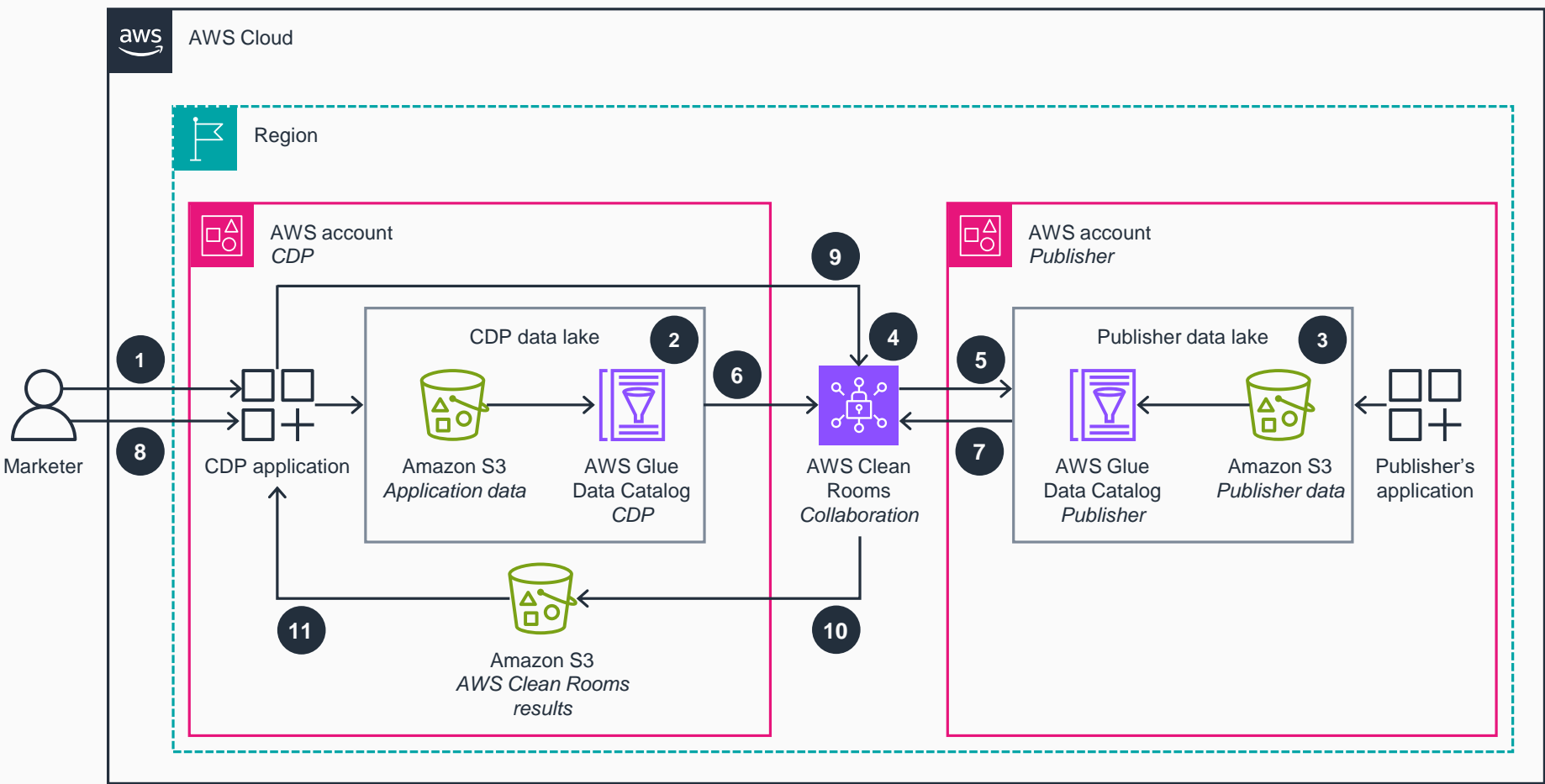


# Guidance for Connecting CDPs to Data Lakes with AWS Clean Rooms

This architecture diagram shows how marketers using customer data platforms (CDPs) can set up AWS Clean Rooms collaborations with publishing partners to combine first- and third-party customer data directly.



- 1 The marketer uploads first-party data to the CDP's application.
- 2 The CDP account stores the marketer's first-party data in an **Amazon Simple Storage Service (Amazon S3)** data lake and registers the data in its **AWS Glue Data Catalog**.
- 3 The publisher's application stores ad impressions and user data in an **Amazon S3** data lake in the publisher's account. It then registers the data in its **Data Catalog**.
- 4 The CDP creates an **AWS Clean Rooms** collaboration within its account.
- 5 The CDP invites the publisher to join the **AWS Clean Rooms** collaboration. The publisher accepts the invitation.
- 6 The CDP adds the marketer's first-party data to the **AWS Clean Rooms** collaboration from the CDP's **Amazon S3** data lake.
- 7 The publisher adds data to the **AWS Clean Rooms** collaboration from the publisher's **Amazon S3** data lake.
- 8 The marketer runs a report on the CDP application.
- 9 The CDP queries data within the **AWS Clean Rooms** collaboration.
- 10 **AWS Clean Rooms** sends query results to a separate **S3** bucket in the CDP account.
- 11 The CDP reads query result data from **Amazon S3** and returns the marketer's query results within the CDP application.