ICDP P+B Unit Definition

Please Note: These rates and terms are subject to change at any time without prior notice. While Treasure Data strives to communicate any changes in a timely manner, we do so on a best-efforts basis. The publication of updated rates and terms on this webpage constitutes sufficient notice for such changes to take effect. Your continued use of our services following any updates signifies your acceptance of the new rates and terms.

P+B Units

ICDP entitlements are defined by purchased P+B Units. One P+B Unit is consumed (in whole or in part) at the rate of one (1) per:
- 1 Million Profiles; OR
- 1 Billion Behaviors.

For example: Customer has 50.5 Million Profiles and 37.75 Billion Behaviors, the P+B Unit usage will be equal to 88.25.

Profiles

All unified Known and Unknown Profiles in any and all Parent Tables in the Production Instance are counted toward P + B Unit consumption in accordance with the following.

- A "Parent Table" is the list of all unified customer profiles that serves as the foundational dataset from which a Parent Segment is created.
- "Known Profiles" are any and all unified customer profiles that consist of behavioral or attribute data that contain personally identifiable information such as an email address or phone number. Each Known Profile counts as 1 Profile Count.
- "Unknown Profiles" are any and all unified customer profiles that consist of behavioral or attribute data that do not include personally identifiable information, such as an email address or phone number. Each block of twenty (20) Unknown Profiles counts as 1 Profile Count.

- **Measurement**
    - Known and Unknown Profiles are measured daily.
    - The 4th highest daily Known and Unknown Profile total in each month is compared to the above limits to determine P + B Unit consumption.
        - Note: The 3 highest daily Profile totals are excluded in order to account for unforeseen and unusual spikes in profiles.

Behaviors

All Behaviors are counted toward P + B Unit consumption in accordance with the following.

- **Measurement**

- ○ Behaviors are measured daily by calculating the greater of:
    - ■ The total number of behavior records in the Unification Database (specifically, tables with names beginning with "enriched_")
    AND
    - ■ The total number of behavior records in the Audience Database (specifically, tables with names beginning with "behavior_")
- ○ The 4th highest daily Behavior total in each month is compared to the above limits to determine P + B Unit consumption.
    - ■ Note: The 3 highest daily Behavior totals are excluded in order to account for unforeseen and unusual spikes in Behavior.