

# Upload a Customer Attributes Dataset

This content is only for clients with the one-click **DATASETS** option in the top navigation bar. If you click **DATASETS** and see **Product Data** and **Customer Data** listed as menu options, then this content doesn't apply to your account. Instead, see [Upload a Customer Dataset](#).

A Customer Attributes dataset contains data you've collected about customers. You can use this type of dataset and its data to better target customers and personalize their experiences on your site.

Before you upload a dataset to Monetate, ensure that it meets the requirements as explained in [Customer Dataset Upload Requirements](#).

Follow these steps to create a Customer Attributes dataset.

1. Click **DATASETS** in the top navigation bar, and then click **CREATE DATASET**.
2. Select **Customer Attribute** and then click **NEXT**.
3. Name the dataset you're creating, and then click **NEXT**.

The name must begin with a letter and contain only letters, numbers, and underscores.

4. Drag and drop the file you want to upload into the Create Dataset Schema wizard, and then review the schema generated to ensure all the column headers are present and correct. Select **My file looks good**, and then click **NEXT**.

The file must be in the CSV or TSV format. Schema and field names must begin with a letter and contain only letters, numbers, and underscores. If the file you attempt to upload does not meet these requirements, an error message appears.

Correct the errors in the file, and then upload it again to the wizard.

5. Confirm that the data type selected for each attribute is correct, then select an attribute to be the dataset's Unique ID, and then click **NEXT**.

If an attribute has the wrong data type associated with it, then the data can't be processed correctly when you use the dataset within the platform.

6. Select or create an Identifier Name so that you can connect the dataset to one or more ID Collectors, and then click **SAVE**.

An Identifier Name can contain only letters, numbers, and underscores.

7. Click **CONFIRM AND CREATE**.

Engine API clients must take additional steps to make use of a Customer Attributes dataset, including sending the Identifier Name as a custom variable in a request. See [Calling the Engine API](#) for more information.

After you click **CONFIRM AND CREATE** in the wizard, a message appears on the screen informing you that the file is uploading and then updates when the upload is complete.

You can click **CLOSE** to dismiss this message before the upload is complete. If you choose not to do that or if the upload completes quickly, this message can swiftly be replaced by the details page for the newly created dataset, with the **Update History** tab showing. The status is **PENDING** until the platform successfully completes processing the file or encounters an error.

Refer to [Customer Attributes Dataset Details Page](#) for more information about the **Update History** tab as well as the **Attributes** tab.