

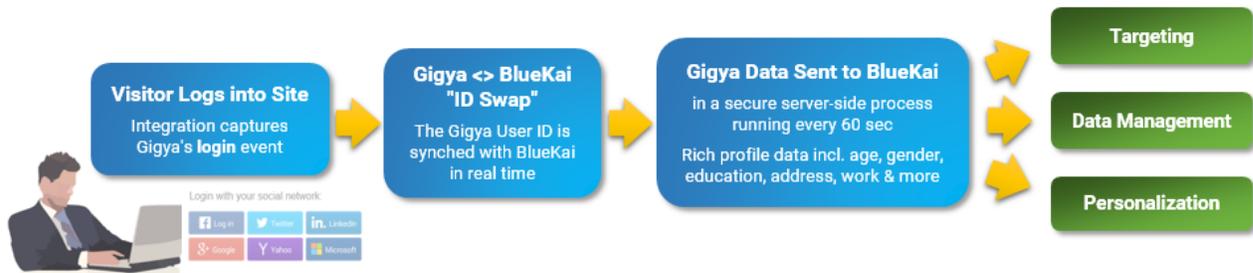
# BlueKai



## Overview

The Oracle BlueKai data management platform enables site owners to personalize online, offline, and mobile marketing campaigns.

Leveraging the rich profile and social information collected by Gigya, this integration grabs information about site visitors and channels it into BlueKai, where it is used for segmentation and targeting.



The integration consists of:

1. A client-side component, which grabs the visitor's Gigya UID as the visitor logs into the site, and performs a real-time ID Swap with BlueKai.
2. A server-side batch process which runs in close to real time (60-second intervals), gets all the users who have logged in during that interval, and exports their user profile information from Gigya to BlueKai in a secure ETL transfer that uses the BlueKai API.

## Implementation

### 1. Provide Information to Gigya

The server-side batch process that transfers user information from Gigya to BlueKai will be set up for the customer by the Gigya team.

Please provide the following information to your Implementation Consultant:

- **BlueKai Partner ID:** This is the ID shown in the top right corner of the Bluekai admin console.
- **BlueKai Web Service User Key:** To get this key, in the BlueKai admin console, go to **Tools > Web Services Key Tool**.
- **BlueKai Web Service Private Key:** To get this key, in the BlueKai admin console, go to **Tools > Web Services Key Tool** and click **Show Private Key**.

### 2. Set Up BlueKai Taxonomy

Choose the data you will be channeling from Gigya into BlueKai. The following user data fields are available from Gigya:

- UID
- profile.age

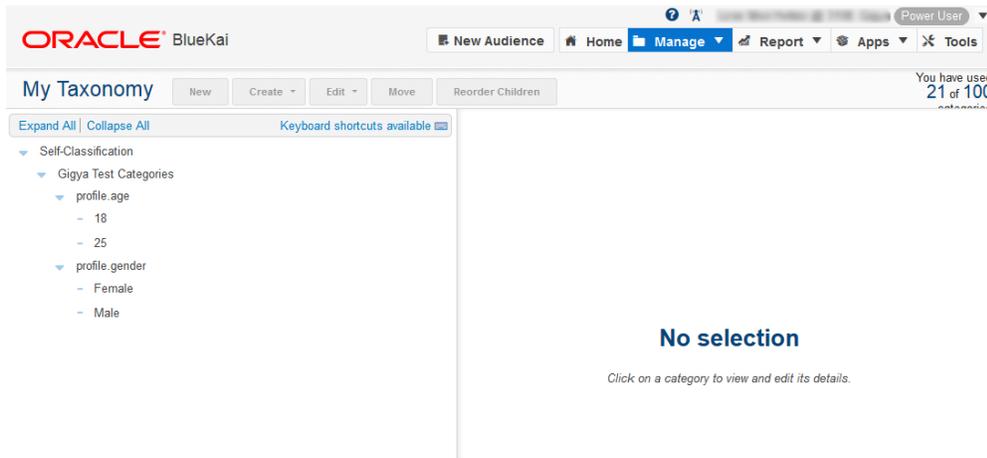
- profile.city
- profile.country
- profile.educationLevel
- profile.gender
- iRank
- profile.relationshipStatus
- profile.state

Other data fields from Gigya can be added if needed, with the following restrictions:

- The fields may not contain Personally Identifiable Information.
- The fields must conform to BlueKai's [restricted data policy](#) as well as BlueKai's field length limits.

To channel additional fields from Gigya, discuss your requirements with your Implementation Consultant. For more information about Gigya user data fields, see the [Profile object](#) documentation.

Then create the **self-classification categories** in BlueKai to receive that data. For example, you can divide users into some basic categories based on their **age** and **gender** as received from Gigya:



For more information on self-classification categories, see [Oracle Bluekai documentation](#).

Finally, create the rules to classify Gigya users into these categories. For example, records where the **profile.gender** field contains "M" will be classified into the "Male" category:



### 3. Add the Client-Side Script to the Site

Add the integration's client-side component (below) to every page in which you want to transmit login events to BlueKai.

This script is dependent on having gigya.js loaded as well as JQuery. **Best practice** is to add the script to the site footer.

```
function bkSync (res) {
  var bkBaseUrl = '//tags.bluekai.com/site/'
  var siteId = '<Your-BlueKai-Site-ID>';
  var src = bkBaseUrl + siteId + '?limit=0&gigya_id=' + res.UID;
  var img = document.createElement("img");
  img.src = src;
  document.body.appendChild(img);
  console.log('Added bluekai script.');
```

```
};

window.onload = function () {
  gigya.accounts.addEventHandlers( {onLogin:bkSync} );
};
```

For more information on generating a unique site ID in Bluekai, see [Oracle Bluekai documentation](#).