

Announcing: Adding an allow-list for known good fields to output from CustomerJourney Feed

Note: The following updates are planned to be rolled out on 08/15/2024

Summary of Change:

ASAPP's customers have requested additional customer parameters that they can use to join the real-time event feed (CustomerJourney feed) data to their customer data.

More details:

The primary mechanism for handling this data has historically been "customer info". Much of this information is sent on landing or logging in through the SDK as a semi-structured set of key-value data. This data is not under ASAPP's control, but flows through our system, therefore we treat the data as sensitive. Previously, we added an allow-list configured in PCD to surface known good fields consistently as fields 1-10. See details [here](#).

Example: Customers can add the following entry in the corresponding PCD:

```
{
  "default": {
    "attributes": [
      {
        "name": "k1",
        "originKey": "ACCT_GUID"
      }
    ]
  }
}
```

If a CustomerParameter exists containing the `ACCT_GUID` attribute, the `journey` events sent through real-time API will include the following payload:

```
"customer_params_field_01": "some-guid-from-customer",
"customer_params_key_name_01": "ACCT_GUID"
```

For more information, please refer to [Building a Real-Time Event API](#)

Happy Analyzing! 🚀📊