

In this article:

- [What Happens When You Create An Audience](#)
- [Example Audience and Outputs](#)
- [Combining Individuals Who Took Different Actions](#)

What Happens When You Create An Audience

Imagine that your Ascent360 CDP can be represented in one giant data table. This data table, or client view, has many fields (see your Data Dictionary for a complete list), which combines multiple different sources of data. That table would look like the following:

LTGID	First Name	Last Name	Source Name	Transaction Date	Product Name	Season Name	Age	Gender	Total Spent Lifetime	Reservation Date
123456	John	Doe	19 Transactions	01/21/2020	Season Pass	19-20	52	Male	\$1,988.35	
123456	John	Doe	19 Transactions	01/21/2020	Boulder Mountain Sweatshirt		52	Male	\$1,988.35	
123456	John	Doe	19 Transactions	11/23/2019	Season Pass	19-20	52	Male	\$1,988.35	
123456	John	Doe	19 Lodging				52	Male	\$1,988.35	01/18/2020
123456	John	Doe	20 Transactions	11/01/2020	Season Pass	20-21	52	Male	\$1,988.35	
456789	Jane	Doe	19 Lodging							10/01/2019
456789	Jane	Doe	19 Transactions	11/05/2019	Season Pass	19-20	31	Female	\$399.95	

456789	Jane	Doe	19 Ski Giveaway				31	Female	\$399.95	
--------	------	-----	-----------------	--	--	--	----	--------	----------	--

When you build an audience, you are essentially combining filters on this data table to create audiences of people who took certain actions (made a purchase, signed up for email newsletters, attended a lesson or event, etc.) and/or have certain attributes (demographics, geographic, and aggregate interaction data). As you can see in the above table, not every field is filled out in each row - that's because certain fields are reserved for certain types of actions (i.e. "Reservation Date" is only available for lodging transactions, "Transaction Date" is only available for monetary transactions). There are also fields that will always show the same data (per customer) in every row, like gender, age and Total Spent Lifetime. It is important to remember the way in which the data is formatted as you begin building your audiences.

Example Audience and Outputs

Individuals Who Purchased a 19-20 Season Pass

The below audience will return the following rows because these are the rows where **both** the Product Name is 'Season Pass' **AND** the Season Name is '19-20'.

The screenshot shows a digital interface for building an audience. It features two filter boxes. The top box is titled "Season Name" and contains the text "Equals: 19-20". Below this is a "Raw Count:" field. The bottom box is titled "Product Name" and contains the text "Equals: Adult Season Pass", also with a "Raw Count:" field. A green button with the text "AND" and a downward arrow is positioned between the two filter boxes, indicating a logical AND relationship between the two filters.

These are the 2 individuals who took the action of purchasing a 19-20 Season Pass.

LTGID	First Name	Last Name	Source Name	Transaction Date	Product Name	Season Name	Age	Gender	Total Spent Lifetime	Reservation Date
123456	John	Doe	19 Transactions	01/21/2020	Season Pass	19-20	52	Male	\$1,988.35	
456789	Jane	Doe	19 Transactions	11/05/2018	Season Pass	19-20	31	Female	\$399.95	

Individuals with Over \$1,000 Lifetime Spend who Purchased a 19-20 Season Pass

The above audience will return the following rows, because these are the rows where the Product Name is 'Season Pass' **AND** the Season Name is '19-20' **AND** the individuals' Total Spent Lifetime is between \$1,000 and \$10,000.

Season Name ⬆️ ⬇️ ⚙️ ✖️

Equals : 19-20

Raw Count:

AND ▼

Product Name ⬆️ ⬇️ ⚙️ ✖️

Equals : Adult Season Pass

Raw Count:

AND ▼

Total Spent Lifetime ⬆️ ⬇️ ⚙️ ✖️

: Between 1000 And 10000

Raw Count:

This is the 1 individual who took the action of purchasing a 19-20 Season Pass and has over a \$1,000 Total Spent Lifetime:

LTGID	First Name	Last Name	Source Name	Transaction Date	Product Name	Season Name	Age	Gender	Total Spent Lifetime	Reservation Date
123456	John	Doe	19 Transactions	01/21/2020	Season Pass	19-20	52	Male	\$1,988.35	

Combining Individuals Who Took Different Actions

Individuals with a Reservation Date in January 2020 OR a Transaction Date in November 2019

The below audience will return the following rows because these are the rows where either the transaction date is in November 2019 **OR** the reservation date is in January 2020. You will notice that John Doe appears here twice, once because he purchased an item in November 2019 and once because he reserved a room in January 2020.

Reservation Date ⬆️ ⬇️ ⚙️ ✖️

: Between '1/1/2020' And '1/31/2020'

Raw Count:

OR ▼

Transaction Date ⬆️ ⬇️ ⚙️ ✖️

: Between '11/1/2019' And '11/30/2019'

Raw Count:

LTGID	First Name	Last Name	Source Name	Transaction Date	Product Name	Season Name	Age	Gender	Total Spent Lifetime	Reservation Date
123456	John	Doe	19 Transactions	11/23/2019	Season Pass	19-20	52	Male	\$1,988.35	

123456	John	Doe	19 Lodging				52	Male	\$1,988.35	01/18/2020
456789	Jane	Doe	19 Transactions	11/05/2019	Season Pass	19-20	31	Female	\$399.95	

Individuals with a Reservation Date in January 2020 AND a Transaction Date in November 2019

So, what if you want to find only individuals like John, who made a purchase in November 2019 and reserved a room in January 2020? You may think switching the **OR** operator to an **AND** operator would give you results:

The screenshot shows a query builder interface with two conditions stacked vertically. The top condition is 'Reservation Date' with a date range of 'Between '1/1/2020' And '1/31/2020''. The bottom condition is 'Transaction Date' with a date range of 'Between '11/1/2019' And '11/30/2019''. A green button labeled 'AND' is positioned between the two conditions, indicating they are connected by an AND operator.

But actually, this audience is now looking for rows where **BOTH** the Transaction Date and Reservation Date have conflicting dates, which do not exist within the same line item in our CDP data table. So how do you identify the individuals who took these actions? The answer lies in Complex Audience Builder, where you can combine audiences to identify individuals in both. To create this Complex Audience, you first need to create 2 audiences: November 2019 Purchasers and January 2020 Lodging Reservations.

November 2019 Purchasers

The screenshot shows a single query builder condition for 'Transaction Date' with a date range of 'Between '11/1/2019' And '11/30/2019''. The interface includes standard controls like expand, collapse, settings, and delete icons.

Output

LTGID	First Name	Last Name	Source Name	Transaction Date	Product Name	Season Name	Age	Gender	Total Spent Lifetime	Reservation Date
123456	John	Doe	19 Transactions	11/23/2019	Season Pass	19-20	52	Male	\$1,988.35	
456789	Jane	Doe	19 Transactions	11/05/2019	Season Pass	19-20	31	Female	\$399.95	

January 2020 Lodging Reservations

Reservation Date
⬆️ ⬇️ ⚙️ ⬆️

Raw Count:

Output

LTGID	First Name	Last Name	Source Name	Transaction Date	Product Name	Season Name	Age	Gender	Total Spent Lifetime	Reservation Date
123456	John	Doe	19 Lodging				52	Male	\$1,988.35	01/18/2020

Creating Your Individuals with a Reservation Date in January 2020 AND a Transaction Date in November 2019 Complex Audience

Once you've done the basic setup of your Complex Audience, select the New Complex Audience step. To configure a complex audience to select only individuals in both audiences, drag both audiences onto the canvas. By default, the operator selected is **AND**, which is the operator that should be used for this Complex Audience.

November 2020 Purchasers
⬆️ ⬇️ ✕

Details of what was chosen

AND
▼

January 2020 Lodging Reservations
⬆️ ⬇️ ✕

Details of what was chosen

When you hit the **refresh** button on this Complex Audience, the tool goes to your two audiences, finds all individuals (based on **LTGID**) who are in the November 2019 Purchasers audience and compares those individuals to the ones in the January 2020 Lodging Reservations audience, and returns only the individuals who exist in both audiences. This becomes your Complex Audience output.

While Audience Builder uses fields to produce the output, Complex Audience Builder uses Audiences to produce the output.

November 2019 Purchasers Audience Output

LTGID	First Name	Last Name
123456	John	Doe

456789	Jane	Doe
--------	------	-----

January 2020 Lodging Reservations Audience Output

LTGID	First Name	Last Name
123456	John	Doe

Combined Complex Audience Output

LTGID	First Name	Last Name
123456	John	Doe

Suppressing Individuals

What if you're trying to find people who purchased a season pass in 19-20 and remove anyone who purchased a pass for 20-21? You might think this audience configuration would work to identify lapsed passholders.

The screenshot shows a configuration interface for an audience. It consists of three green header bars, each with a title and three small icons (up, down, close). Below each header is a text box labeled 'Details of what was chosen'. Between the first and second header is a green button labeled 'AND' with a dropdown arrow. Between the second and third header is a red button labeled 'NOT' with a dropdown arrow.

- Header 1: Season Name = 19_20
- Header 2: Product Name = Season Pass
- Header 3: Season Name = 20_21

But what you'll find is that returns the same 2 rows, because these are the rows where the Product Name is 'Season Pass' **AND** the Season Name is '19-20' and **NOT** any of the rows where the Season Name is '20-21.' So, how do you identify lapsed passholders in Ascent360? By creating a complex audience consisting of 2 audiences - one that contains all of your 19-20 passholders, and one that contains all of your 20-21 passholders, as shown below.

19-20 Passholder Audience & Output

Audience

Season Name ⬆️ ⬇️ ⚙️ ✖️

Equals : 19-20

Raw Count:

AND ▼

Product Name ⬆️ ⬇️ ⚙️ ✖️

Equals : Adult Season Pass

Raw Count:

Output

LTGID	First Name	Last Name	Source Name	Transaction Date	Product Name	Season Name	Age	Gender	Total Spent Lifetime	Reservation Date
123456	John	Doe	19 Transactions	01/21/2020	Season Pass	19-20	52	Male	\$1,988.35	
456789	Jane	Doe	19 Transactions	11/05/2019	Season Pass	19-20	31	Female	\$399.95	

20-21 Passholder Audience & Output

Audience

Season Name ⬆️ ⬇️ ⚙️ ✖️

Equals : 20-21

Raw Count:

AND ▼

Product Name ⬆️ ⬇️ ⚙️ ✖️

Equals : Adult Season Pass

Raw Count:

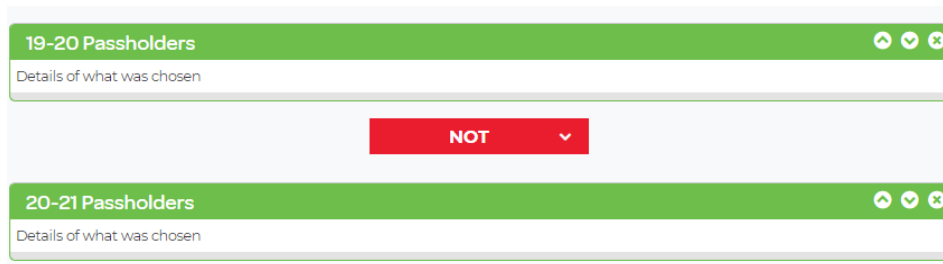
Output

LTGID	First Name	Last Name	Source Name	Transaction Date	Product Name	Season Name	Age	Gender	Total Spent Lifetime	Reservation Date
123456	John	Doe	20 Transactions	11/01/2020	Season Pass	20-21	52	Male	\$1,988.35	

Once your audiences are created, it is time to create your Complex Audience.

Creating your Lapsed Passholder Complex Audience

Once you've done the basic setup of your Complex Audience, select the New Complex Audience step. To configure a complex audience to select only individuals in both audiences, drag both audiences onto the canvas. By default, the operator selected is **NOT**, which is the operator that should be used for this Complex Audience.



When you hit the "refresh" button on this Complex Audience, the tool goes to your two audiences, finds all individuals (based on **LTGID**) who are in the 19-20 Passholders audience and compares those individuals to the ones in the 20-21 Passholders audience, and returns only the individuals who exist in 19-20 Passholders who **do not** exist in 20-21 Passholders. This becomes your campaign output.

19-20 Audience Output

Output

LTGID	First Name	Last Name
123456	John	Doe
456789	Jane	Doe

20-21 Audience Output

LTGID	First Name	Last Name
123456	John	Doe

Combined Complex Audience Output

LTGID	First Name	Last Name
123456	John	Doe

