Bring-your-own data (BYOD) feeds

Flashtalking Social Ads Management Platform

Data-driven advertising strategies are a foundation of today's landscape, yet many marketers struggle to make the most of their first- and third-party insights. Flashtalking's BYOD feeds enables advertisers to combine their social, shopping, and offline data with third-party integrations for a complete picture of their audiences and performance.

Key benefits

Leverage your own source-of-truth data
Seamlessly report, pace, and optimize across social platforms using pre-attributed first- or third-party data feeds.

Track the KPIs that matter most
Measure performance beyond native publisher capabilities using custom-defined KPIs built on outcomes from website or app analytics, revenue data, and more.

Deploy actions and optimizations across Scope's tools
Power intelligence in Pacing Dashboard and automated actions in Smart Groups with live data to improve performance.

SET UP A NEW DATA SOURCE

What type of data will you send by feed?

| **< > Digital** Data from analytics platforms to your social ads via an Ad ID | **Offline Event** First-party sales or leads generated offline | **Shopping Feed** Dynamic Product Ad Feed |

Data Feed Name Required
TT Test

Digital Publisher Required
TikTok

Ad Account Required
Mediaocean Test Ad Account (7148272211067994114) ✕

Create Data Feed

Bring-your-own data

Track social performance with increased transparency and control:

- In-store sales and events data
- Website traffic
- Viewability
- Location
- Click through / attribution
- Mobile app attribution
- CRM data

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BYOD feeds

Ingest your own data, create custom metrics, and apply across Scope's cross-publisher tools

Global custom metrics

Create custom KPIs that combine data ingested through BYOD feeds, direct third-party integrations, or native publisher metrics.

Pacing dashboard

Automate pacing calculations and budget recommendations to help you spend your budget in full and hit your KPIs with ease.
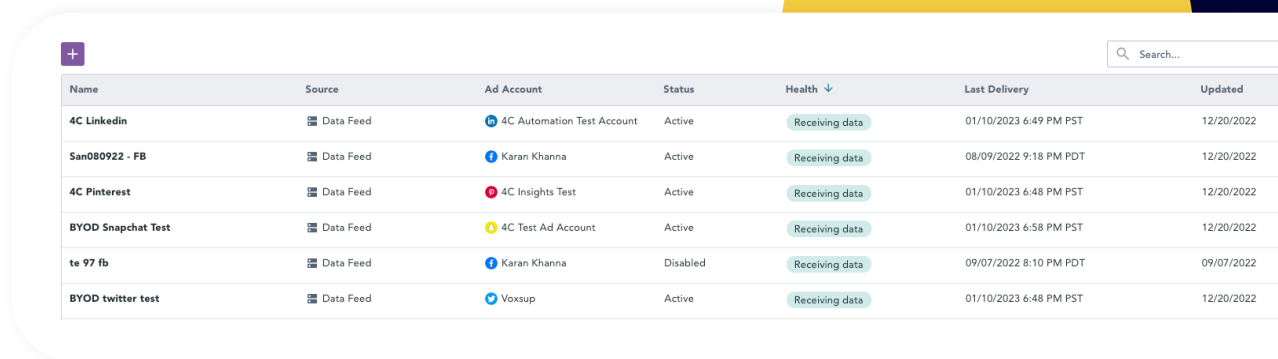
Smart groups

Track performance against your goals, manage dayparting, and set up alerts based on performance triggers for better control over your campaigns.

Performance dashboard

Visualize performance against your custom KPIs and discover insights on top performers, draggers, and optimization opportunities across publishers.

Report center

Generate cross-publisher reports that deliver insights on the metrics you care about, including custom KPIs.

Supported publishers
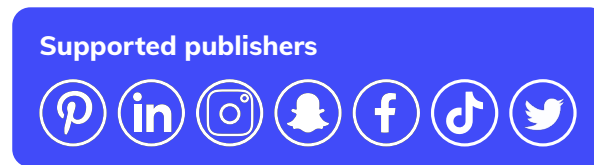
Name	Source	Ad Account	Status	Health ↓	Last Delivery	Updated
4C Linkedin	Data Feed	4C Automation Test Account	Active	Receiving data	01/10/2023 6:49 PM PST	12/20/2022
San080922 - FB	Data Feed	Karan Khanna	Active	Receiving data	08/09/2022 9:18 PM PDT	12/20/2022
4C Pinterest	Data Feed	4C Insights Test	Active	Receiving data	01/10/2023 6:48 PM PST	12/20/2022
BYOD Snapchat Test	Data Feed	4C Test Ad Account	Active	Receiving data	01/10/2023 6:58 PM PST	12/20/2022
te 97 fb	Data Feed	Karan Khanna	Disabled	Receiving data	09/07/2022 8:10 PM PDT	09/07/2022
BYOD twitter test	Data Feed	Voxsup	Active	Receiving data	01/10/2023 6:48 PM PST	12/20/2022

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BYOD feeds

Basic steps to get started

The steps outlined below assume you already, or soon will be, pulling in a unique ad-level identifier.

1. Export data from your analytics or data platform in the format sampled.

2. Provide the exported report to your Mediaocean representative for validation.

3. Confirm the ability to send the report via SFTP or email.

4. Use your validated report to set up your data feed in the self-serve BYOD workflow.

5. Once data is ingested, you are now able to:
   a. Create global custom metrics
   b. Leverage global custom metrics across:
      - Performance dashboard
      - Report center
      - Pacing dashboard
      - Rules-based optimization
      - Smart groups
      - Ad manager

1 Make the first row the header

Sample format

2 Change "Date" and "ad_ID" column titles to any title you prefer

3 Use any date format (ex. YYYY_MM_DD)

4 Use the exact ad ID

Date	ad_id	Your metric name	Your metric name 2
2018-11-05	6105746016896	378	56
2018-11-05	3435746011111	34	4
2018-11-06	6105746016896	33	3
2018-11-06	3435746011111	11	55
2018-11-07	6105746016896	22	77
2018-11-08	6105746016896	34	56
2018-11-09	6105746016896	44	33
2018-11-10	6105746016896	123	454

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