent



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The screenshot shows the Google Ads interface for creating a new customer segment. The page title is "Nouveau segment d'audience : liste de clients". The navigation bar includes "Google Ads", "Recherche", "Rapports", "Outils et paramètres", "Aide", "Notifications", and a user profile for "652-360-4840 Tag Commander christelle.maia@commanders...". The main content area is divided into three sections:

- Nom du segment:** A text input field with the placeholder "Nom du segment d'audience".
- Type de données:** A section titled "Sélectionnez le type de données sur les clients que vous souhaitez importer" with four radio button options:
 - Importer des adresses e-mail, numéros de téléphone et/ou adresses postales
 - Importer des ID utilisateur
 - Importer des ID d'appareils mobiles
 - Importer des données client à partir de plates-formes de données
- Données à importer:** A section titled "Importez votre fichier CSV (ou utilisez un modèle) respectant les consignes de format". It features a red-bordered box with the text "Déposer le fichier ici ou Parcourir". Below this is a link "Afficher les instructions" and a checkbox "Ces données ont été recueillies et sont actuellement partagées avec Google conformément aux Règles de Google relatives au ciblage par liste de clients".

The steps for creating a Customer Match are:

Enter a segment name

4. Import an Excel file

5. Specify an expiry period

6. Enter a description

7. Validate the list



Fichier CSV
Microsoft Excel

TEST 5 GCM V10

Liste des clients
Coordonnées du contact
client



Process for setting up a Google Customer Match destination

Google Customer Match destination

3. ADD destination > select GCM

The screenshot displays the Google Ads 'Destinations / Create' interface. On the left, there is a search bar with 'google' entered and a 'Categories' list with 'All' selected. The main area shows a grid of destination cards under the 'Advertising' category. The 'Google Customer Match' card is highlighted with a blue border and a 'Beta' badge. Other cards include 'Google - Display & Video 360 AdEx', 'Google - Display & Video 360 Bid Manager', 'Google - Display & Video 360 for Publishers', 'Google - Enhanced Conversions', 'Google - Search Ads 360', and 'Google Store Sales Direct'.



Process for setting up a Google Customer Match destination

Google Customer Match Advertising [Setup guide](#)

Creation date: 08/03/2023 by Christelle maia
Last update: 10/03/2023 at 11:43 by Christelle maia

Destination name: TEST 3 CGM V10 **a**

Environment: Production **b**

Google Customer Match configuration

Authentication: **c** or [add a new account](#)

Segment mappings

Segment name: Commanders Act **d**

Google Ads Customer List: TEST 3 GCM V10 **e**

Mapping User Identifier

User Identifier: **f** Commanders Act Propriete

Hashed email address (sha256) *: EMAIL / Individu Email (en clair) * EMAIL_SHA256 * email_sha256 * Hashed email address * user_email (datalayer FB) *

Hashed phone number (sha256): TELEPHONE_MOBILE *

Mapping Address Info

Address Info

Commanders Act Properties

First name of the user (sha256): FIRSTNAME

Last name of the user (sha256): NOM

2-letter country code (sha256): BILLING_ADDR_COUNTRY_ID

Postal code of the user's address (sha256): SHIPPING_ADDR_POSTCODE

The street address of the user (sha256): Select option

g Save

4. Setting up the destination:

- Define a label
- Choosing the environment
- Select account authentication
- Select segment(s)
- Select the AdWords audience created beforehand in AdWords
- Mapping variables
 - Email(s)
 - Training telephone number E.164
 - Address
 - Surname
 - First name
 - Country (2-letter format)
 - Postcode
- Save

Note: profile data takes 24-48 hours to appear on the AdWords platform.





Destination

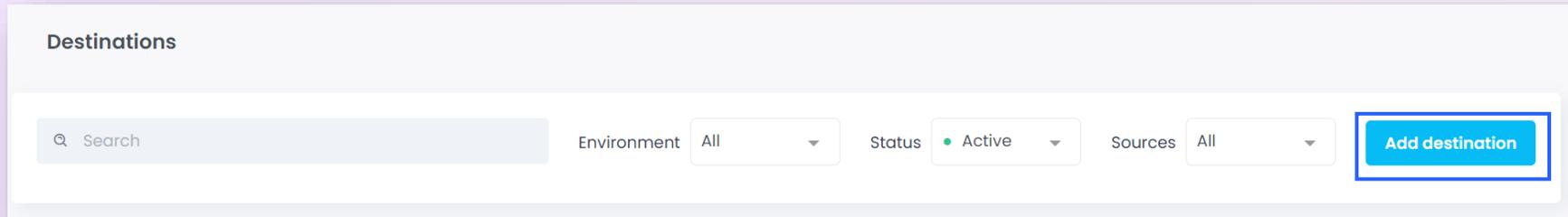
Facebook Custom Audience



Facebook Custom Audience Destination Configuration Process

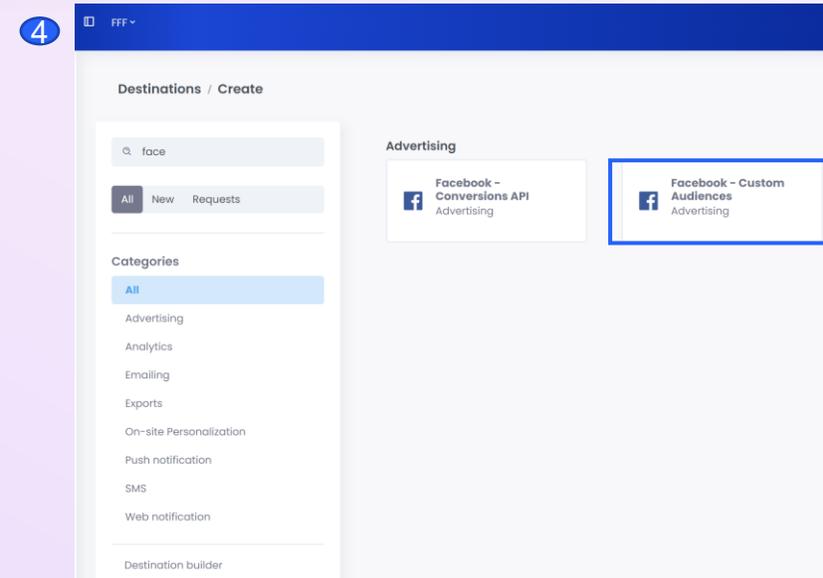
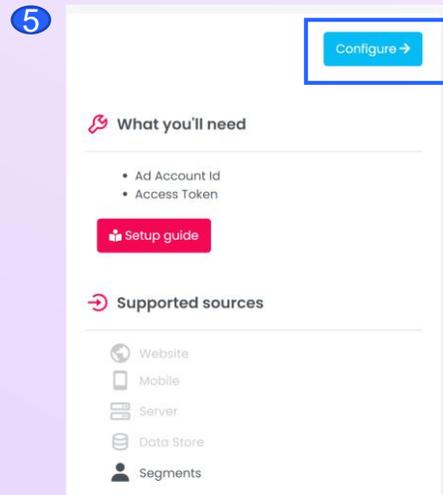
API

1. In **Destination > Overview**, click on the "Add destination" button



2. Select the Facebook Custom Audience export

3. Click on the "Configure" button



Process for setting up a Facebook Custom Audience destination

API

The screenshot shows the configuration page for a Facebook Custom Audience destination. It is divided into several sections:

- Destination name:** A text input field with a blue circle 'a' next to it.
- Environment:** A dropdown menu currently showing 'Production' with a blue circle 'b' next to it.
- Facebook - Custom Audiences configuration:**
 - Ad Account Id:** A text input field with a blue circle 'c' next to it.
 - Access Token:** A text input field with a blue circle 'd' next to it, containing the value 'EAAEsi' and a small 'euSaAs€' icon on the right.
- Facebook customer information:** A list of fields for user data:
 - Email:** A dropdown menu with a blue circle 'e' next to it, containing three options: 'EMAIL / Individu Email (en clair)', 'EMAIL_SHA256 (person.email_sha256)', and 'email_sha256 (user_email_sha256)'. The 'email_sha256' option is selected.
 - Phone:** A dropdown menu with the value 'TELEPHONE_MOBILE'.
 - Gender:** A dropdown menu with the value 'CIVILITE / GENDER'.
 - Date of birth:** A dropdown menu with the value 'DATE_NAISSANCE / DOB'.
 - Last Name:** A dropdown menu with the value 'NOM'.
 - First Name:** A dropdown menu with the value 'FIRSTNAME'.
 - City:** A dropdown menu with the value 'VILLE'.
 - State:** A dropdown menu with the value 'Select option'.
 - Zip:** A dropdown menu with the value 'CODE_POSTAL'.
 - Country:** A dropdown menu with the value 'PAYS'.
- Data Activation Properties:** A section on the right side of the form, containing the same dropdown menus as the 'Facebook customer information' section.
- Save:** A blue button at the bottom right with a blue circle 'f' next to it.

6. In **Settings**:

- Enter a name for the destination
 - Select the environment to which this destination will belong
 - Enter the Facebook account ID
 - Enter the token associated with the account
- See how [to create an unlimited token](#)
- Enter the properties:

- Email (option to map multiple email properties) mandatory field
The more proprietary data you enter, the higher the matching rate with Facebook Custom Audience will be

- Phone, Gender, Birthday, First name, Last name, City, State, Postcode, Country

f) Click on the "Next" button to continue with the configuration



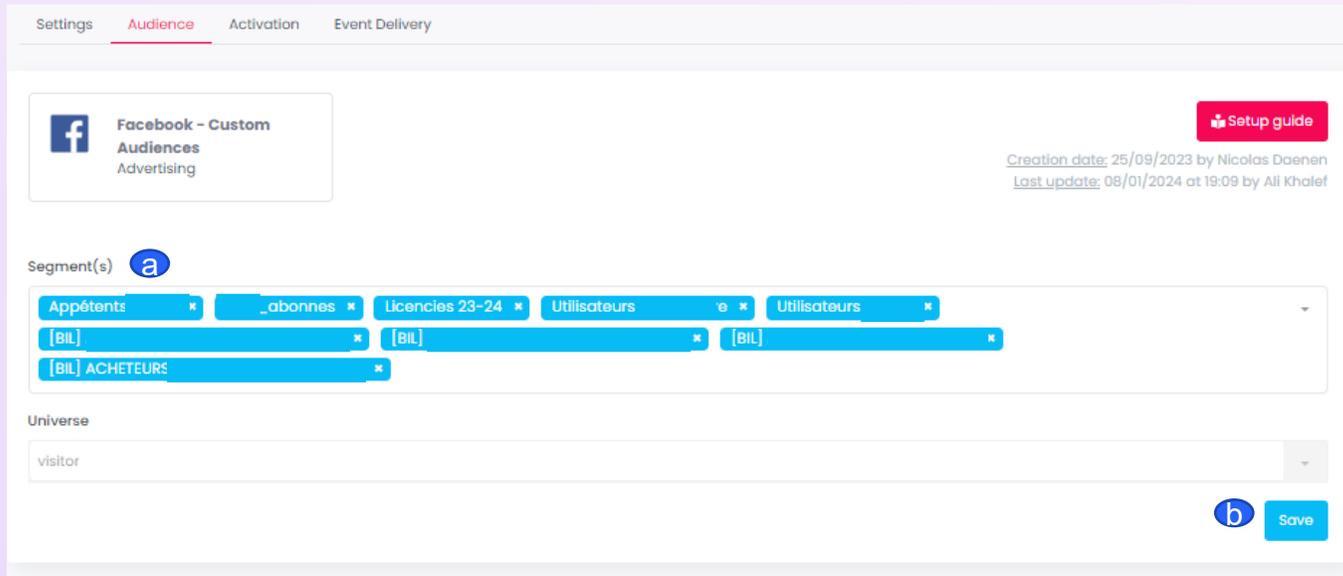
Process for setting up a Facebook Custom Audience destination

API

7) In Audience:

a) Select one or more segments to transfer to the Facebook account

b) Click on the "Save" button to save

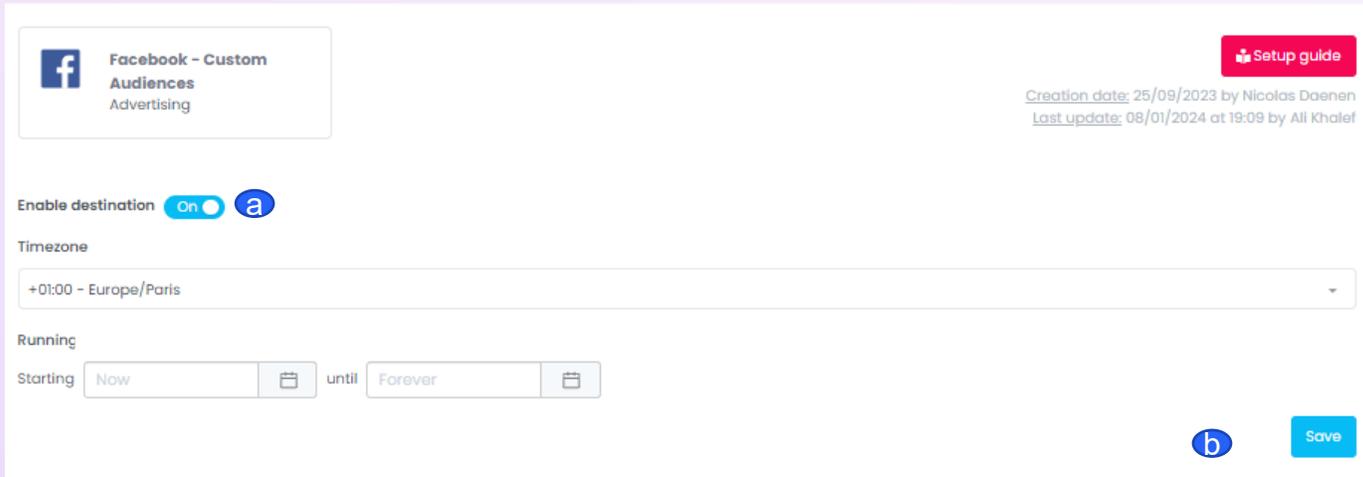


The screenshot shows the Facebook Custom Audiences setup interface. At the top, there are navigation tabs: Settings, Audience (highlighted), Activation, and Event Delivery. Below the tabs, there is a header section with the Facebook logo, the text "Facebook - Custom Audiences Advertising", and a red "Setup guide" button. To the right of the header, there is a "Creation date: 25/09/2023 by Nicolas Daenen" and "Last update: 08/01/2024 at 19:09 by Ali Khalef". Below the header, there is a "Segment(s)" section with a blue circle containing the letter 'a'. The segment selection area contains several blue tags: "Appétents", "_abonnes", "Licencies 23-24", "Utilisateurs", "Utilisateurs", "[BIL]", "[BIL]", "[BIL]", and "[BIL] ACHETEURS". Below the segment selection, there is a "Universe" section with a dropdown menu showing "visitor". At the bottom right of the form, there is a blue circle containing the letter 'b' and a blue "Save" button.



Process for setting up a Facebook Custom Audience destination

API



The screenshot shows the Facebook Custom Audiences destination configuration page. At the top left, there is a header with the Facebook logo and the text "Facebook - Custom Audiences Advertising". To the right of this header is a red "Setup guide" button. Below the header, the "Enable destination" toggle is set to "On" and is marked with a blue circle containing the letter "a". The "Timezone" dropdown menu is set to "+01:00 - Europe/Paris". Under the "Running" section, the "Starting" dropdown is set to "Now" and the "until" dropdown is set to "Forever". At the bottom right, there is a blue "Save" button marked with a blue circle containing the letter "b".

7) In **Activation**:

- a) Select the button to "On" to activate the destination
- b) Click the "Save" button to save



Process de paramétrage d'une destination Facebook Custom Audience

API

Audience

Recherchez des personnes similaires à vos meilleurs clients à l'aide d'événements de pixel ou d'app contenant de la valeur

Vous pouvez désormais utiliser des événements de pixel ou d'app contenant de la valeur, tels que des achats, pour créer une audience similaire basée sur la valeur. Cette nouvelle audience recherche des personnes similaires à vos meilleurs clients, pour vous permettre d'obtenir un retour sur investissement publicitaire plus élevé.

Créer une audience similaire sur la base de la valeur

En savoir plus

Créer une audience

Recherchez par nom

Nom	Type	Taille	Disponibilité	Date de création	Partage
CA_DATA A7D5FDF6	{} - Visiteurs qualifiés - Audience personnalisée Inconnu	En dessous de 1 000 Petite après correspondance	Prête	11/06/2020 18:10	--
Lookalike (FR, 1% to 2%) - Visites 90 jours	Audience similaire Visites 90 jours	390 000	Prête Dernière modification le	14/05/2020 14:47	--
Lookalike (FR, 1%) - Visites 90 jours	Audience similaire Visites 90 jours	400 000	Prête Dernière modification le	14/05/2020 14:47	--
0520 Purs mags - OK - 365 jrs	Audience personnalisée Liste de clients	670 000	Prête Dernière modification le	13/05/2020 17:30	--
0520 Purs mags - ALL - 1 AN	Audience personnalisée Liste de clients	650 000	Prête Dernière modification le	13/05/2020 17:27	--
0520 Purs mags - OR 0-18 mois - 1 AN	Audience personnalisée	110 000	Prête	13/05/2020	--

The Facebook connector has been updated to version 7. For each entity and country account, please validate the Terms of Service.

https://www.facebook.com/ads/manage/customaudiences/tos/?act=AD_ACCOUNT_ID

AD_ACCOUNT_ID = Facebook account ID

Audiences created using DataCommander have the following structure: CA_DATA ' . \$segment->label . ' - ' . \$segment->id_public;

Audience observation from Facebook Business:

https://business.facebook.com/adsmanager/audiences?act=COMPTE&business_id=ID&global_scope_id=ID&tool=AUDIENCES&nav_source=flyout_menu



Roadmap



Roadmap: Customer file

Presentation of models for the 2025 integration project

COMMANDERS ACT☰🏠🗨️👤 Henry⚙️

INTEGRATIONS

- Sources
- Enrichments
- Destinations
 - Overview
 - Deduplication
 - Live Events Inspector
- Health

CUSTOMERS

- Profiles
- Segments

EXPLORE

- Campaign analysis
- Customer analysis
- Consents analysis

CONFIGURE

- Data management
- Data Governance
- Administration

Profile / User Profile - 4582

Overview Attributes Audiences Events Identities Opportunities



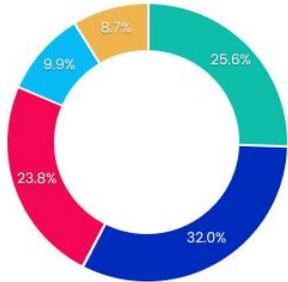
Marie Dupont
Cliente

Email: marie94@orange.fr
User ID: 684158589
Phone: -

Average Order Value (last 30d)
143€

Summary:
Marie Dupont a effectué **3 visites durant le mois** et a reçu une campagne par email. Sa dernière visite s'est effectuée depuis un **clik sur l'email**, Marie a visitée 3 fiches produits, a effectué une recherche sur **"Chaussure rouge"** et a consulté 2 autres fiches produits. Elle a ajouté le produit **"Nike air Sport'in"** a son panier mais n'a pas effectué d'achat. Sa précédente visite était un accès direct, Marie a parcouru 5 fiches produits de 2 catégories différentes (**Robe et Chaussure**) et a consulté la page **"Condition de retour des articles"**. [Read More](#)

Top visited categories (last 30 days)



Category	Percentage
Pants	25.6%
Shoes	32.0%
Accessories	23.8%
Dresses	9.9%
Other	8.7%

Recent Events

- 22 Nov [add_to_cart "Nike air Sport'in"](#)
- 22 Nov [page_view "Chaussures running"](#)
- 22 Nov [page_view "Chaussures tendances"](#)
- 12 Nov [search "Chaussure rouge"](#)

[View More →](#)

