Custom Data Manager

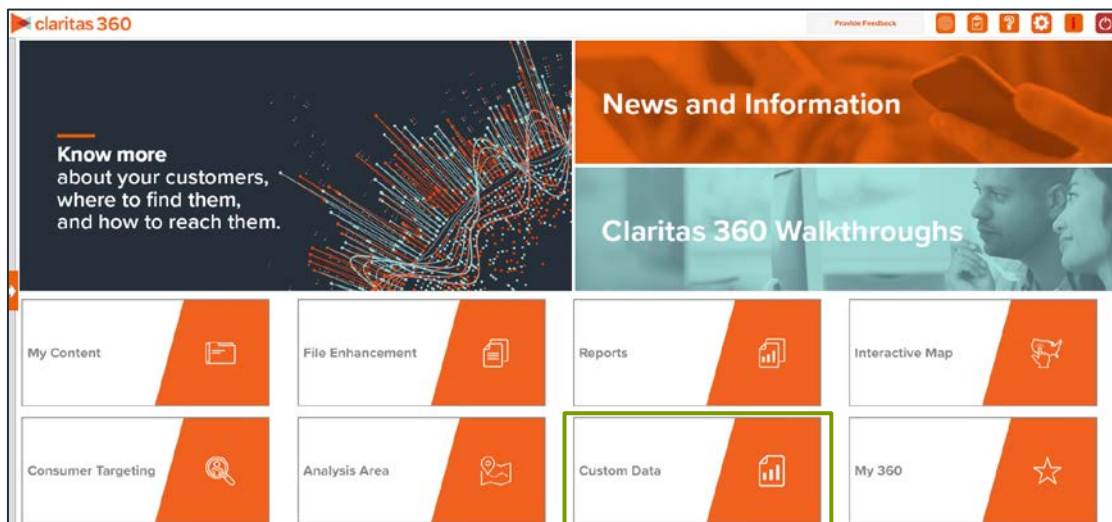## Importing Custom Data

OVERVIEW

This document will take you through the process of importing custom data.

The Custom Data Manager allows you to upload and register a file with its associated metadata into Claritas 360.

LOCATION CUSTOM DATA MANAGER

1. From the homepage, click on Custom Data.

2. Select Custom Data Manager.

identify
deliver
optimize

IMPORT CUSTOM DATA

1. On the Custom Data Manager screen, click Choose a file and then select the file that you want to upload.

2. (Optional) If the file preview does not display correctly, click 👋. When additional options for updating your file preview appear:

   a. Specify whether or not the first line of your file is a header.

   b. Select the field delimiter used in your file.

   c. Click Update Preview.

3. Verify all column headings. You can select the columns that you want to import and assign appropriate column headings by clicking the drop-down arrow next to the topmost column heading.

   Additionally, ensure data columns are correctly labeled as Text or Numeric. Click on the orange text if you need to update the data column type.

To import all available column headings, click the OFF button next to Import all columns to set it to ON.

Geography Level	Geography ID	Data	Data
Text	Text	**Text**	**Numeric**
Geo_Level	Geo_Id	Code	Bought_Running_Shoes
ZIP	91901	AA3	155
ZIP	91902	AA2	915
ZIP	92003	AA3	61
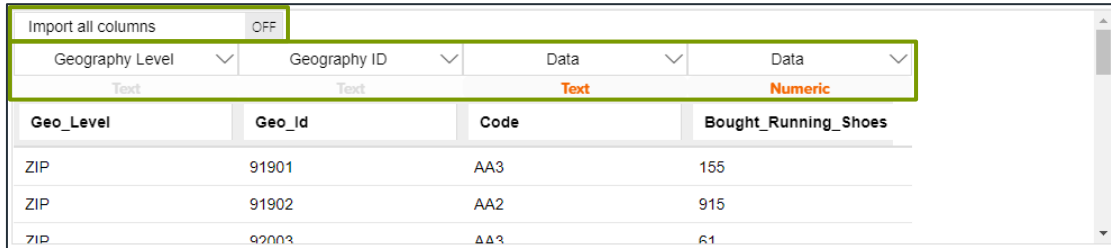
4. The columns that need to be identified are:

- Geography Level is the column that contains the three-digit geography level. The geography levels include:

THREE-DIGIT GEOGRAPHY LEVEL	GEOGRAPHY LEVEL NAME
USA	Country
STA	State
CTY	County
MCD	Minor Civil Division
PLA	Census Place
TRA	Census Tract
BGR	Census Block Group
CSA	Combined Statistical Area
CBS	Core Based Statistical Area
DMA	Designated Market Area
TDZ	Three-Digit ZIP Code
ZIP	ZIP Code
AZP	All ZIP Codes
ZP4	ZIP+4
ZP6	ZIP+6
CBL	Claritas Cable - Incumbents
CBM	Claritas Cable - Major Overbuilders
CBN	Claritas Cable - Minor Overbuilders
MTA	Major Trading Areas
BTA	Basic Trading Area
RSA	Metro/Rural Service Area
LAT	Local Access Transport Area
LEC	Incumbent Local Exchange Carrier
CTR	Wire Center

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- Geography ID is the column that contains the geographic codes

  Note: If any of the records in the Geography ID column are missing leading zeros, the system will update those records to include the necessary leading zeros.
- Data is the column that contains the information for each geography.

5. If your imported file contains duplicate geography codes, select a method for how you want the system to handle the duplicates. The options are:

DUPLICATE GEOGRAPHY METHODS	
DUPLICATE METHOD	DESCRIPTION
Take the first entry	Take the first data entry for the geography.
Take the last entry	Take the last data entry for the geography.
Summarize	Summarize all data entries for the geography.
Average	Take the average of all data entries for the geography.

6. (Optional) Update your file name.

7. Click Submit Job.

REVIEW DATA

1. Click OK to retrieve the data.

2. Once the import is complete click the Job ID number.

3. Click Output Summary to view or edit the imported data.