

Adobe Destination Connection

Send audience segments to Adhese for targeted ad delivery on publisher-owned inventory. Files are exported to Adhese's secure S3 bucket.

Adhese connection

Overview

You can send audience segments from *Adobe Experience Platform* to Adhese and use them for targeted ad delivery on Adhese-served inventory.

Audience exports are delivered as files to Adhese's secure cloud storage.

“ This destination connector and documentation page are created and maintained by Adhese. For any inquiries or update requests, contact us at [Support Adhese](#).

Use cases

To help you better understand how and when you should use the *Adhese* destination, here are sample use cases that *Adobe Experience Platform* customers can solve by using this destination.

Use Audience Segmentation for advertising campaigns

A publisher or retailer builds first-party audiences in *Adobe Experience Platform*, for example: frequent readers of a content category, regular buyers of selected product categories, loyalty program members; and sends these audiences to their Adhese instance to enable advertisers to [target](#) them with relevant campaigns on the retailer's or publisher's own [inventory](#).

Prerequisites

Before you can send audiences to Adhese, you must be onboarded as an Adhese customer. Contact your Adhese account manager or [Support Adhese](#) to set up the integration. During onboarding, Adhese provides you with:

- An **Amazon S3 access key ID** and **secret access key**, used to authenticate the connection
- The **Adhese customer name** to export to
- Your active Adhese **region**

Account details	
Account name ⓘ *	
guineapig	✓
Description	
Test Account for Adhese	✓
S3 access key *	
-	✓
S3 secret key *	
.....	✓

No data is shared with other Adhese customers: your credentials grant write access exclusively to your own folder.

Supported identities

Adhese supports the activation of identities described in the table below.

Use the identity that you also use to identify users on your website or app, so Adhese can match the exported audience members at ad-delivery time.

See the following link for more information on configuring [identities](#) in *Adobe Experience*.

Target Identity	Description	Considerations
GAID	Google Advertising ID	Select the GAID target identity when your source identity is a GAID namespace.
IDFA	Apple ID for Advertisers	Select the IDFA target identity when your source identity is an IDFA namespace.
ECID	Experience Cloud ID	A namespace that represents ECID. This namespace can also be referred to by the following aliases: "Adobe Marketing Cloud ID", "Adobe Experience Cloud ID", "Adobe Experience Platform ID". Read the following document on ECID for more information.
email\l_c_sha256	Email addresses hashed with the SHA256 algorithm	Both plain text and SHA256 hashed email addresses are supported by <i>Adobe Experience Platform</i> . When your source field contains unhashed attributes, check the Apply transformation option, to have *Experience Platform* automatically hash the data on activation.
extern_id	Custom user IDs	Select this target identity when your source identity is a custom namespace, for example your own first-party user ID that is also available to Adhese at ad-delivery time.

Supported audiences

This section describes which types of audiences you can export to this destination.

Audience origin	Supported	Description
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Segmentation Service	Yes	Audiences generated through the Experience Platform Segmentation Service .
All other audience origins	Yes	This category includes all audience origins outside of audiences generated through the Segmentation Service. Some examples include: custom upload audiences imported into Experience Platform from CSV files, look-alike audiences, federated audiences, audiences generated in other Experience Platform apps such as Adobe Journey Optimizer , and more.

Supported audiences by [audience data type](#):

Audience data type	Supported	Description	Use cases
People audiences	Yes	Based on customer profiles, allowing you to target specific groups of people for marketing campaigns.	Frequent buyers, cart abandoners
Account audiences	No	Target individuals within specific organizations for account-based marketing strategies.	B2B marketing
Prospect audiences	No	Target individuals who are not yet customers but share characteristics with your target audience.	Prospecting with third-party data
Dataset exports	No	Collections of structured data stored in the <i>Adobe Experience Platform Data Lake</i> .	Reporting, data science workflows

Export type and frequency

Refer to the table below for information about the destination export type and frequency.

Item	Type	Notes
Export type	Audience export	You are exporting all members of an audience with the identifiers (such as ECID, hashed email, or a custom user ID) used in the <i>Adhese</i> destination.
Export frequency	Batch	Batch destinations export files to downstream platforms in increments of three, six, eight, twelve, or twenty-four hours.

Connect to the destination

“ To connect to [the destination](#), you need the **View Destinations** and **Manage Destinations** access control permissions. Contact your product administrator to obtain the required permissions.

To connect to this destination, follow the steps described in the destination configuration tutorial. In the configure destination workflow, fill in the fields listed in the two sections below.

Authenticate to destination

To authenticate to the destination, fill in the required fields and select **Connect to destination**.

- **Access key ID:** The Amazon S3 access key ID provided to you by Adhese during onboarding.
- **Secret access key:** The Amazon S3 secret access key provided to you by Adhese during onboarding.

Fill in destination details

To configure details for the destination, fill in the required and optional fields below. An asterisk next to a field in the UI indicates that the field is required.

- **Name:** A name by which you will recognize this destination in the future.
- **Description:** A description that will help you identify this destination in the future.
- **Adhese Region:** The region provided by Adhese during onboarding.
- **Customer ID:** Your customer ID, provided by Adhese (for example `customers/acme-corp/`).

Destination details

Name *

Guineapig Adhese Bucket



Description

Region *

we



Customer ID *

guineapig

Enable alerts

You can enable alerts to receive notifications on the status of the dataflow to your destination. Select an alert from the list to subscribe to receive notifications on the status of your dataflow.

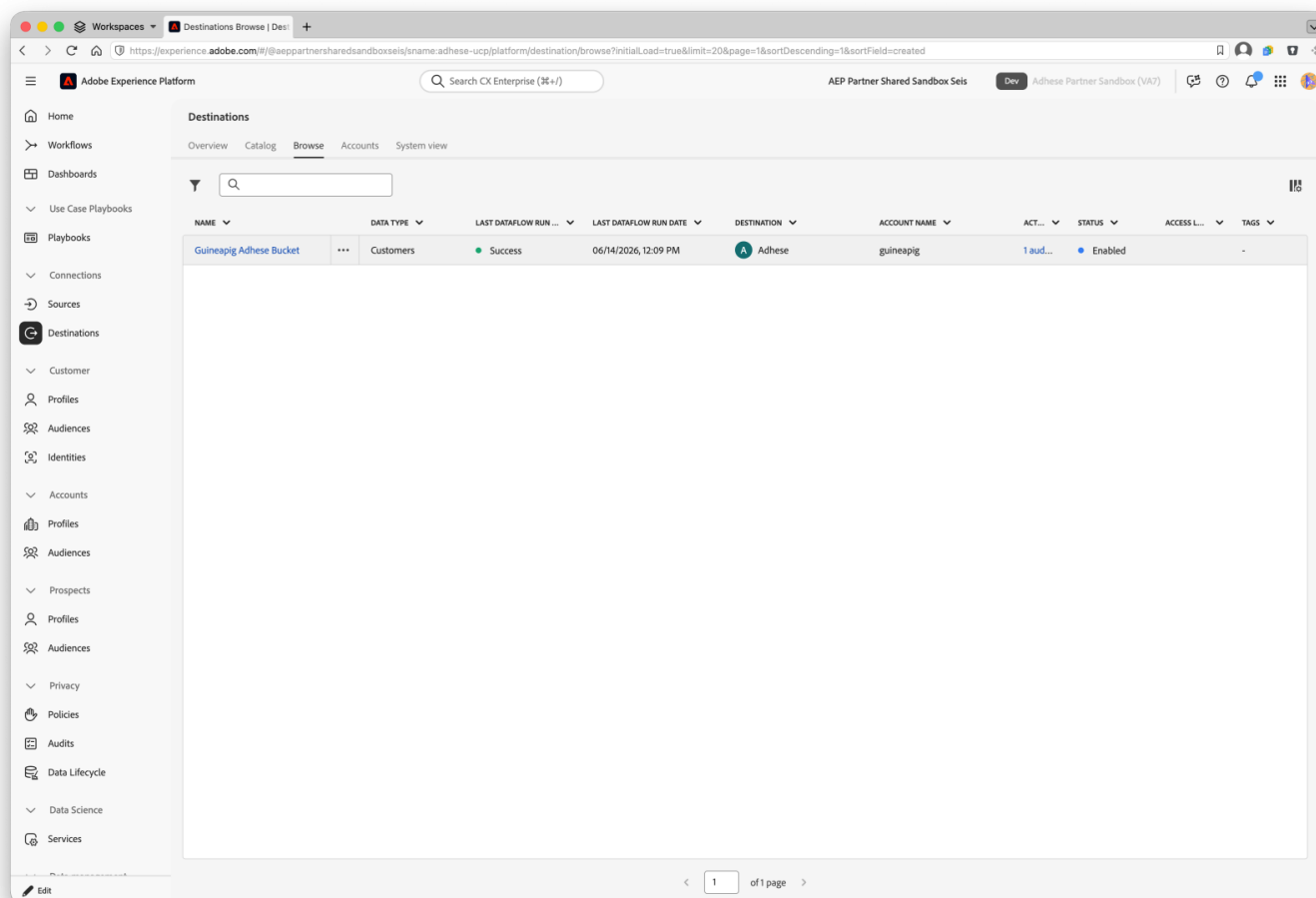
When you are finished providing details for your destination connection, select **Next**.

Activate audiences to this destination

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- To activate data, you need the **View Destinations, Activate Destinations, View Profiles**, and **View Segments** access control permissions. Contact your product administrator to obtain the required permissions.
 - To export *identities*, you need the **View Identity Graph** access control permission.

Select identity namespace highlighted in the workflow to activate audiences to destination.

Read Activate audience data to batch profile export destinations for instructions on activating audiences to this destination.



Map attributes and identities

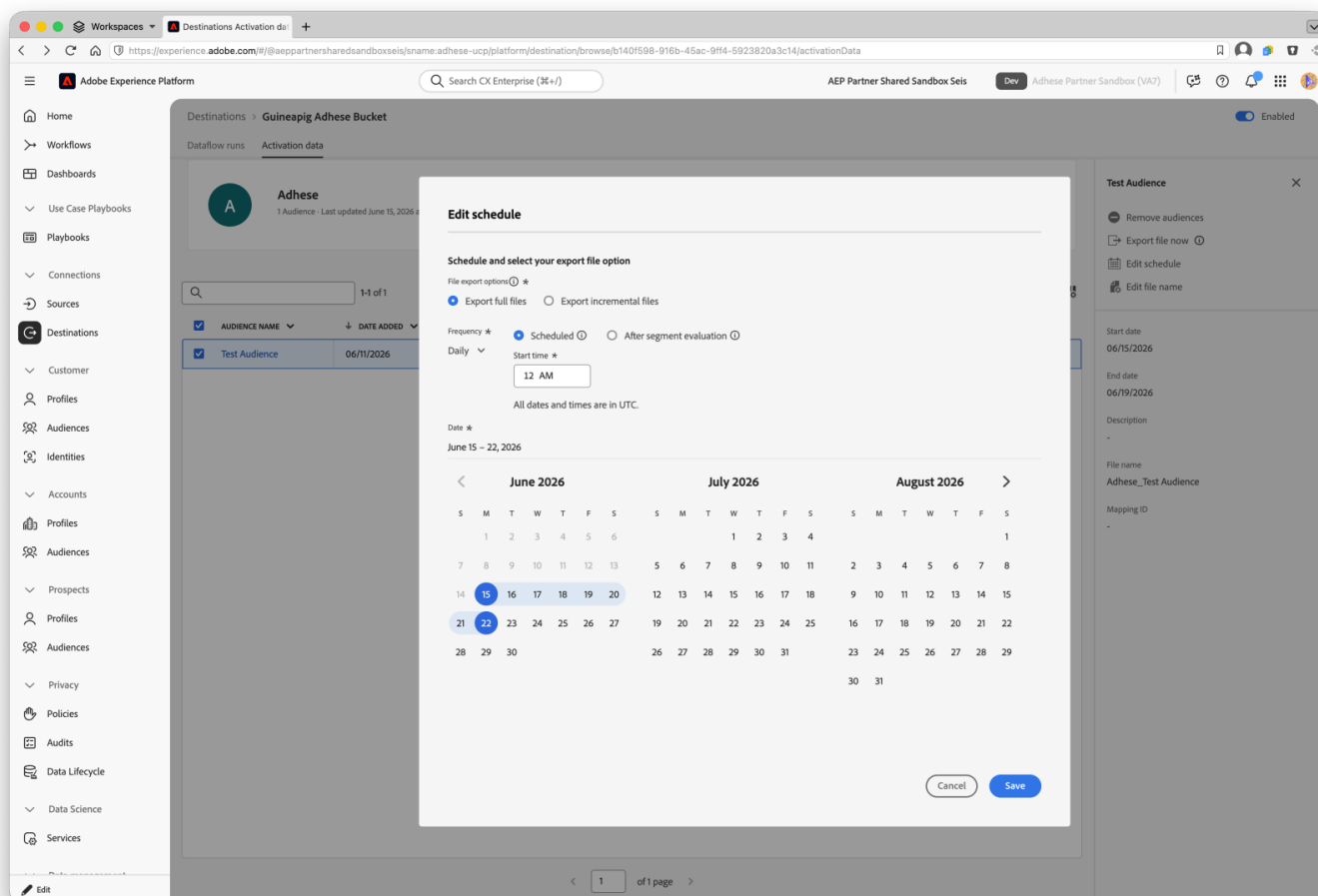
The Adhese destination exports identities only — no profile attributes are exported.

In the **Mapping** [step of the activation workflow](#), select the identity namespace that you use to identify users on your website or app as the source field. The mapped identity values become the contents of the exported file. Mapping an identity is mandatory; selecting profile attributes is not supported for this destination.

Schedule audience export

In the **Scheduling** step, configure the export schedule for each audience. By default, audiences are exported once per day as a full export. You can also select 6-hour, 8-hour, or 12-hour increments.

In the filename configuration, the audience (segment) name and a date-time stamp are appended to the filename by default. Keep the audience name in the filename — Adhese uses it to identify which segment the file belongs to.



Exported data / Validate data export

Data is exported to Adhese as GZIP-compressed CSV files, one file per audience per export. Each file contains a single column with the identity values you mapped in the activation workflow, with the identity namespace as the column header. For example:

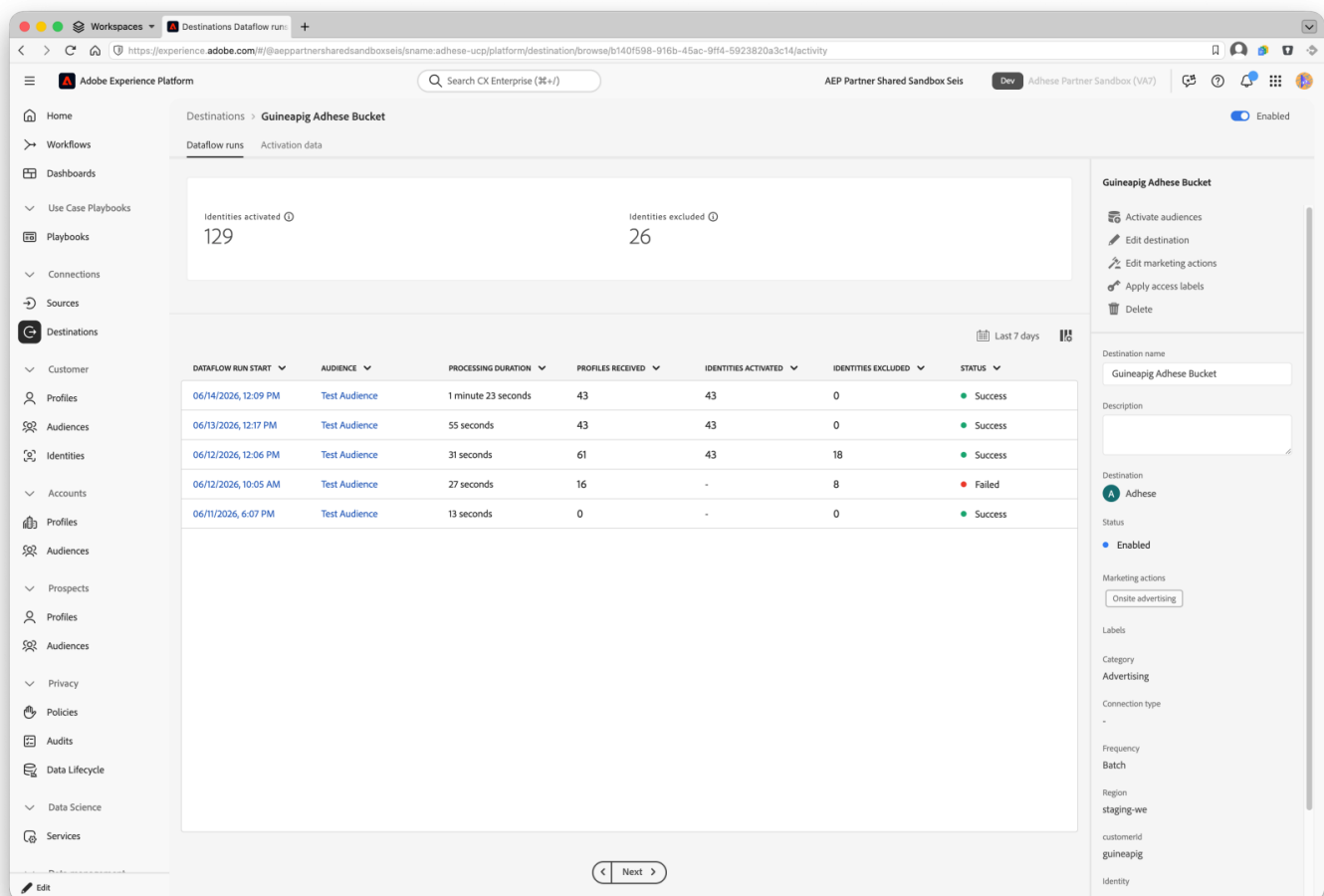
ECID

14575006536349286404619648085736425115
66478888669296734530114754794777368480

The filename contains the destination name, the audience name, and a date-time stamp, for example:

Adhese_Frequent-Readers-Sports.csv

To validate the integration, activate a test audience and confirm with your Adhese contact that the file arrived and the audience appears in your Adhese account. Audiences typically become available for targeting in Adhese within one hour after the export completes.



The screenshot displays the Adobe Experience Platform interface for the 'Guineapig Adhese Bucket' destination. The left sidebar shows the navigation menu with 'Destinations' selected. The main content area shows the 'Dataflow runs' tab for the 'Guineapig Adhese Bucket' destination. It displays a summary of identities activated (129) and identities excluded (26). Below this is a table of dataflow runs with columns for Dataflow Run Start, Audience, Processing Duration, Profiles Received, Identities Activated, Identities Excluded, and Status. The table shows five runs, all for the 'Test Audience', with statuses ranging from 'Success' to 'Failed'. The right sidebar shows the destination configuration details, including the destination name, description, status (Enabled), marketing actions (Onsite advertising), and labels (Advertising, staging-we, guineapig).

DATAFLOW RUN START	AUDIENCE	PROCESSING DURATION	PROFILES RECEIVED	IDENTITIES ACTIVATED	IDENTITIES EXCLUDED	STATUS
06/14/2026, 12:09 PM	Test Audience	1 minute 23 seconds	43	43	0	Success
06/13/2026, 12:17 PM	Test Audience	55 seconds	43	43	0	Success
06/12/2026, 12:06 PM	Test Audience	31 seconds	61	43	18	Success
06/12/2026, 10:05 AM	Test Audience	27 seconds	16	-	8	Failed
06/11/2026, 6:07 PM	Test Audience	13 seconds	0	-	0	Success

Data usage and governance

All *Adobe Experience Platform* destinations are compliant with data usage policies when handling your data. For detailed information on how *Adobe Experience Platform* enforces data governance, read the [Data Governance overview](#).

Additional resources

- [Adhese documentation](#)
- Contact Adhese support: [Support Adhese](#)

Revision #40

Created 2026-06-12 11:25:24 UTC by Casper Steuperaert

Updated 2026-06-16 08:13:57 UTC by Casper Steuperaert