

DMP/DMC

This section provides more information on the integration between the Mapp DMP and DMC



PROCESS

Enablement

Below you'll find a step-by-step guideline on how to enable the DMP/DMC integration in both systems.

In DMP

1. Activate integration in 'Settings': enter the API URL of the REST API (preferably version 6), default Group ID (as we will clone this while creating audiences), username and password from Teradata DMC.
2. Enable Pixel module at Data Collection.
3. Export Pixel and implement on landing page.

In DMC

1. Select the relevant 'Group' and click on 'Change Settings'.
2. Select 'Tracking & Links' and expand 'Link Parameters'.
3. Click on 'Web Analytics' and select 'Mapp DMP'.
4. Setup email campaign in DMC and select the relevant 'Group'.