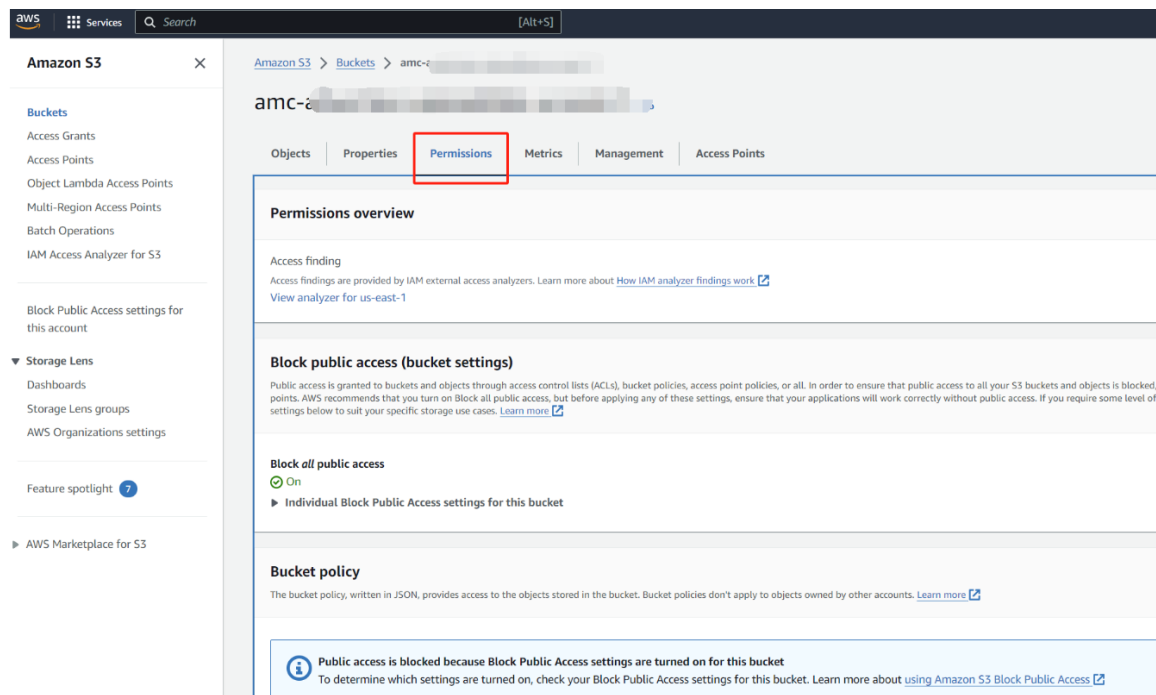


# How to upload 1P data via Pacvue

1. Set your Amazon S3 bucket for 1P data, please make sure the **CORS** is set correctly(Within the Permissions tab, add the following permissions object under Cross-origin resource sharing > Edit.). For S3 bucket setting, you can refer to [Amazon Advertising Advanced Tools Center](#)

```
[
  {
    "AllowedHeaders": [
      "*"
    ],
    "AllowedMethods": [
      "PUT"
    ],
    "AllowedOrigins": [
      "*"
    ],
    "ExposeHeaders": []
  }
]
```



## Cross-origin resource sharing (CORS)

The CORS configuration, written in JSON, defines a way for client web applications that are loaded in one domain to interact with resources in a different domain. [Learn more](#)

```
[
  {
    "AllowedHeaders": [
      "*"
    ],
    "AllowedMethods": [
      "PUT"
    ],
    "AllowedOrigins": [
      "*"
    ],
    "ExposeHeaders": []
  }
]
```

2. Go to Pacvue 'AMC account' page, click the 'upload 1P data' and you will jump to the '1P data upload' page, then you will see the 1P dataset in different AMC instance if you already created them. Then you can click the 'Upload' button to upload your 1P data. Please select the correct update strategy.

**1P Data Upload**

AMC Instance: Select All Table Name: Table Name

Upload 1P Data

Table Name	AMC Instance	Update strategies	Database Type	Market	Ad	Upload
	pacvuef...	Off-Ama...	US			
1111	pacvuef...	Additional product metadata	--			
	pacvur...	Additional product metadata	--			
sku_asin_mapping		Additional product metadata	--			

Upload Files

Drop file here or click to upload

Download the Template

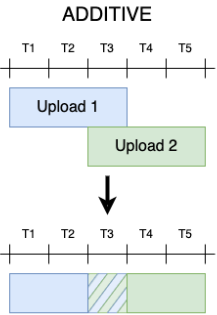
Cancel OK

1. 2. 3.

**ADDITIVE**

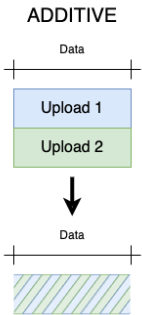
**For fact datasets:** This strategy adds new records to records that may already be present in each time-based partition of the table. If the table already contains records, then the (new) record set being uploaded may overlap with the existing records. These overlaps are partition overlaps.

For example, if the table contains time-based data that is partitioned on month, and the table already holds data for the months January, February, March, then when a new upload containing data for March, April, May is performed with the ADDITIVE strategy, then records that will fall within the March partition will overlap with a partition where data already exists.



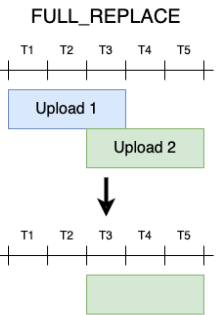
**ADDITIVE**

**For dimension datasets:** Dimension datasets are a single partition of records. This strategy, when used with a dimension dataset, will add the uploaded records to the existing records.



**FULL\_REPLACE**

**For fact datasets:** The uploaded data replaces all records previously saved in the tables.



**FULL\_REPLACE**

**For dimension datasets:** Dimension datasets have a single partition of records. This strategy will replace all existing records in that partition with the records to be uploaded.

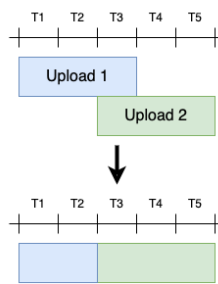


#### OVERLAP\_REPLACE

This strategy applies for uploads to fact datasets only. When a data upload is performed with OVERLAP\_REPLACE as the strategy, then new data will be added to table partitions. Any overlapping partitions will be removed and replaced with new content.

For example, previously uploaded monthly data contains records in the February, March, and April partitions. Data being uploaded should fall into April and May. With this option, any prior events in April will be **removed**, and replaced with the data for April from the new upload, and May will be added directly, as there is no overlap with existing data.

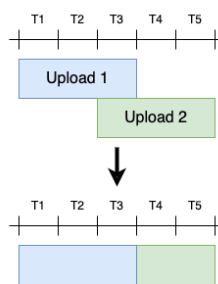
#### OVERLAP\_REPLACE



#### OVERLAP\_KEEP

This strategy applies for uploads to fact datasets only. All new data for non-overlapping partitions will be added to the table. Any overlapping partitions will retain their original data. When the upload overlaps with any partitions that already have data, the original data of the overlapping partition(s) is **RETAINED**, and those in the upload are ignored. For example, if the dataset has previously uploaded monthly data, in the February, March, and April partitions. A new upload containing data for April and May is performed. When uploaded with the OVERLAP\_KEEP as the upload strategy, any existing data for April will be retained, and those corresponding to April in the new upload will be **ignored**. Data for May will be added directly, as there is no overlap with the existing data.

#### OVERLAP\_KEEP



3. If you have not created the dataset in AMC, you need to click the 'Upload 1P data' button and link the Amazon S3 bucket first.

The screenshot shows the '1P Data Upload' interface in the Amazon DSP console. At the top, there's a navigation bar with the Amazon DSP logo and a dropdown menu. Below the navigation bar, there's a section titled '1P Data Upload'. This section contains a table with columns: 'Table Name', 'AMC Instance', 'Description', 'Dataset Type', and 'Market'. A red arrow points to the 'Upload 1P Data' button, which is located above the table. The table contains five rows of data:

Table Name	AMC Instance	Description	Dataset Type	Market
z4521	pacvuef...	--	Off-Amazon conversion events	US
test0514zh1	pacvuef...	1111	Additional product metadata	--
test0514	pacvuef...	123	Additional product metadata	--
sku_asin_mapping	pacvuef...	sku_asin_mapping	Additional product metadata	--

1P Data Upload > Data Upload Setting

1 Basic information
2 Upload

Please set up the S3 bucket first. For guidance, refer to: [Advertiser data upload](#).

\* New Table Name
pacvue\_1p\_test

\* AMC Instance
pacvue\_1p\_test

Description
pacvue\_1p\_test

Dataset Type
Off-Amazon conversion events

Country
US

\* Source S3 Bucket
amc-advertiser-uploaddata-1p-test

\* Amazon S3 Region
USEast1

\* Access Key

Secret Key
\*\*\*

Check

- Then go to next page, download the template.

1P Data Upload > Data Upload Setting

✓ Basic information

2 Upload

Upload Files

Drop file here or [click to upload](#)

[Download the Template](#)

- If you want to upload 'Additional product metadata', as this type of data does not involve private data, you can fill in the form and upload it directly.
- If you want to upload 'Off-Amazon conversion events', as this type of data involves private data, you need to fill in the 'Off-Amazon conversion events template' and then use 'File Preparation Tool' to hash the data and finally fill in the 'HASHED\_Off-Amazon conversion events template' to upload the data.