

Audience Segmentation Cloudlet



The Audience Segmentation Cloudlet provides hassle-free traffic segmentation and stickiness without degrading performance. This is often beneficial for A/B and multivariate testing.

Once an Audience Segmentation policy is activated, it identifies an inbound request and applies the rules you defined to that request. Then, at the edge, the Cloudlet creates stable test populations by assigning a cookie value to the user. Audience Segmentation can be used with your Akamai service to provide the desired experience for that user. This Cloudlet provides:

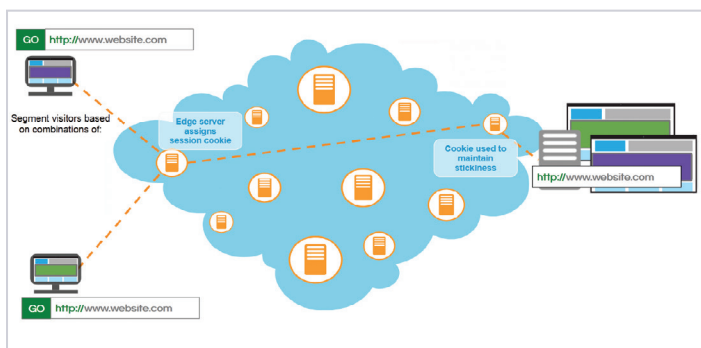
- **Management:** You can more easily manage populations for A/B and multivariate testing at the edge.
- **Offload:** There is no need to expand infrastructure. Audience Segmentation runs on the Akamai network, which has sufficient capacity to handle surges in traffic.
- **Persistence:** Maintain stickiness for as long as the policy is active. Audience Segmentation creates cookies and segments users into groups.

How Audience Segmentation Works

In the Cloudlets Policy Manager, you can set up rules based on random assignment (range match). You can also create rules based on inbound request information, such as file extension and geography.

Once you define the traffic segments and supporting rules, Audience Segmentation identifies the inbound request and determines, based on the rules, the appropriate segment for that request.

The edge server then assigns a session cookie to the request. Audience Segmentation uses this cookie to randomly assign users to a population and to maintain sticky populations.

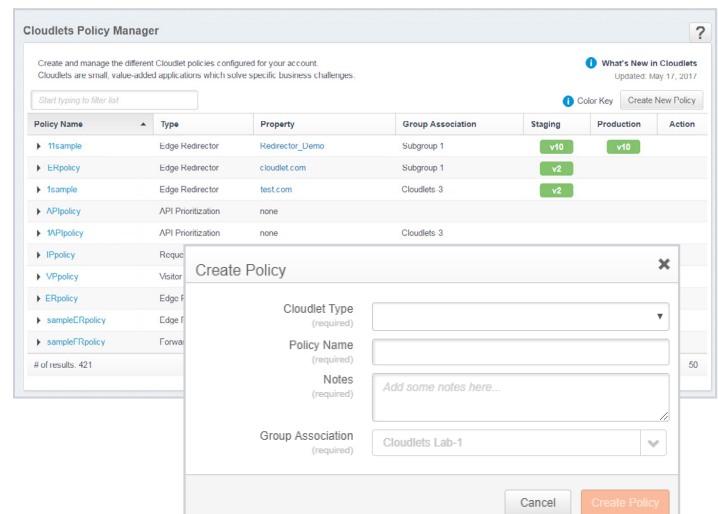


Audience Segmentation Configuration Overview

Once Audience Segmentation is added to your contract, you have to complete the following tasks:

1. If using Cloudlets Origins with this Cloudlet, set them up in Property Manager. (See the *Audience Segmentation User Guide* for more information about Cloudlets Origins.)
2. In the Cloudlets Policy Manager, configure an Audience Segmentation policy and rules, then activate the policy version. (See the Cloudlets Quick Reference for activation information.)
3. In Property Manager, select the appropriate property, set up the Audience Segmentation behavior, and then activate the property.

Creating a Policy for Audience Segmentation



To create a policy for API Prioritization:

1. From the Luna Control Center, select **Configure** > **Cloudlets** > **Cloudlets Policy Manager**.
2. On the Cloudlet Policies page, select **Create New Policy**.
3. On the Create Policy page, complete the following fields:

Field	Entry
Cloudlet Type	Select Audience Segmentation .
Policy Name	Enter the name of the policy.
Notes	Enter a meaningful description for the policy.

4. Click **Create Policy**. The Policy Details page displays for new policy.

Configuring Rules for Audience Segmentation

To configure rules for API Prioritization:

1. From the Luna Control Center, select **Configure** ▶ **Cloudlets** ▶ **Cloudlets Policy Manager**.
2. Click the name of the policy you want to add a rule to.
3. Click the number of the policy version you are adding rules to.
4. Select **Add Rule**.
5. Complete the following fields:

Field	Entry
Rule Name	Name this rule. This field is required.
Always On	Select if the rule is always applied. If deselected, start and end date fields display.
Start Date/Time	(Optional) Enter the start date and time.
End Date/Time	(Optional) Enter the end date and time.
Match Type	Select the match type to use for this rule. A range match is the default match type.
Rule Name	Name this rule. This field is required.
Cloudlets Origin	Change the incoming request to use the origin you select. You have the option of choosing a Cloudlets Origin configured for the associated property, or letting the property decide which origin to use.
Path and Query String	Enter the path and/or query string of the origin object to serve for the request.
Copy Query String	Select to include all query parameters from the incoming URL.

6. Click **Save Rule** once all changes are complete, then click **Save Changes** on the Version Details page.

Enabling Audience Segmentation in Property Manager

To enable Audience Segmentation in Property Manager:

1. From the Luna Control Center, select **Configure** ▶ **Manage Properties** (under **Property Manager**).
2. Navigate to the property you will be adding Audience Segmentation to.
3. Open the version of the property configuration, then select the rule you want to add Audience Segmentation to.
4. Click **Add Behavior**, then select **Audience Segmentation** from the list of available behaviors.
5. In the API Prioritization behavior, complete the following fields:

Section	Action
Enable	Set to On to enable Audience Segmentation.
Policy Name	Select the name of an existing Cloudlets policy to use for this Cloudlet instance.
Instance Label	Enter a label to distinguish this Audience Segmentation policy from others in the same property.
Segment Tracking Method	Select the method to use to pass segment information to the origin. Options include query string parameter, cookie, or custom header value. Additional fields display based on your selection
Population Membership	Select whether to store population data in a cookie that helps determine the appropriate segment, or population set, for the user. You can set the cookie to never expire, to expire based on duration, or to expire on browser close. If you chose a duration, additional fields display.
Cookie Domain Tracking	Select whether to use a cookie domain with the population cookie. A cookie domain tells the browser which domain to send the cookie to.
Automatic Salt	Select whether to select a salt for the cookie automatically. This salt is used to verify the integrity of the Population Cookie. This may not be desirable if you intend to share a Population Cookie across several digital properties.
Include Rule Name	Include the name of the rule in the session cookie

6. Save your changes to the **Property Manager** rule, then activate the newly-updated property.