

Destinations overview

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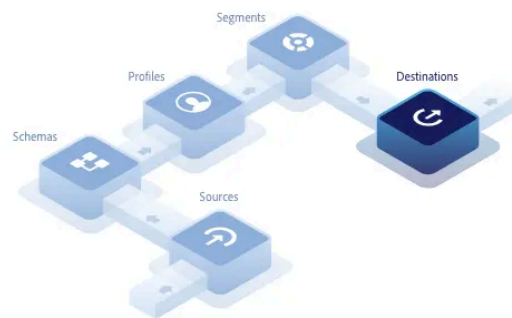
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TOPICS: Destinations

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Destinations are pre-built integrations with destination platforms that allow for the seamless activation of data from Adobe Experience Platform. You can use destinations to activate your known and unknown data for cross-channel marketing campaigns, email campaigns, targeted advertising, and many other use cases.

What's new

- [Amazon Ads connection](#)

Amazon Ads offers a range of options to help you achieve your advertising goals to registered sellers, vendors, book vendors, Kindle Direct Publishing (KDP) authors, app developers, or agencies. The Amazon Ads integration with Adobe Experience Platform provides turn-key integration to Amazon Ads products.

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time. By pairing high-intent, community-driven conversations with flexible ad formats and robust targeting, Reddit Ads help advertisers reach engaged audiences, drive performance outcomes, and learn directly from the communities that shape culture online. This guide is for advertisers and media teams using Adobe Experience Platform to send audiences to Reddit Ads. It covers what you need to connect your accounts, map identities, and activate audiences.

Destinations and sources

One of the core functionalities of Experience Platform is ingesting your first-party data and activating it for your business needs. Use [sources](#) to ingest data into Experience Platform and destinations to export data from Experience Platform.

Destinations steps

- Choose from a [self-service catalog](#) of all the destinations available in Experience Platform.
- Use destinations to send audiences or datasets to marketing automation platforms, digital advertising platforms, and more.
- Schedule data exports to your preferred destinations at regular times.

Controls

Use the controls in the [destinations workspace](#) to:

- Browse the catalog of destination platforms where you can activate your data;
- Create, edit, activate, and disable data flows to the destinations in the catalog;
- Create an account in a storage location or link Experience Platform to the account in the destination platform;
- Select which audiences or datasets should be activated to destinations;
- Select which [Experience Data Model \(XDM\) fields](#) to export when activating audiences to certain destinations like email marketing destinations, CRM platforms, cloud storage locations, and more.
- Activate different types of profiles and audiences to destinations - people, accounts, and prospects.



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With Experience Platform, you can activate data to various types of destinations, to satisfy your activation use cases. Destinations range from API-based integrations, to integrations with file reception systems, profile lookup destinations, and more. For detailed information about all available destinations, read the [destination types and categories overview](#).

Adobe-built and partner-built destinations

Some of the connectors in the Experience Platform destinations catalog are built and maintained by Adobe, while others are built and maintained by partner companies using [Destination SDK](#). A note at the top of the documentation page for each partner-built connector calls out if a destination is created and maintained by the partner. For example, the [Amazon S3 connector](#) is created by Adobe, while the [TikTok connector](#) is created and maintained by the TikTok team.

For partner-authored and maintained connectors, this means that issues with the connector might need to be resolved by the partner team (contact method provided in the note in the documentation page). For issues with Adobe-authored and maintained connectors, contact your Adobe representative or Customer Care.

Destinations and access controls

The destinations functionality in Experience Platform works with Adobe Experience Platform access control permissions. Depending on your user's permission level, you can view, manage, and activate destinations. For information about the individual permissions, go to [access control in Adobe Experience Platform](#) and scroll down to the table at the bottom of the page.

The following table outlines the permissions and permission combinations required to perform certain actions on destinations.

Permission level	Description
View Destinations	To access the destinations tab in the Experience Platform UI, you need the View Destinations access control permission .
View Destinations, Manage Destinations	To connect to destinations, you need the View Destinations and Manage Destinations access control permissions

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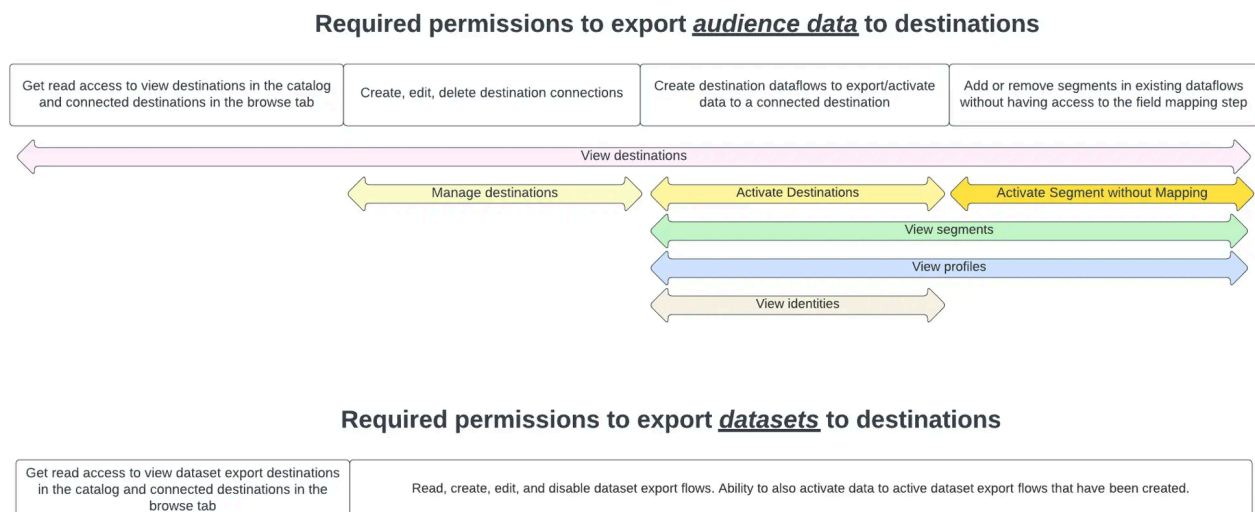
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Permission level	Description
View Destinations, Activate Destinations, View Profiles, and View Segments	To activate audiences to destinations and enable the mapping step of the workflow, you need the View Destinations, Activate Destinations, View Profiles, and View Segments access control permissions .
View Destinations, Activate Segments without Mapping, View Profiles, and View Segments	To add or remove audiences from existing dataflows without having access to the mapping step of the workflow, you need the View Destinations, Activate Segments without Mapping, View Profiles, and View Segments access control permissions .
View Destinations, Manage and Activate Dataset Destinations	To export datasets to destinations, you need the View Destinations and Manage and Activate Dataset Destinations access control permissions .
View Identity Graph	To export <i>identities</i> to destinations, you need the View Identity Graph access control permission . 

The diagram below visually displays which permissions you need depending on the operations that you want to perform on destinations.



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For more information about access controls, see the [Access control user guide](#).

Attribute-based access control for destinations

Attribute-based access control in Adobe Experience Platform allows administrators to control access to specific objects and/or capabilities based on attributes.

With attribute-based access control, you can apply mapping configurations to fields that you have permissions to. Furthermore, you cannot export data to a destination if you do not have access to all fields in the dataset.

For more information on how destinations work with attribute-based access controls, read the [attribute-based access control overview](#).

Profile removal from destinations

When a profile is removed from an audience that is activated to a destination, that profile is also removed from the corresponding audience in the destination platform. For example, if a profile is removed from an audience that was previously activated to LinkedIn, that profile will be removed from the associated LinkedIn Matched Audience.

Profile removal from destinations — also referred to as unsegmentation — occurs on the same cadence as segmentation. As soon as a profile is removed from an audience in Experience Platform, the next scheduled dataflow to the destination reflects that change and removes the profile from the destination audience.

The actual speed at which profile removal takes effect in the destination platform may vary based on the destination's ingestion and processing behavior.

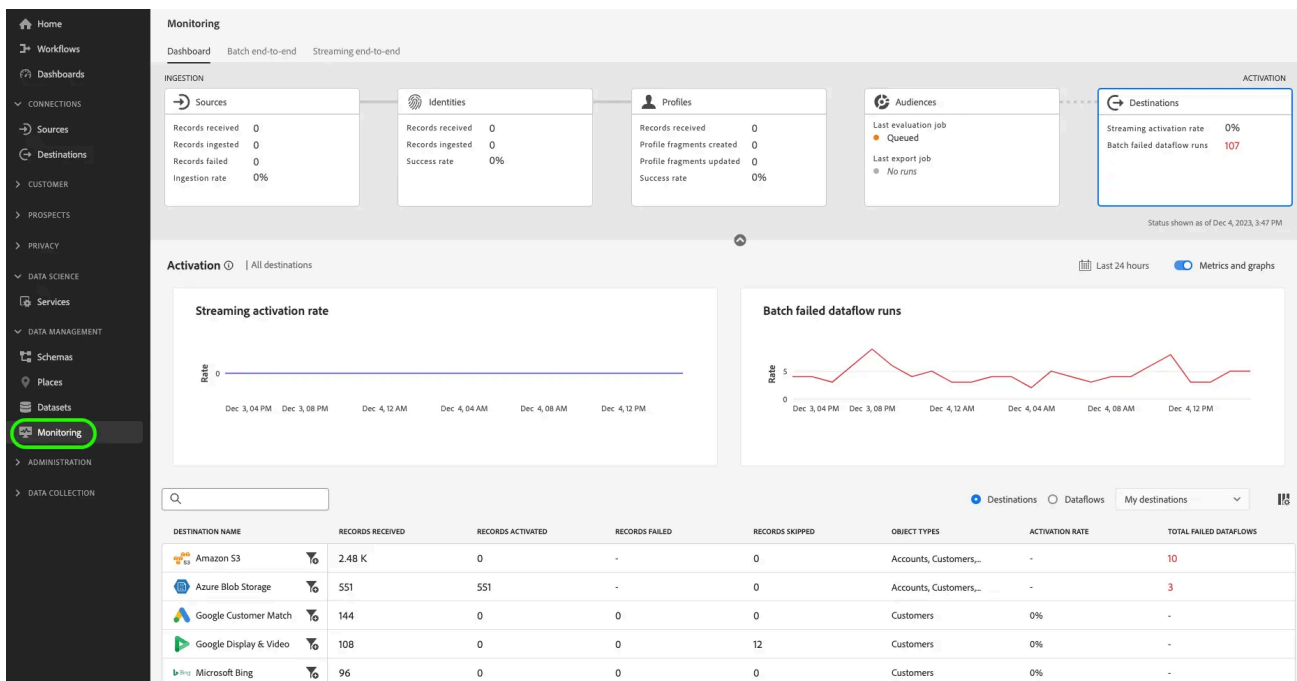
Destinations monitoring

After establishing a connection to a destination and completing the activation workflow, you can monitor the data exports to your reception system. Read the [guide on monitoring dataflows to destinations in the UI](#) for more information.

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You can also validate if data is coming through successfully to your destination. Most destination documentation pages in the catalog have a *Validate data export* section, which indicates how you can check in the destination platform that data is being successfully brought in from Experience Platform. View an example of this section for the [Amazon Ads destination](#).

Data encryption

All data in transit exported from Experience Platform through destinations travels over secure, encrypted connections using [HTTPS TLS 1.2](#) or newer. The TLS protocol used by Experience Platform in outbound communication also supports [Server Name Indication \(SNI\)](#).

For more information about how data is ingested, encrypted, and persisted, see [data encryption in Experience Platform](#).

Data governance restrictions on activating data to destinations

Data governance is enforced for Experience Platform destinations through:

- *Marketing actions* that you can select in the create destinations workflow;
- *Data usage policies* that restrict data containing certain usage labels from being activated to destinations with certain marketing actions.

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See the Data Governance in Experience Platform documentation for more information about [marketing actions](#) and [resolving data policy violations](#).

For more information about selecting marketing actions in the create destination workflow, see the following pages for the different destination types in Experience Platform:

- [Advertising destinations - Google Ad Manager](#)
- [Advertising destinations - Google Ads](#)
- [Advertising destinations - Google Display & Video 360](#)
- [Advertising Account destinations - Bombora ABM Audience connection](#)
- [Advertising Account destinations - Demandbase connection](#)
- [Cloud storage destinations](#)
- [Email marketing destinations](#)
- [Social destinations](#)

For more information about data policy violations in the audience activation workflow, see the **Review** step in the following guides:

- [Activate audience data to streaming audiences export destinations](#)
- [Activate audience data to streaming profile export destinations](#)
- [Activate audience data to batch profile export destinations](#)

Terms and conditions

By using any of the Destinations labeled as beta ("Beta"), You hereby acknowledge that the Beta is provided ***"as is" without warranty of any kind.***

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