Version 9 Release 1.2
September 2015

IBM Campaign System Tables Data Dictionary

IBM

Contents

Chapter 1. IBM Campaign system tables overview

The IBM® Campaign System Tables document is intended to help you understand the IBM Campaign data model for integration purposes.

Important: Unless otherwise stated, do not modify the system tables directly (rather than through the user interface). If you modify the system tables directly, you may compromise the application functionality and make it more difficult for IBM Technical Support to resolve any problems that may occur.

IBM Campaign system tables: List of changes by version

This topic identifies system database schema changes by version.

IBM reserves the right, at any time, to change the system table schemas. If you choose to develop custom integrations using the Campaign system tables, these components must be reviewed and possibly modified to work with future releases of the IBM Campaign system tables.

There is no guarantee of backwards compatibility or automated migration for custom-developed or third-party extensions using the IBM Campaign system tables. Unless otherwise stated, IBM does not support any use of the IBM Campaign system tables outside of standard application use that is conducted through the IBM Campaign application or standard tools shipped as part of the product.

System database schema changes for v9.1.2

There were no schema changes in version 9.1.2.

System database schema changes for v9.1.1

- No tables were modified.
- One new table was added:

  CREATE TABLE UA_AnnotationInfo (
   FlowchartID bigint NOT NULL,
   AnchorID bigint NOT NULL,
   AnchorType int NOT NULL,
   CreationDate datetime NULL,
   CreatedBy int NULL,
   LastUpdated datetime NULL,
   LastUpdatedBy int NULL,
   X int NULL,
   Y int NULL,
   IsVisible int NULL,
   Content nvarchar(1024) NULL,
   CONSTRAINT cAnnotationInfo_PK
    PRIMARY KEY (FlowchartID ASC, AnchorID ASC, AnchorType ASC)
)

System database schema changes for v9.1

- No tables were modified.

- A new table, UA_RespTypeMapping, was added to support eMessage-Campaign integration:

CampaignRespTypeID	EMessageRespTypeID	ApplicationType
9	1	3
10	14	3
11	18	3

- The UA_RespTypeMapping table is used as a join between the Campaign UA_UsrResponseType table and the eMessage table UACE_ResponseType.
- Link Click (9,1,3), Landing Page (10,14,3) and SMS Reply Message (11,18,3) are available. Currently, only Link Click is used. Columns for Landing Page and SMS Reply message are not populated by the ETL process at this time. Over time, more response types can be added which could then be used by the ETL process and be added in the performance report.

System database schema changes for v9.0

- No tables were modified.
- Two new tables were added:

```
CREATE TABLE UA_OfferSuppression (
        OfferID               bigint NOT NULL,
        SuppressionType       int NOT NULL,
        ResponseTypeCode      varchar(64) NULL,
        EventCount            int NULL,
        AttributeID           bigint NULL,
        StringValue           nvarchar(1024) NULL,
        NumberValue           float NULL,
        DatetimeValue         datetime NULL,
        SuppressionDuration   int NULL,
        CONSTRAINT cOfferSuppression_PK
        PRIMARY KEY (OfferID ASC, SuppressionType ASC)
)

CREATE TABLE UA_RespTypeMapping (
   CampaignRespTypeID bigint   NOT NULL,
   EMessageRespTypeID bigint   NOT NULL,
   ApplicationType   int NULL
)
```

System database schema changes for v8.6

There were no schema changes in version 8.6.

System database schema changes for v8.5

- No new tables were added.
- The following tables were modified:
  - UA_TmpTablePool: add InstanceID bigint NULL
  - UPDATE UA_TmpTablePool: set InstanceID = 0 where InstanceID IS NULL
  - ALTER Table UA_OfferList: add creatorFlag int NULL, creatorObjectId bigint NULL
  - UPDATE UA_OfferList: set creatorFlag = 0 , creatorObjectId = 0

- ALTER Table UA_Folder: add creatorFlag int NULL, creatorObjectId bigint NULL
- UPDATE UA_Folder: set creatorFlag = 0, creatorObjectId = 0
- ALTER TABLE UA_ATTRIBUTEDEF: add isMandatory int NULL
- ALTER TABLE UA_ATTRIBUTEDEF: add sortOrder int NULL
- UPDATE UA_ATTRIBUTEDEF: set isMandatory = 0, sortOrder = 0
- ALTER TABLE UA_ENUMATTRVALUES: add isDefault int NULL
- UPDATE UA_ENUMATTRVALUES: set isDefault = 0
- Insert into UA_AttributeDef (AttributeID, Name, DisplayName, Description, ObjectType, AttributeType, EnumType, Length, SystemDefined, isMandatory, sortOrder) VALUES (15, ' CreativeURL ', 'Creative URL', 'The creative or digital asset URL associated with this offer', 4, 1, 0, 512, 1, 0, 0)

System database schema changes for v8.2

- No new tables were added.
- The following changes were made:
  - ALTER Table UA_Offer add creatorFlag int NULL, creatorObjectId bigint NULL
  - UPDATE UA_Offer set creatorFlag = 0 , creatorObjectId = 0
  - ALTER Table UA_OfferTemplate add creatorFlag int NULL, creatorObjectId bigint NULL
  - UPDATE UA_OfferTemplate set creatorFlag = 0, creatorObjectId = 0

System database schema changes for v8.1

- The following table was added:

```
CREATE TABLE UA_TmpTablePool (
        ID                  bigint NOT NULL,
        DataSrcName         nvarchar(255) NOT NULL,
        TableSchema         nvarchar(1024) NOT NULL,
        TableID             bigint NULL,
        UserID              bigint NULL,
        FlowchartID         bigint NULL,
        Status              tinyint NULL,
        CONSTRAINT cTmpTablePool2_PK
            PRIMARY KEY (ID ASC)
)
```

- The following change was made:

```
UPDATE UA_TARGETCELLS SET approved = 1 WHERE approved IS NULL
```

System database schema changes for v8.0

- No new tables were added.
- The following change was made:

```
CREATE UNIQUE INDEX cAttributeDef_IX1 ON UA_AttributeDef
(
        Name ASC
)
```

IBM Campaign system tables data model diagram

This entity relationship model identifies each IBM Campaign system table and its keys, fields, and data types.
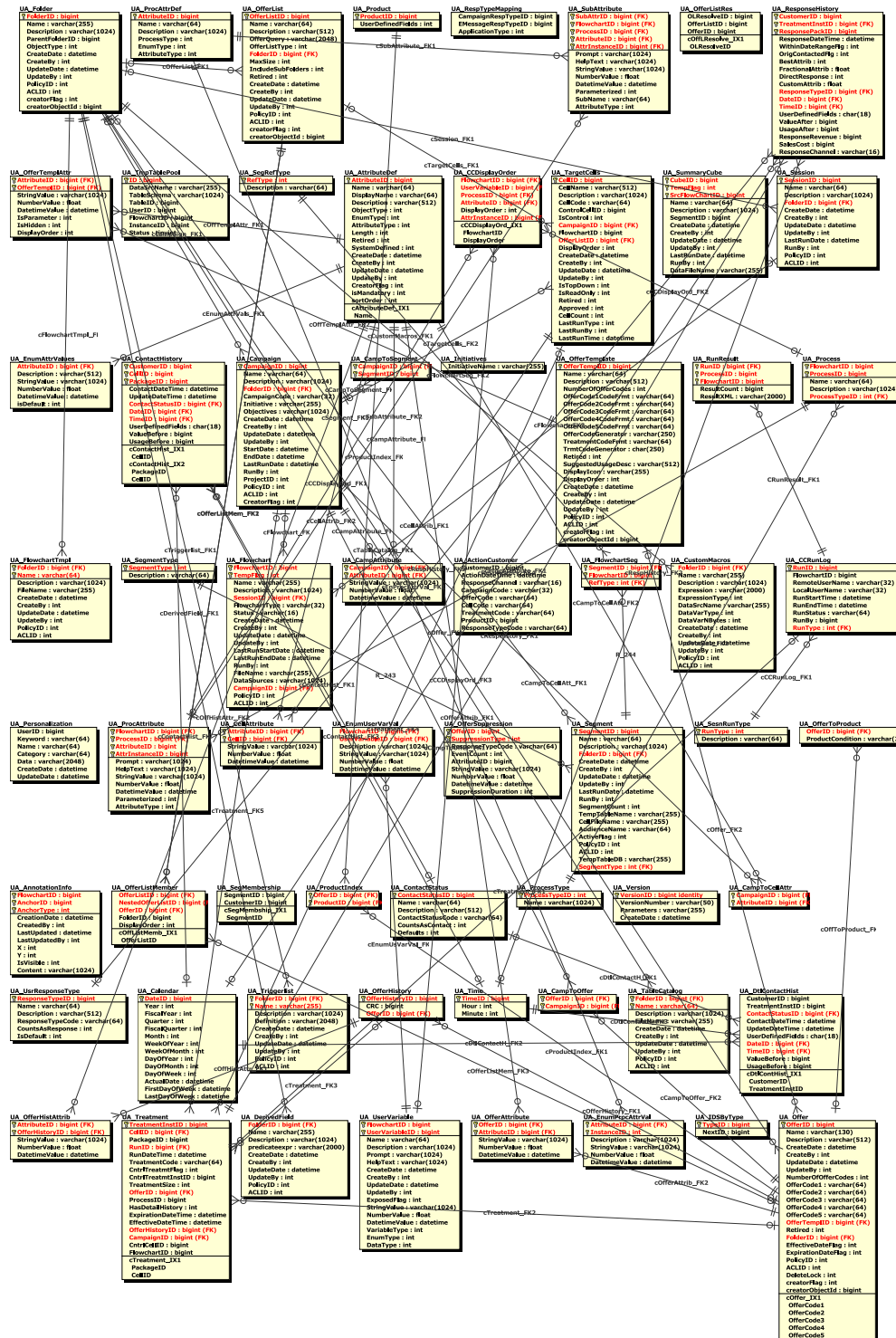
Definitions of additional attributes in system table records

The Additional Attributes column in the system table reference provides information about the fields that are in each system table. The following definitions explain the meaning of each attribute that is included in the Additional Attributes column.

Table 1. Additional attributes in system table records

Additional Attribute	Definition
Is Primary Key?	Whether the field is the primary key.
Is Foreign Key?	Whether the field is a foreign key.
Required Field?	Whether the field is required in the table for a valid row entry.
System Generated?	Whether the field has a system-generated default value on object creation.
System Generated Override?	If a system-generated value is provided, whether the user can change the default value.
User Entered?	Whether the field is entered by the user through the Campaign user interface.
Stored Create?	Whether this field is populated when it is initially created.
Stored Save?	Whether this field value can be edited later and changed (on save) after initial object creation.
Stored Run?	Whether this field is populated during a flowchart run.
Configuration?	Whether this field is affected by a configuration parameter.

Chapter 2. IBM Campaign system table reference

The system table reference provides details on each of the IBM Campaign system tables. The data types that are indicated in the following tables are generic types that may be different in your IBM Campaign installation, depending on the database that is used for the system tables. The IBM Campaign system tables are stored in a database that was created prior to the IBM Campaign installation. The database can have any name. The ODBC or native connection provides a connection to the database. The IBM Campaign configuration settings under Campaign | partitions | partition1 | dataSources | UA_SYSTEM_TABLES determine how IBM Campaign interacts with databases, including its own system tables, for the default partition.

UA_ActionCustomer

The UA_ActionCustomer table is a sample action table that is provided for the Customer audience level. The fields in this table are examples of fields that may be useful for generating response history. Administrators can customize the table as needed. Typically, each audience level has its own action table, which is used for response tracking.

Table 2. UA_ActionCustomer field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CustomerID	BIGINT	NOT NULL	This field represents the audience level, which may comprise one or more fields.	19	**Is Primary Key?** No
ActionDateTime	TIMESTAMP	NOT NULL	Example of a field that can be used when generating response history.	23,3	**Is Primary Key?** No
ResponseChannel	VARCHAR	NULL	Example of a field that can be used when generating response history.	16	**Is Primary Key?** No
CampaignCode	VARCHAR	NOT NULL	Example of a field that can be used when generating response history.	32	**Is Primary Key?** No
OfferCode	VARCHAR	NOT NULL	Example of a field that can be used when generating response history.	64	**Is Primary Key?** No
CellCode	VARCHAR	NOT NULL	Example of a field that can be used when generating response history.	64	**Is Primary Key?** No
TreatmentCode	VARCHAR	NOT NULL	Example of a field that can be used when generating response history.	64	**Is Primary Key?** No
ProductID	BIGINT	NOT NULL	Example of a field that can be used when generating response history.	19	**Is Primary Key?** No
ResponseTypeCode	VARCHAR	NULL	Example of a field that can be used when generating response history.	64	**Is Primary Key?** No

UA_AttributeDef

The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions. This table is written to when the Save button is invoked from

the Custom attribute definition page. Each attribute creates one row in this table, identified by the unique ID AttributeID. After an attribute is initially created, some fields like the AttributeType and Length fields cannot be modified (see individual fields for further info).

Table 3. UA_AttributeDef field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
AttributeID	BIGINT	NOT NULL	Globally unique identifier of the attribute. This ID is assigned by the system when an attribute is created. Custom attribute IDs start at either 100 or the value of internalIDLowerLimit config parameter, whichever is higher.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NOT NULL	Internal name of the attribute; must be globally unique. The name is user-provided for custom attributes and is the name used in any Campaign query expression when the field is used as an AGF. The internal name is automatically provided for system-defined attributes and cannot be modified. Changing this value after it is used will break any query expressions referencing the prior name. **Valid Values:** Any text characters, minus standard disallowed special Campaign query language name characters	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DisplayName	VARCHAR	NULL	Name of attribute, should be unique with offer attributes or unique within cell attribute names. The name is user-provided for custom attributes and is the label displayed to the user in forms and reports (e.g., the Custom attributes definition page). **Valid Values:** Any text characters, minus standard disallowed special name characters.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional, user-entered, free-form description of the attribute. **Valid Values:** Any text characters minus standard disallowed special characters in text	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ObjectType	INTEGER	NULL	System-generated value specifying the type of object for which this attribute is defined. **Valid Values:** 1=Session, 2=Campaign, 3=Segment, 4=Offer, 5=Product, 6=Cube, 7=ACOSession, 8=CustomMacro, 9=DerivedField, 10=Trigger, 11=TargetCell	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
EnumType	INTEGER	NULL	User specified behavior on whether an attribute is a free-form text box (user enters value), a drop-down list with fixed entries, or whether the user can choose from a drop-down list OR add an additional value. Additional values are checked for uniqueness (case-insensitive compare) and will be available in the drop-down list for all users. Type can be only be changed from 1 to 2 and vice versa after initial creation. This option is currently available only for enumerated text strings (not for date, numeric, or currency data types). **Valid Values:** 0=Edit Only, 1=Enumeration Only, 2=Enum with Dynamic Add	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
AttributeType	INTEGER	NULL	User-specified data type for a custom attribute (not editable for a system-defined attribute). Types 5 and 6 can only be created from IBM Marketing Operations or Distributed Marketing. This value cannot be changed after initial creation of a custom attribute. **Valid Values:** 1=String, 2=Number, 3=DateTime, 4=Currency, 5=Boolean, 6=Integer	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Length	INTEGER	NULL	User-specified value for length of text string data type and precision (# of decimal places to the right of the decimal point) displayed for numbers and currency data types. Not used for datetime data type. After initial creation of a text-string custom attribute, this value can only be increased, not decreased. It can be changed at any time for a numeric or currency data type. **Valid Values:** Positive integer; limit of maximum 16 digits of precision available for numeric values	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Retired	INTEGER	NULL	Reserved for future use. **Valid Values:** 0 = active; 1 = retired	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No
SystemDefined	INTEGER	NULL	Specifies whether an attribute is a predefined attribute shipped with IBM Campaign. All custom attributes have a value of 0. System-defined attributes cannot be deleted from the system and cannot have the Internal name or data type edited (description and length can be edited). **Valid Values:** 0 = custom attribute, user-defined, 1 = system-defined	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CreateBy	INTEGER	NULL	IBM Marketing Platform user ID for the user who created the object. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved). **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
UpdateBy	INTEGER	NULL	IBM Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreatorFlag	INTEGER	NULL	Specifies the application that created the custom attribute **Valid Values:** NULL/0 = Campaign 1 = IBM Marketing Operations (UMO) 2 = IBM Distributed Marketing (DM)	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
isMandatory	INTEGER	NULL	This flag indicates if attribute is mandatory. If value is one, user must provide value to this attribute when user creates Campaign/offer/cell. **Valid Values:** 0,1	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
sortOrder	INTEGER	NULL	This flag indicates by which order values in Single Select attribute should be sorted. **Valid Values:** 0,1,2,3	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 4. UA_AttributeDef child tables

Table name	Description
UA_CampAttribute	This table stores the values of the campaign custom attributes for each campaign.
UA_CampToCellAttr	This table is a mapping of cell custom attributes to Campaign. The AttributeIDs in that table are all of the cell attributes. This table is populated only in campaigns created in IBM Marketing Operations.
UA_CellAttribute	This table stores the custom cell attribute values for a particular cell. These values are data-entered by the user in the Target Cell Spreadsheet (TCS). Only one of the fields (StringValue, NumberValue, DatetimeValue) is populated for any given row, depending on the data type of the custom attribute (as specified in UA_AttributeDef). Attributes are displayed in the target cell spreadsheet in AttributeID order.
UA_EnumAttrValues	This table holds all the drop-down list (enumerated) data values for custom attributes where UA_AttributeDef.EnumType = 1 or 2.
UA_OfferAttribute	This table stores the values of the static attributes and default values of the parameterized attributes associated with an offer (system-generated and custom).
UA_OfferHistAttrib	This table stores the actual values used for parameterized (only) offer attributes when an offer is used (given out in a flowchart production run with logging to CH enabled). It is populated at flowchart run time.
UA_OfferTemplAttr	This table stores the offer attribute values associated with a particular offer template and specifies whether each attribute is hidden, parameterized, its default value, and display order. Note that only one of the fields StringValue, NumberValue and DatetimeValue contain the value for the attribute based on the attributeType defined in the UA_AttributeDef table.

UA_Calendar

This table holds calendar information identifying information about calendar quarters, days of the week, first and last days of the week, etc. It is used to facilitate reporting over time. It is expected that this table will be customized by customers during implementation. It is the responsibility of the implementation to ensure that dates referenced in Contact history are contained in the time span covered by this table.

Table 5. UA_Calendar field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
DateID	BIGINT	NOT NULL	Unique identifier for a row of this table. **Valid Values:** Date represented as YYYYMMDD	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Year	INTEGER	NOT NULL	Four-digit year for the date. **Valid Values:** Positive 4-digit integer	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 5. UA_Calendar field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
FiscalYear	INTEGER	NOT NULL	Four-digit fiscal year for the date. **Valid Values:** Positive 4-digit integer	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Quarter	INTEGER	NOT NULL	Calendar quarter in which the date falls (Q1 being Jan. 1st through March 31st). **Valid Values:** Integer value between 1-4	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 5. UA_Calendar field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
FiscalQuarter	INTEGER	NULL	Calendar quarter in which the date falls **Valid Values:** Integer value between 1-4	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Month	INTEGER	NOT NULL	Month in which the date falls. **Valid Values:** Integer value between 1-12	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 5. UA_Calendar field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
WeekOfYear	INTEGER	NOT NULL	Week in which the date falls. **Valid Values:** Integer value between 1-52	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
WeekOfMonth	INTEGER	NOT NULL	Which week within a month a date falls. **Valid Values:** Integer value between 1-5	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 5. UA_Calendar field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DayOfYear	INTEGER	NOT NULL	Which day of the year a date falls. **Valid Values:** Integer value between 1-366	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
DayOfMonth	INTEGER	NOT NULL	Which day of the month a date falls. **Valid Values:** Integer value between 1-31	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 5. UA_Calendar field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DayOfWeek	INTEGER	NOT NULL	Which day of the week a date falls. **Valid Values:** Integer value between 1-7	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
ActualDate	TIMESTAMP	NOT NULL	The date represented in this row. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 5. UA_Calendar field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
FirstDayOfWeek	TIMESTAMP	NOT NULL	The first day of the week in which this date falls. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
LastDayOfWeek	TIMESTAMP	NOT NULL	The last day of the week in which this date falls. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 6. UA_Calendar child tables

Table name	Description
UA_ContactHistory	User-created table that stores the required contact fields (AudienceID, CellID, PackageID, ContactDateTime, ContactStatusID, and so forth) plus any user-defined additionally tracked fields. There is a separate table for each audience level. Rows in this table are written if the CSP logging table has "Log to contact history tables" enabled. This table captures cell membership information and identifies cells treated in the same CSP by packageID (all contacts made to the same audience entity in the same CSP is part of the same "package", which represents an interruption). Both target cells and hold-out controls are written to contact history (CH). Existing entries in this table can be updated (ContactStatus, UpdateDateTime, and user-defined fields) using the Track process. The Track process cannot create new rows in this table. This table is required for tracking contacts. This is also used by IBM Contact Optimization (ACO) for applying optimization to contacts. This "base" contact history table is populated simultaneously with the UA_Treatment, UA_OfferHistory, and UA_OfferHistAttrib tables (together all of these tables make up "contact history"). None of these tables are written if log to contact history is not enabled in a CSP.
UA_DtlContactHist	This table stores exactly which audience IDs received which offer versions in the offer personalization (sub-cell) case where not all individuals in the same cell receive exactly the same offers. They may receive a different # of offers and/or different offer versions. This table has rows written to it only when UA_Treatment.HasDetailHistory = 1.
UA_ResponseHistory	User-created table that stores the required response tracking fields (AudienceID, TreatmentInstID, response date, response type, and so forth) plus any user-defined additionally tracked fields. There is a separate response history table for each audience level. Rows in this table are written by the Response process.

UA_Campaign

This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.

Table 7. UA_Campaign field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignID	BIGINT	NOT NULL	Globally unique, system-generated identifier of a campaign, assigned by the system when a campaign is created. IBM Campaign uses the next available value (assumed unique) from the UA_IDSByType table for campaigns. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NOT NULL	Name of campaign; not required to be unique (but is a best practice to be unique). **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Optional, user-entered, free-form description of the campaign. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
FolderID	BIGINT	NULL	Folder ID for the folder where the campaign is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignCode	VARCHAR	NOT NULL	Globally unique code for the campaign. By default, a campaign code is generated by the system using the configured campaign code generator (campCodeGenProgFile) when creating a new campaign. The length and format of the campaign code is specified at implementation time (campCodeFormat). (Both of these configuration parameters can be found in the server > systemCodes config section). The campaign code can be changed by the user to any unique value satisfying the code format (enforced by Campaign). Changing this value after a campaign runs may cause response tracking problems if campaign code is used. **Valid Values:** Depends on campaign code format specified: n=0-9 a=A-Z c=A-Z, 0-9 x=any character	32	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Initiative	VARCHAR	NULL	Optional initiative associated with this campaign. **Valid Values:** Any value from the UA_Initiatives table If values are subsequently deleted from UA_Initiatives, it is possible to have values here that do not appear in that table.	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Objectives	VARCHAR	NULL	Optional, free-form text description of the campaign objective(s). **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NULL	Date and time the Campaign is created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateBy	INTEGER	NULL	IBM Marketing Platform userId of the user who created the campaign. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved). **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateBy	INTEGER	NULL	IBM Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
StartDate	TIMESTAMP	NULL	Date the campaign is effective. In the UI, this is the campaign Effective Date. Default value is today. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
EndDate	TIMESTAMP	NULL	Date the campaign expires. In the UI, this is the campaign Expiration Date. Default value is one month from start date. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
LastRunDate	TIMESTAMP	NULL	Date and time the campaign was last run (any flowchart, branch, process run of any flowchart within the campaign). This value is NULL if never run. Test runs do NOT update this value. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
RunBy	INTEGER	NULL	IBM Marketing Platform user ID for the user who last ran the campaign; updated whenever LastRunDate is updated. This value is NULL if never run. Test runs do NOT update this value. **Valid Values:** Valid UserID in Marketing Platform Value may be invalid if user is subsequently deleted.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
ProjectID	INTEGER	NULL	IBM Marketing Operations project ID. This field is populated when a campaign is created from Marketing Operations. By default, this value is NULL. When a project in Marketing Operations is disassociated with this campaign, the system writes a NULL to this field (based on UnlinkProjectNotification campaign service call). **Valid Values:** NULL, 0, or valid ProjectID from IBM Marketing Operations.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which IBM Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from IBM Marketing Platform usm_policy table	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreatorFlag	INTEGER	NULL	Specifies the application that created the custom campaign **Valid Values:** • NULL/0 = Campaign. • 1 = IBM Marketing Operations (UMO). • 2 = IBM Distributed Marketing.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 8. UA_Campaign parent tables

Table name	Description
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

Table 9. UA_Campaign child tables

Table name	Description
UA_CampAttribute	This table stores the values of the campaign custom attributes for each campaign.
UA_CampToCellAttr	This table is a mapping of cell custom attributes to Campaign. The AttributeIDs in that table are all of the cell attributes. This table is populated only in campaigns created in IBM Marketing Operations.
UA_CampToOffer	This table stores top-down defined relationships between a campaign and its related offers (specified by the user from the Campaign summary page by clicking on "Add/Remove Offers" link). This can be a many-to-many mapping. Bottom-up offers (offers used in a flowchart of the campaign) are not stored in this table.
UA_CampToSegment	This table stores top-down defined relationships between a campaign and its related segments (specified by the user from the Campaign summary page by clicking on "Add/Remove Segments" link). This can be a many-to-many mapping. Bottom-up segments (strategic segments used in a flowchart of the campaign) are not stored in this table.
UA_Flowchart	This table stores information for all flowcharts. It has one row for each flowchart in the system and is also used for reporting on the running flowcharts (status) in the system.

Table 9. UA_Campaign child tables (continued)

Table name	Description
UA_TargetCells	This table stores information on target cells created in all flowcharts. Target cells are defined as cells that are attached to an output process (Mail List, Call List, Recommend, eMessage, Snapshot, or Optimize). It stores meta data information (name, code), source info (campaign, flowchart and cell IDs), treatment data (list of assigned offers/offer lists and whether it is a control cell), and whether the cell was created top-down in the Target Cell Spreadsheet (TCS) or bottom-up from within a flowchart.
UA_Treatment	Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there are multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, a treatment is created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.
UA_OptimizeProcess	An entry in this table represents a single Optimize process box as seen in Campaign flowcharts.

UA_AnnotationInfo

This table contains data for annotations that are created and edited by users. One row is written this table each time a new annotation is created or updated and the flowchart is saved. A maximum of one annotation is allowed for each process box.

Table 10. UA_AnnotationInfo field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FlowchartID	BIGINT	NOT NULL	Represents a globally unique, system-generated identifier of the flowchart in which the annotation is created. FlowchartID forms part of the composite primary key for this table. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 10. UA_AnnotationInfo field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
AnchorID	BIGINT	NOT NULL	Represents unique in Flowchart scope, system-generated identifier of an anchor (an object within flowchart which owns annotation). AnchorID forms part of the composite primary key for this table. Only processes are supported as anchors. **Valid Values:** Flowchart level unique positive integer.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
AnchorType	INTEGER	NOT NULL	Represents type of anchor (an object within flowchart which owns annotation). AnchorType forms part of the composite primary key for this table. Only processes are supported as anchors. **Valid Values:** 1	10	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 10. UA_AnnotationInfo field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreationDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
CreatedBy	INTEGER	NULL	Marketing Platform UserId of the user who created the object. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 10. UA_AnnotationInfo field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
LastUpdated	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreationDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 10. UA_AnnotationInfo field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
X	INTEGER	NULL	X coordinate of the annotation location in flowchart. Note: Even though it is saved it is not used currently.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** Yes **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Y	INTEGER	NULL	Y coordinate of the annotation location in flowchart. Note: Even though it is saved it is not used currently.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** Yes **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 10. UA_AnnotationInfo field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
IsVisible	INTEGER	NULL	Visibility flag for the annotation. **Valid Values:** 0 and 1	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** Yes **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Content	VARCHAR	NULL	User entered annotation content (text) **Valid Values:** Any text characters minus standard disallowed special characters in text.	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

UA_CampAttribute

This table stores the values of the campaign custom attributes for each campaign.

Table 11. UA_CampAttribute field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignID	BIGINT	NOT NULL	The CampaignID of the campaign for whom this attribute value is associated. **Valid Values:** Any valid CampaignID in UA_Campaign table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
AttributeID	BIGINT	NOT NULL	The AttributeID of the campaign attribute whose value is being stored **Valid Values:** Any valid AttributeID in UA_AttributeDef table where ObjectType = campaign	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 11. UA_CampAttribute field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
StringValue	VARCHAR	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any text characters minus standard disallowed special characters in text. For fixed drop-down list (UA_AttributeDef.EnumType = 1), this value must be one of the values stored in UA_EnumAttrValues for the AttributeID.	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
NumberValue	DOUBLE	NULL	**Valid Values:** Valid numeric value	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 11. UA_CampAttribute field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DatetimeValue	TIMESTAMP	NULL	**Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 12. UA_CampAttribute parent tables

Table name	Description
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions. This table is written to when the Save button is invoked from the Custom attribute definition page. Each attribute creates one row in this table, identified by the unique ID AttributeID. After an attribute is initially created, some fields like the AttributeType and Length fields cannot be modified (see individual fields for further info).

UA_CampToCellAttr

This table is a mapping of cell custom attributes to Campaign. The AttributeIDs in that table are all of the cell attributes. This table is populated only in campaigns created in IBM Marketing Operations.

Table 13. UA_CampToCellAttr field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignID	BIGINT	NOT NULL	CampaignID for the campaign that is associated with the AttributeID. **Valid Values:** Any valid CampaignID in UA_Campaign table where CreatorFlag = 1	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
AttributeID	BIGINT	NOT NULL	AttributeID for the cell attribute that is associated with the campaignID. (These relationships are defined by the campaign project template created in IBM Marketing Operations.) **Valid Values:** Any valid AttributeID in UA_AttributeDef table where ObjectType = cell	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 14. UA_CampToCellAttr parent tables

Table name	Description
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.

Table 14. UA_CampToCellAttr parent tables (continued)

Table name	Description
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions. This table is written to when the Save button is invoked from the Custom attribute definition page. Each attribute creates one row in this table, identified by the unique ID AttributeID. After an attribute is initially created, some fields like the AttributeType and Length fields cannot be modified (see individual fields for further info).

UA_CampToOffer

This table stores top-down defined relationships between a campaign and its related offers (specified by the user from the Campaign summary page by clicking on "Add/Remove Offers" link). This can be a many-to-many mapping. Bottom-up offers (offers used in a flowchart of the campaign) are not stored in this table.

Table 15. UA_CampToOffer field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	OfferID for the offer that is associated with the campaignID. User selects offers or offer lists from the offer tree hierarchy. IBM Campaign resolves any offer lists or offer names to OfferIDs and stores these automatically. Retired offers cannot be selected, but if an offer is subsequently retired after association with a campaign, it will be displayed with a "(retired)" indicator. **Valid Values:** Any valid OfferID value in UA_Offer	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 15. UA_CampToOffer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignID	BIGINT	NOT NULL	CampaignID for the campaign that is associated with the OfferID. This is always the ID of the current campaign (the one who's campaign summary page is used to access "Add/Remove Offers" link). **Valid Values:** Any valid CampaignID from the UA_Campaign table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 16. UA_CampToOffer parent tables

Table name	Description
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.

UA_CampToSegment

This table stores top-down defined relationships between a campaign and its related segments (specified by the user from the Campaign summary page by clicking on "Add/Remove Segments" link). This can be a many-to-many mapping. Bottom-up segments (strategic segments used in a flowchart of the campaign) are not stored in this table.

Table 17. UA_CampToSegment field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignID	BIGINT	NOT NULL	CampaignID for the campaign that is associated with the SegmentID. This is always the ID of the current campaign (the one who's campaign summary page is used to access "Add/Remove Segments" link). **Valid Values:** Any valid CampaignID from the UA_Campaign table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
SegmentID	BIGINT	NOT NULL	SegmentID for the strategic segment that is associated with the CampaignID. User selects segments from the segment tree hierarchy. AC stores the SegmentIDs for these automatically. **Inactive segments (ActiveFlag = 0) cannot be selected. Any inactive segment no longer appears on the campaign summary page of any campaign to which it was associated. **Valid Values:** Any valid SegmentID from the UA_Segment table	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 18. UA_CampToSegment parent tables

Table name	Description
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.

UA_CCRunLog

This table logs each time a flowchart is run in production (not populated by test runs), providing a flowchart run history. A unique RunID is generated on each new flowchart run (but not for run branch/process). It records the start/end datetime and who ran the flowchart. For IBM Distributed Marketing runs, it also records information about the remote user.

Table 19. UA_CCRunLog field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RunID	BIGINT	NOT NULL	Globally unique identifier generated every time a flowchart is run (generated from IDsbyType) for batch flowcharts. Incremented for saved change for interactive flowcharts. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
FlowchartID	BIGINT	NOT NULL	Foeign key ID of the flowchart that has been run. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 19. UA_CCRunLog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
RemoteUserName	VARCHAR	NULL	Username of the IBM Distributed Marketing user that ran this flowchart; NULL if flowchart was not run through Distributed Marketing. **Valid Values:** Any valid user name from IBM Marketing Platform **If user name is subsequently changed in Marketing Platform, this value may not exist in Marketing Platform or may reference an incorrect user.	32	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
LocalUserName	VARCHAR	NULL	Username of the OS user (configured static user) that was used to run the flowchart **Valid Values:** Alternate login of the configured IBM Distributed Marketing "system user"	32	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 19. UA_CCRunLog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
RunStartTime	TIMESTAMP	NULL	System date that the flowchart run was started. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
RunEndTime	TIMESTAMP	NULL	System date that the flowchart run stopped. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 19. UA_CCRunLog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
RunStatus	VARCHAR	NULL	Status of the flowchart run. "Run Succeeded" means the flowchart completed without any errors, "Run Failed" means that the flowchart completed with one or more errors, "Running" indicates the flowchart is currently running, and "Inactive" means the flowchart has never been run. **Valid Values:** "Run Succeeded", "Run Failed", "Running", "Inactive"	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
RunBy	BIGINT	NULL	IBM Marketing Platform user ID for the user who ran the flowchart (corresponds with RemoteUserName for IBM Distributed Marketing flowcharts). **Valid Values:** Valid UserID in Marketing Platform **Value may be invalid if Marketing Platform user is subsequently deleted.	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 19. UA_CCRunLog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
RunType	INTEGER	NOT NULL	Foreign key ID for a Campaign session run type **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	10	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 20. UA_CCRunLog parent tables

Table name	Description
UA_SesnRunType	This enumerates the Campaign session run types (excluding test mode)

Table 21. UA_CCRunLog child tables

Table name	Description
UA_Treatment	Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there are multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, a treatment is created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.
UA_RunResult	Every run of a Distributed Marketing flowchart creates a record here.

UA_CellAttribute

This table stores the custom cell attribute values for a particular cell. These values are data-entered by the user in the Target Cell Spreadsheet (TCS). Only one of the fields (StringValue, NumberValue, DatetimeValue) is populated for any given row, depending on the data type of the custom attribute (as specified in UA_AttributeDef). Attributes are displayed in the target cell spreadsheet in AttributeID order.

Table 22. UA_CellAttribute field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
AttributeID	BIGINT	NOT NULL	The AttributeID for the custom cell attribute for which a value is entered for a particular cell (specified by CellID). UA_AttributeDef.ObjectType must = 11 (TargetCell) for all AttributeIDs in this table. **Valid Values:** Valid AttributeID in UA_AttributeDef	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CellID	BIGINT	NOT NULL	The cell ID for which the attribute ID is being stored. **Valid Values:** Valid CellID value from UA_TargetCells	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 22. UA_CellAttribute field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
StringValue	VARCHAR	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any text characters minus standard disallowed special characters in text. For fixed drop-down list (UA_AttributeDef.EnumType = 1), this value must be one of the values stored in UA_EnumAttrValues for the AttributeID.	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
NumberValue	DOUBLE	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid numeric value	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 22. UA_CellAttribute field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DatetimeValue	TIMESTAMP	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 23. UA_CellAttribute parent tables

Table name	Description
UA_TargetCells	This table stores information on target cells created in all flowcharts. Target cells are defined as cells that are attached to an output process (Mail List, Call List, Recommend, eMessage, Snapshot, or Optimize). It stores meta data information (name, code), source info (campaign, flowchart and cell IDs), treatment data (list of assigned offers/offer lists and whether it is a control cell), and whether the cell was created top-down in the Target Cell Spreadsheet (TCS) or bottom-up from within a flowchart.
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions. This table is written to when the Save button is invoked from the Custom attribute definition page. Each attribute creates one row in this table, identified by the unique ID AttributeID. After an attribute is initially created, some fields like the AttributeType and Length fields cannot be modified (see individual fields for further info).

UA_ContactHistory

User-created table that stores the required contact fields (AudienceID, CellID, PackageID, ContactDateTime, ContactStatusID, and so forth) plus any user-defined additionally tracked fields. There is a separate table for each audience level. Rows in this table are written if the CSP logging table has "Log to contact history tables" enabled. This table captures cell membership information and identifies cells treated in the same CSP by packageID (all contacts made to the same audience entity in the same CSP is part of the same "package", which represents an interruption). Both target cells and hold-out controls are written to contact history (CH). Existing entries in this table can be updated (ContactStatus, UpdateDateTime, and user-defined fields) using the Track process. The Track process cannot create new rows in this table. This table is required for tracking contacts. This is also used by IBM Contact Optimization (ACO) for applying

optimization to contacts. This "base" contact history table is populated simultaneously with the UA_Treatment, UA_OfferHistory, and UA_OfferHistAttrib tables (together all of these tables make up "contact history"). None of these tables are written if log to contact history is not enabled in a CSP.

Table 24. UA_ContactHistory field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CustomerID	BIGINT	NOT NULL	This field represents the audience level (which may comprise one or more fields). These fields are automatically output based on the current incoming audience level of the input cell(s). **Valid Values:** Any valid audience ID	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
CellID	BIGINT	NOT NULL	IBM Campaign automatically populates the CellID of the incoming cell in which the audienceID belongs. If the same audienceID is a member of multiple cells, that audienceID has one row in this table for each cell in which they are a member. **Valid Values:** Any valid CellID in UA_TargetCells	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 24. UA_ContactHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
PackageID	BIGINT	NOT NULL	This is a globally unique ID that ties together multiple cells treated in the same CSP and represents the concept of a package (or interruption). It is up to the user to ensure all offers used in a single CSP are on the same channel (no enforcement); otherwise PackageID doesn't correctly represent "interruptions" to the audience ID. PackageID is based on ProcessID and RunID. It changes for each flowchart run (but not branch or process run). **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
ContactDateTime	TIMESTAMP	NULL	The datetime when the communication is expected to reach the audience ID (e.g., the in-home date for direct mail). The default value is the CSP run datetime, but this value can be set by the user in the CSP (Contact Date field under "More Options" on Logging tab). It is a constant value for all offers given in a single CSP (as it must represent a single interruption). **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 24. UA_ContactHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateDateTime	TIMESTAMP	NULL	This field contains the most recent datetime that this row was updated by the Track process (typically to update the ContactStatusID); same as CreateDateTime for initial row creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** Yes
ContactStatusID	BIGINT	NULL	The ContactStatusID value indicates the status of the contact for the audience ID. Contact statuses are customizable by the implementation, and default values are shipped in the UA_ContactStatus table. The default contact status (one value for all CSP types) is specified by UA_ContactStatus.IsDefault=1. **Valid Values:** Valid ContactStatusID in UA_ContactStatus table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** Yes

Table 24. UA_ContactHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DateID	BIGINT	NULL	Date ID representing the date information from the UA_Date table **Valid Values:** Valid DateID from UA_Date table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
TimeID	BIGINT	NULL	Time ID information from the UA_Time table **Valid Values:** Valid TimeID from the UA_Time table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 24. UA_ContactHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UserDefinedFields	CHAR	NULL	This is a placeholder for one or more user-defined columns in this table (additionally tracked fields). These fields can be populated from a CSP or Track process using "More Options" on the logging tab. **Valid Values:** Any value accepted by the DB based on data type	18	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No
ValueBefore	BIGINT	NULL	Additional field used for CH-RH tracking and reports **Valid Values:** According to the datataype	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No

Table 24. UA_ContactHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UsageBefore	BIGINT	NULL	Additional field used for CH-RH tracking and reports **Valid Values:** According to the data type	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No

Table 25. UA_ContactHistory parent tables

Table name	Description
UA_Time	This table holds time information identifying information about the hours and minutes for a particular time. It is used to faciliate reporting. This table must be populated as part of the implementation setup.
UA_ContactStatus	This table contains the valid contact statuses (defined at implementation time) that can be used to log to contact history. There must be one row designated as the default contact status (IsDefault = 1). There is no GUI for creating, viewing, or updating contact statuses. These must be maintained directly in the system table.
UA_Calendar	This table holds calendar information identifying information about calendar quarters, days of the week, first and last days of the week, etc. It is used to facilitate reporting over time. It is expected that this table will be customized by customers during implementation. It is the responsibility of the implementation to ensure that dates referenced in Contact history are contained in the time span covered by this table.

UA_ContactStatus

This table contains the valid contact statuses (defined at implementation time) that can be used to log to contact history. There must be one row designated as the default contact status (IsDefault = 1). There is no GUI for creating, viewing, or updating contact statuses. These must be maintained directly in the system table.

Table 26. UA_ContactStatus field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
ContactStatusID	BIGINT	NOT NULL	System-generated unique ID representing the contact status. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Name	VARCHAR	NULL	User-provided unique name identifying the contact status. **Valid Values:** Any text characters, minus standard disallowed special name characters. The following values are pre-defined (additional values can be added): Campaign Send, Delivered, Undelivered, Control.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 26. UA_ContactStatus field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Optional descriptive text describing the contact status. **Not currently used/displayed anywhere to the end-user **Valid Values:** Any text characters minus standard disallowed special characters in text	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
ContactStatusCode	VARCHAR	NULL	Code that can be used for entering a contact status value in a CSP or Track process. **Valid Values:** Any valid string (best practice is to use only A-Z and 0-9). The following values are pre-defined (additional values can be added): CSD, DLV, UNDLV, CTRL. These values correspond to the pre-defined response types in the Name field (CSD=Campaign Send, DLV=Delivered, UNDLV=Undelivered, CTRL=Control).	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 26. UA_ContactStatus field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CountsAsContact	INTEGER	NULL	Specifies whether this contact status counts as a contact to the recipient; used for reporting and by IBM Contact Optimization to manage contact fatigue. **Valid Values:** 0=Does NOT count as a successful contact. 1=Counts as a successful contact.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Defaults	INTEGER	NULL	Exactly one row in the UA_ContactStatus table must have a value of 1 and exactly one row must have a value of 2 (for controls). The rest must have values of 0. The row with value 1 is used as the default contact status written by CSPs and the Track process (can be user overridden). The row with value 2 is used as the default contact status for controls. **Valid Values:** 0 = not default, 1 = default, 2 = default contact status for controls	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 27. UA_ContactStatus child tables

Table name	Description
UA_ContactHistory	User-created table that stores the required contact fields (AudienceID, CellID, PackageID, ContactDateTime, ContactStatusID, and so forth) plus any user-defined additionally tracked fields. There is a separate table for each audience level. Rows in this table are written if the CSP logging table has "Log to contact history tables" enabled. This table captures cell membership information and identifies cells treated in the same CSP by packageID (all contacts made to the same audience entity in the same CSP is part of the same "package", which represents an interruption). Both target cells and hold-out controls are written to contact history (CH). Existing entries in this table can be updated (ContactStatus, UpdateDateTime, and user-defined fields) using the Track process. The Track process cannot create new rows in this table. This table is required for tracking contacts. This is also used by IBM Contact Optimization (ACO) for applying optimization to contacts. This "base" contact history table is populated simultaneously with the UA_Treatment, UA_OfferHistory, and UA_OfferHistAttrib tables (together all of these tables make up "contact history"). None of these tables are written if log to contact history is not enabled in a CSP.
UA_DtlContactHist	This table stores exactly which audience IDs received which offer versions in the offer personalization (sub-cell) case where not all individuals in the same cell receive exactly the same offers. They may receive a different # of offers and/or different offer versions. This table has rows written to it only when UA_Treatment.HasDetailHistory = 1.

UA_CustomMacros

This table stores custom macros for reuse across users and flowcharts. It stores the query name, query (which can be raw SQL or IBM Campaign macro language) and description. The custom macro can take input parameters and return a data value with each audience ID.

Table 28. UA_CustomMacros field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FolderID	BIGINT	NOT NULL	Folder ID for the folder where the custom macro is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 28. UA_CustomMacros field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Name	VARCHAR	NOT NULL	Name of the macro; must be globally unique. If the custom macro requires input parameters, they must be comma-separated and listed inside parentheses. E.g., "MySumGroupBy(id, table, field)" **Valid Values:** Any text characters, minus standard disallowed special name characters for IBM Campaign expression names	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional description of custom macro in the first row of a specific derived field; contains an index number (2-n) only when the predicateexpr exceeds the field length and is stored across multiple rows. **Valid Values:** Any text characters minus standard disallowed special characters in text OR number 2 through N	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 28. UA_CustomMacros field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Expression	VARCHAR	NULL	Text representing the macro expression. Variable names must be enclosed in angle brackets. E.g., "Select <id>, sum(<field>) from table <table> group by <id>" **Valid Values:** Any valid SQL or IBM Campaign language expression	2000	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ExpressionType	INTEGER	NULL	Type of expression (specified by the user when creating the custom macro). The expression can be an IBM Campaign language expression that returns a list of audience IDs to be match-merged, a raw SQL expression returning an ID list, a raw SQL expression that returns paired IDs and a value (text or numeric), or a raw SQL fragment (just pasted in as text substitution). **Valid Values:** 0=Affinium, 1=SQL List, 2=SQL Value	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 28. UA_CustomMacros field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DataSrcName	VARCHAR	NULL	Name of datasource. This field is not populated if you are using an "Affinium" (IBM Campaign) expression type. Configured data source names are displayed to the user for selection. **Valid Values:** Valid data source name, configured in dbconfig.lis	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DataVarType	INTEGER	NULL	Whether a returned data value in a raw SQL expression is a numeric or string data type. Required if ExpressionType = 2. **Valid Values:** 7=Numeric, 8=Text	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 28. UA_CustomMacros field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DataVarNBytes	INTEGER	NULL	The length of the returned data value in bytes. Required if ExpressionType = 2. **Valid Values:** Positive integer	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NULL	Date and time when the custom macro is created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 28. UA_CustomMacros field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateBy	INTEGER	NULL	IBM Marketing Platform UserId of the user who created the macro. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 28. UA_CustomMacros field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateBy	INTEGER	NULL	IBM Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which IBM Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from the IBM Marketing Platform usm_policy table.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 28. UA_CustomMacros field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 29. UA_CustomMacros parent tables

Table name	Description
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

UA_DerivedField

This table stores derived fields for reuse across users and flowcharts. It stores the name, definition, and description. New derived fields created within the campaign are stored in this table by using the Create Derived Field window. Long predicate expressions may span multiple rows using the Description field as a numeric index to stitch together the multiple rows.

Table 30. UA_DerivedField field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FolderID	BIGINT	NOT NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NOT NULL	Name of the derived field; must be unique within the folder in which it is stored. **Valid Values:** Any text characters, minus standard disallowed special name characters for IBM Campaign expression names.	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 30. UA_DerivedField field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Optional description of derived field in the first row of a specific derived field; contains an index number (2-n) only when the predicateexpr exceeds the field length and is stored across multiple rows. **Valid Values:** Any text characters minus standard disallowed special characters in text OR number 2 through N	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
predicateexpr	VARCHAR	NULL	The IBM Campaign language expression definition of the derived field. **Valid Values:** Allowed characters in IBM Campaign macro expressions.	2000	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 30. UA_DerivedField field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateDate	TIMESTAMP	NULL	Date and time when the derived field is created **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CreateBy	INTEGER	NULL	IBM Marketing Platform UserID of the user who created the derived field. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 30. UA_DerivedField field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 30. UA_DerivedField field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from the usm_policy table in IBM Marketing Platform.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 31. UA_DerivedField parent tables

Table name	Description
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

UA_DtlContactHist

This table stores exactly which audience IDs received which offer versions in the offer personalization (sub-cell) case where not all individuals in the same cell receive exactly the same offers. They may receive a different # of offers and/or different offer versions. This table has rows written to it only when UA_Treatment.HasDetailHistory = 1.

Table 32. UA_DtlContactHist field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CustomerID	BIGINT	NOT NULL	This field represents the audience level (which may comprise one or more fields). These fields are automatically output based on the current incoming audience level of the input cell(s). **Valid Values:** Any valid audience ID	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
TreatmentInstID	BIGINT	NOT NULL	Treatment instance ID identifying the specific offer version and run instance use for offer personalization. **Valid Values:** Any valid TreatmentInstID in UA_Treatment table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 32. UA_DtlContactHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ContactStatusID	BIGINT	NULL	The ContactStatusID value indicates the status of the contact for the audience ID. Contact statuses are customizable by the implementation, though default values are shipped in the UA_ContactStatus table. **The default contact status (one value for all CSP types) is specified by UA_ContactStatus.IsDefault=1. **Valid Values:** Valid ContactStatusID in UA_ContactStatus table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** Yes
ContactDateTime	TIMESTAMP	NULL	This field represents the datetime when the communication is expected to reach the audience ID (e.g., the in-home date for direct mail). The default value is the CSP run datetime, but this value can be set by the user in the CSP (Contact Date field under "More Options" button on Logging tab). It is a constant value for all offers given in a single CSP (as it must represent a single interruption). **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 32. UA_DtlContactHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateDateTime	TIMESTAMP	NULL	This field contains the most recent datetime that this row was updated by the Track process (typically to update the ContactStatusID); same as CreateDateTime for initial row creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** Yes
UserDefinedFields	CHAR	NULL	This is a placeholder for one or more user-defined columns in this table (additionally tracked fields). These fields can be populated from a CSP or Track process using the "More Options" button on the logging tab. **Valid Values:** Any value accepted by the DB based on data type	18	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No

Table 32. UA_DtlContactHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DateID	BIGINT	NOT NULL	Date ID representing the date information from the UA_Date table **Valid Values:** Valid DateID from UA_Date table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
TimeID	BIGINT	NOT NULL	Time ID information from the UA_Time table **Valid Values:** Valid TimeID from the UA_Time table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 32. UA_DtlContactHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ValueBefore	BIGINT	NULL	Additional field used for CH-RH tracking and reports **Valid Values:** According to the data type	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No
UsageBefore	BIGINT	NULL	Additional field used for CH-RH tracking and reports **Valid Values:** Accoring to the data type	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No

Table 33. UA_DtlContactHist parent tables

Table name	Description
UA_Time	This table holds time information identifying information about the hours and minutes for a particular time. It is used to faciliate reporting. This table must be populated as part of the implementation setup.
UA_ContactStatus	This table contains the valid contact statuses (defined at implementation time) that can be used to log to contact history. There must be one row designated as the default contact status (IsDefault = 1). There is no GUI for creating, viewing, or updating contact statuses. These must be maintained directly in the system table.

Table 33. UA_DtlContactHist parent tables (continued)

Table name	Description
UA_Calendar	This table holds calendar information identifying information about calendar quarters, days of the week, first and last days of the week, etc. It is used to facilitate reporting over time. It is expected that this table will be customized by customers during implementation. It is the responsibility of the implementation to ensure that dates referenced in Contact history are contained in the time span covered by this table.

UA_EnumAttrValues

This table holds all the drop-down list (enumerated) data values for custom attributes where UA_AttributeDef.EnumType = 1 or 2.

Table 34. UA_EnumAttrValues field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
AttributeID	BIGINT	NOT NULL	The AttributeID to which the value belongs. **Valid Values:** Any valid AttributeID in UA_AttributeDef	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional description of the attribute value. **Valid Values:** For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any text characters minus standard disallowed special characters in text. For fixed drop-down list (UA_AttributeDef.EnumType = 1), this value must be one of the values stored in UA_EnumAttrValues for the AttributeID.	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 34. UA_EnumAttrValues field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
StringValue	VARCHAR	NULL	Only one of these 3 fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue.	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
NumberValue	DOUBLE	NULL	Only one of these 3 fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid numeric value	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 34. UA_EnumAttrValues field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DatetimeValue	TIMESTAMP	NULL	Only one of these 3 fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
isDefault	INTEGER	NULL	Flag indicates if the value is a default value for attribue of type Single Select **Valid Values:** 0,1	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 35. UA_EnumAttrValues parent tables

Table name	Description
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions. This table is written to when the Save button is invoked from the Custom attribute definition page. Each attribute creates one row in this table, identified by the unique ID AttributeID. After an attribute is initially created, some fields like the AttributeType and Length fields cannot be modified (see individual fields for further info).

UA_Flowchart

This table stores information for all flowcharts. It has one row for each flowchart in the system and is also used for reporting on the running flowcharts (status) in the system.

Table 36. UA_Flowchart field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FlowchartID	BIGINT	NOT NULL	Unique identifier of the flowchart. This ID is assigned by the system when a flowchart is created. **Valid Values:** Any valid FlowchartID in UA_Flowchart table	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
TempFlag	INTEGER	NOT NULL	**Valid Values:** 0 = permanent row, 1 = temporary row created during flowchart edit	10	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Name	VARCHAR	NULL	Name of flowchart; must be unique within the campaign **Valid Values:** Any text characters, minus standard disallowed special name characters	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional description of the flowchart. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
SessionID	BIGINT	NULL	Session ID for the session that this flowchart is associated with; this is only populated if the flowchart is part of a session (only SessionID or CampaignID will be populated for a single row, not both). **Valid Values:** Valid SessionID from UA_Session table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
FlowchartType	VARCHAR	NULL	The type of flowchart (batch or real-time). "Event Processing" is an Interactive flowchart and is available only as an option when creating a flowchart only if IBM Campaign Interact is installed. **Valid Values:** "Batch", "Event Processing"	32	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Status	VARCHAR	NULL	Status of the flowchart. This specifies the current state of the flowchart, if it is running (Running), ran and succeeded without any errors (Run Succeeded), ran and completed with error(s) (Run Failed), is waiting to run (Schedule process waiting) (Run Pending), was paused during a run (Run Paused), or is not running (Inactive). **Valid Values:** "Run Succeeded", "Run Failed", "Running", "Run Pending", "Run Paused", "Inactive"	16	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateBy	INTEGER	NULL	Marketing Platform UserId of the user who created the flowchart. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
LastRunStartDate	TIMESTAMP	NULL	Server date and time of the last time a run for this flowchart was started. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
LastRunEndDate	TIMESTAMP	NULL	Server date and time of the last time a run for this flowchart ended. This value is NULL if never run. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
RunBy	INTEGER	NULL	Marketing Platform user ID for the user who last run this flowchart. This value is NULL if never run. **Valid Values:** Valid UserID in Marketing Platform **Value may be invalid if Marketing Platform user is subsequently deleted.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
FileName	VARCHAR	NULL	Name of the server binary file containing flowchart configuration and data (e.g., MyFlowchart.ses) **Valid Values:** Valid filename for operating system	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DataSources	VARCHAR	NULL	List of all datasources used in the flowchart. Each datasource is separated by a comma (e.g., "datasource1, datasource2, datasource3"). This list is used to obtain valid logins to each data source when opening or running a flowchart. For example, when a user runs a campaign (all flowcharts), the list for each flowchart can be merged, de-duped and logins prompted for if not available from the user's Marketing Platform profile. **Valid Values:** Valid data sources defined in dbconfig.lis	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignID	BIGINT	NULL	Campaign ID for the campaign that this flowchart is associated with; this is only populated if the flowchart is part of a campaign (only SessionID or CampaignID will be populated for a single row, not both). **Valid Values:** Valid Campaign ID from UA_Campaign table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from the usm_policy table in IBM Marketing Platform.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 37. UA_Flowchart parent tables

Table name	Description
UA_Session	Stores information on sessions created in Campaign.
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.

UA_FlowchartSeg

This table contains all of the relationships between segments and flowcharts. It will define when a segment is created by a flowchart and/or when a segment is simply reference by the flowchart. By having this table we can ensure that FK relationships are enforced at the DB level.

Table 38. UA_FlowchartSeg field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
SegmentID	BIGINT	NOT NULL	Unique identifier of segment. This ID is assigned by the system when a segment is created. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
FlowchartID	BIGINT	NOT NULL	The flowchart ID that references a particular segment. **Valid Values:** Any valid FlowchartID in UA_Flowchart table	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 38. UA_FlowchartSeg field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
RefType	INTEGER	NOT NULL	RefType ties the UA_FlowchartSeg table to the UA_SegRefType table. This column defines how the flowchart references the segment. As an example, some flowcharts are the creators of segments, while others use existing segments. Batch flowcharts always have the value 1 (creator). Unless you have IBM Interact incorporated in your environment, the value will never be 2 (referencer) for batch flowcharts. A value of 2 is used only for Interactive flowcharts. **Valid Values:** 1=creator, 2=referencer	10	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No

Table 39. UA_FlowchartSeg parent tables

Table name	Description
UA_SegRefType	A lookup table that is prepoluated with the valid references types.
UA_Segment	This table stores information on the strategic segments created by the Create Seg process. It is populated when a CreateSeg process is created and saved in a flowchart and subsequently updated when the CreateSeg process is run. A temporary copy of the row is created (with TempFlag=1) when the flowchart containing the CreateSeg process box is being edited or run.

UA_FlowchartTmpl

This table stores meta data for flowchart templates. It is populated when a user chooses Tools->Stored Templates from the flowchart menu.

Table 40. UA_FlowchartTmpl field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FolderID	BIGINT	NOT NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NOT NULL	Name of the flowchart template; must be unique within the folder in which it is stored. **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 40. UA_FlowchartTmpl field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Optional, free-form description of the flowchart template. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
FileName	VARCHAR	NULL	Name of the server binary file containing the flowchart template (e.g., MyTemplate.tpl) **Valid Values:** Valid filename for operating system	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 40. UA_FlowchartTmpl field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CreateBy	INTEGER	NULL	Marketing Platform user ID for the user who created the object. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 40. UA_FlowchartTmpl field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 40. UA_FlowchartTmpl field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from the usm_policy table in IBM Marketing Platform.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ACLID	INTEGER	NULL	Reserved for future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 41. UA_FlowchartTmpl parent tables

Table name	Description
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

UA_Folder

This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

Table 42. UA_Folder field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FolderID	BIGINT	NOT NULL	Unique identifier of the folder. This ID is assigned by the system when a new folder is created. Folder IDs start at either 100 or the value of internalIDLowerLimit config parameter, whichever is higher. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NULL	Name of the folder; must be unique within the parent folder. **Valid Values:** Any text characters, minus standard disallowed special name characters	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 42. UA_Folder field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Optional description of the folder. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ParentFolderID	BIGINT	NULL	FolderID of the parent folder. This field is used to trace backwards to get the absolute path name of the current folder. Only the top-level folder should have a NULL in this field. User chooses the parent folder when creating a folder. **Valid Values:** Any valid FolderID from UA_Folder table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 42. UA_Folder field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ObjectType	INTEGER	NULL	Type of system object stored in this folder. **Valid Values:** 1=Session, 2=Campaign, 3=Segment, 4=Offer, 5=Product, 6=Cube, 7=ACOSession, 8=CustomMacro, 9=DerivedField, 10=Trigger, 11=TargetCell	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 42. UA_Folder field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateBy	INTEGER	NULL	Marketing Platform UserID of the user who created the folder **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 42. UA_Folder field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateBy	INTEGER	NULL	IBM Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from the usm_policy table in IBM Marketing Platform.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 42. UA_Folder field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No
creatorFlag	INTEGER	NULL	Used when IBM Campaign-Marketing Operations offer integration is enabled. Flag indicates whether Offer is created by Campaign or Marketing Operations. **Valid Values:** 0,1,2,3	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 42. UA_Folder field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
creatorObjectId	BIGINT	NULL	Used in Campaign-Marketing Operations offer integration. Field is used by Marketing Operations to associate the IBM Campaign folder and the Marketing Operations folder object. **Valid Values:** Long	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 43. UA_Folder child tables

Table name	Description
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.
UA_CustomMacros	This table stores custom macros for reuse across users and flowcharts. It stores the query name, query (which can be raw SQL or IBM Campaign macro language) and description. The custom macro can take input parameters and return a data value with each audience ID.
UA_DerivedField	This table stores derived fields for reuse across users and flowcharts. It stores the name, definition, and description. New derived fields created within the campaign are stored in this table by using the Create Derived Field window. Long predicate expressions may span multiple rows using the Description field as a numeric index to stitch together the multiple rows.
UA_FlowchartTmpl	This table stores meta data for flowchart templates. It is populated when a user chooses Tools->Stored Templates from the flowchart menu.
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.
UA_OfferList	This table stores both internal and user-created offer lists. User-created offer lists can be static (fixed list of offers) or smart (dynamic; based on a query). Internally generated offer lists are used to group together the actual list of offers assigned to a specific cell in a CSP when multiple offers are assigned. Internal offer lists may reference user-created offer lists (only one level of nesting supported).

Table 43. UA_Folder child tables (continued)

Table name	Description
UA_Segment	This table stores information on the strategic segments created by the Create Seg process. It is populated when a CreateSeg process is created and saved in a flowchart and subsequently updated when the CreateSeg process is run. A temporary copy of the row is created (with TempFlag=1) when the flowchart containing the CreateSeg process box is being edited or run.
UA_Session	Stores information on sessions created in Campaign.
UA_TableCatalog	This table stores information on all table catalogs available in IBM Campaign.
UA_Triggerlist	This table stores a name, definition, and note for each outbound trigger sent through the Schedule and Contact processes. A trigger executes a command line, which can be a batch file or a script.
UACO_OptSession	An entry in this table represents a single Optimize session with all of its metadata.

UA_IDSByType

This table contains the next valid ID for various object types (for the Primary key to be used for a new row to be inserted in each table in the Campaign system). These are used by the system to generate globally unique IDs in the system and prevent the need for uniqueness checking. This table maintains a counter for each type of the object (table). Every time a new row is created, the current value of the counter is used for the primary key, and the counter is incremented.

Table 44. UA_IDSByType field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
TypeID	BIGINT	NOT NULL	Unique identifier for the specific type of object. **Valid Values:** 0-49 as defined here: ID_CampaignID=0, ID_ChannelID=1, ID_CreativeID=2, ID_CubeID=3, ID_FlowchartID=4, ID_FolderID=5, ID_OfferID=6, ID_OfferTrackID=7, ID_ResponseID=8, ID_SegmentID=9, ID_SessionID=10, ID_ACOSessionID=11, ID_OptimizeID=12, ID_ContactTrackID=13, ID_ResponseTrackID=14, ID_OfferGroupID=15, ID_OfferHistoryID=16, ID_RunID=17, ID_TreatmentID=18, ID_TargetCellID=19, ID_OfferTemplateID=20, ID_RuleID=21, ID_OfferListId=22, ID_AttributeDef=23, ID_ResponseTypeID=24, ID_ContactStatusID=25, ID_PackageID=26, ID_ResponsePackID=27, ID_CriteriaID=28, ID_OfferListResolveID=29, ID_EmsgOutputList=30, ID_ACI_RuleGroupID=31, ID_ACI_RuleID=32, ID_ACI_DeploymentID=33, ID_ACI_CategoryID=34, ID_ACI_MessageID=35, ID_ACI_InteractionPointID=36, ID_ACI_ZoneID=37, ID_ACI_InteractiveChannelID=38, ID_ACI_StrategyID=39, ID_ACI_PredicateID=40, ID_EmsgPFMappingID=41, ID_EmsgPFUseID=42, ID_TmpTableID=43, ID_ExRuleID=44, ID_ACI_ConstraintID=45, ID_ACI_LearningModelID=46, ID_ACI_LearningModelAttrID=47, ID_ACI_DepVersionID=48, ID_ACI_EventActionID=49	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 44. UA_IDSByType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
NextID	BIGINT	NULL	Next available ID for the object. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

UA_Initiatives

Holds names of marketing initiatives (populates Initiative field in the Campaign Summary page).

Table 45. UA_Initiatives field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
InitiativeName	VARCHAR	NOT NULL	Name of the initiative; must be unique. **There is currently no GUI to enter these values. **Valid Values:** Any text characters minus standard disallowed special characters in text	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

UA_Offer

This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

Table 46. UA_Offer field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	Unique identifier of the offer. This ID is assigned by the system when a new offer is created. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NOT NULL	Name of the offer; does not have to be unique. **Valid Values:** Any text characters, minus standard disallowed special name characters	130	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Optional description of offer. **Valid Values:** Any text characters minus standard disallowed special characters in text	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateBy	INTEGER	NULL	Marketing Platform UserID of the user who created the Offer. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
NumberOfOfferCodes	INTEGER	NULL	This field specifies the number of parts in the offer code (up to a maximum of 5). The OfferCodeX fields are populated where X <= this value (e.g., if the NumberOfOfferCodes = 2, then OfferCode1 and OfferCode2 fields will be populated; the remaining offer codes 3-5 will be NULL). The offer code (all N parts) should be globally unique, though any individual part is not guaranteed to be unique. **There is no enforcement of global uniqueness on save (it is possible to have duplicate offer codes if users override these values). **Valid Values:** A whole number between 1-5	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferCode1	VARCHAR	NOT NULL	This is the first part of the offer code and is always populated. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode1CodeFrmt. Users may override this value only if they have the "Regenerate Offer Codes" permission for this offer. **Valid Values:** Valid string according to UA_OfferTemplate.OfferCode1CodeFrmt	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCode2	VARCHAR	NULL	This is the first part of the offer code and is populated if NumberOfOfferCodes >=2. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode2CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer. **Valid Values:** Valid string according to UA_OfferTemplate.OfferCode2CodeFrmt	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferCode3	VARCHAR	NULL	This is the first part of the offer code and is populated if NumberOfOfferCodes >=3. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode3CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer. **Valid Values:** Valid string according to UA_OfferTemplate.OfferCode3CodeFrmt	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCode4	VARCHAR	NULL	This is the first part of the offer code and is populated if NumberOfOfferCodes >=4. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode4CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer. **Valid Values:** Valid string according to UA_OfferTemplate.OfferCode4CodeFrmt	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferCode5	VARCHAR	NULL	This is the first part of the offer code and is populated if NumberOfOfferCodes =5. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode5CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer. **Valid Values:** Valid string according to UA_OfferTemplate.OfferCode5CodeFrmt	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferTemplID	BIGINT	NULL	The OfferTemplID of the offer template used to generate this offer (chosen by the user when creating the offer). This value cannot be changed once the offer has been created. **Valid Values:** Valid OfferTemplID value from UA_OfferTemplate table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Retired	INTEGER	NULL	Specifies whether an offer has been "retired," which means it can no longer be given out in any campaigns/flowcharts. Newly created offers are not retired by default. Retired offers do not appear for selection when assigning offers. The user can choose to retire an offer at any time. Offers that cannot be deleted are automatically retired instead. **There is no way in the GUI to "unretire" an offer. **Valid Values:** 0=active; 1=retired	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
FolderID	BIGINT	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
EffectiveDateFlag	INTEGER	NULL	Specifies whether the first date when this offer will be valid is based on an absolute date or whether it will be the flowchart run date. **Valid Values:** 0=Absolute date, 1=Flowchart run date	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No
ExpirationDateFlag	INTEGER	NULL	Specifies whether the last date when this offer will be valid is based on an absolute date or whether it will be some duration (# of days) after the effective date. **Valid Values:** 0=Absolute date, 1=Duration after contact, 2=End of month after contact (not used)	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from the usm_policy table in IBM Marketing Platform.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DeleteLock	INTEGER	NOT NULL	**Valid Values:** 0=not in use, 1=locked/offer in use	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No
creatorFlag	INTEGER	NULL	Number indicating which Application created the Offer **Valid Values:** 0,1,2,3	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
creatorObjectId	BIGINT	NULL	ID of the corresponding Object in the creator Application **Valid Values:** Long	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 47. UA_Offer parent tables

Table name	Description
UA_OfferTemplate	This table contains one row for each offer template defined in the system (these are used to create offers). For each offer template, it defines the number of offer codes, their formats, and the offer code generator; the treatment code format and generator; and general offer template meta data.
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

Table 48. UA_Offer child tables

Table name	Description
UA_CampToOffer	This table stores top-down defined relationships between a campaign and its related offers (specified by the user from the Campaign summary page by clicking on "Add/Remove Offers" link). This can be a many-to-many mapping. Bottom-up offers (offers used in a flowchart of the campaign) are not stored in this table.
UA_OfferAttribute	This table stores the values of the static attributes and default values of the parameterized attributes associated with an offer (system-generated and custom).
UA_OfferHistory	This table stores all offer versions that have been given out to customers. It determines if a particular combination of parameterized offer attributes (offer version identified by OfferHistoryID) for a given offer (offerID) has already been created (using the CRC value). The UA_OfferHistory table is populated only once for each unique offer version. If the UA_OfferHistory table is already populated for an offer, it will not be populated again if contact history is updated for the same offer.

Table 48. UA_Offer child tables (continued)

Table name	Description
UA_OfferListMember	This table stores the members of an offer list. For a user-defined static offer list, this contains the list of OfferIDs and their display order and is populated when the offer list is saved. For a user-defined smart offer list, this table contains the list of folders to which the smart query has been scoped (if any). For an internal offer list, this tables stores any referenced (nested) offer lists. The members can be any of these: o an individual offer o an offerList o a folder Each offer list member must be exactly one of the above.
UA_OfferToProduct	This table stores the information about the relationship between offers and products, specified by the "Relevant offers" field (required for an offer). It is only populated if the user specifies a value for the Relevant Offers field of an offer.
UA_ProductIndex	This table stores the many-to-many relationship between products and offers based on the ProductIDs that match the "product query" associated with an offer (from the Related Offers field). It is used to quickly resolve the set of products associated with a particular offer for response tracking without having to re-run the UA_OfferToProduct.Condition query. This table is periodically populated/updated by a java program, interval configured in IBM Marketing Platform (list parameters).
UA_Treatment	Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there are multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, a treatment is created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.
UACO_ROffer	This table contains the set of offers that constrains the given rule for the given subsection.
UACO_PCT0000000000	This is an example table, built per Optimize session, based on the UACO_PCTBase table.
UACO_SesnOffer	This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.

UA_OfferAttribute

This table stores the values of the static attributes and default values of the parameterized attributes associated with an offer (system-generated and custom).

Table 49. UA_OfferAttribute field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	The OfferID of the offer for whom this attribute value is associated. **Valid Values:** Any valid OfferID in UA_Offer table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
AttributeID	BIGINT	NOT NULL	The AttributeID of the offer attribute whose value is being stored **Valid Values:** Any valid AttributeID in UA_AttributeDef table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 49. UA_OfferAttribute field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
StringValue	VARCHAR	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any text characters minus standard disallowed special characters in text. For fixed drop-down list (UA_AttributeDef.EnumType = 1), this value must be one of the values stored in UA_EnumAttrValues for the AttributeID.	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
NumberValue	DOUBLE	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid numeric value	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 49. UA_OfferAttribute field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DatetimeValue	TIMESTAMP	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 50. UA_OfferAttribute parent tables

Table name	Description
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions. This table is written to when the Save button is invoked from the Custom attribute definition page. Each attribute creates one row in this table, identified by the unique ID AttributeID. After an attribute is initially created, some fields like the AttributeType and Length fields cannot be modified (see individual fields for further info).

UA_OfferHistAttrib

This table stores the actual values used for parameterized (only) offer attributes when an offer is used (given out in a flowchart production run with logging to CH enabled). It is populated at flowchart run time.

Table 51. UA_OfferHistAttrib field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
AttributeID	BIGINT	NOT NULL	The AttributeID of the offer attribute whose value is being stored **Valid Values:** Any valid AttributeID in UA_AttributeDef table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
OfferHistoryID	BIGINT	NOT NULL	The Offer history ID for which this attribute value is being stored (represents the offer version or unique permutation of parameterized offer attributes). **Valid Values:** Any valid OfferHistoryID in UA_OfferHistory table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 51. UA_OfferHistAttrib field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
StringValue	VARCHAR	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any text characters minus standard disallowed special characters in text. For fixed drop-down list (UA_AttributeDef.EnumType = 1), this value must be one of the values stored in UA_EnumAttrValues for the AttributeID.	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
NumberValue	DOUBLE	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid numeric value	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 51. UA_OfferHistAttrib field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DatetimeValue	TIMESTAMP	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 52. UA_OfferHistAttrib parent tables

Table name	Description
UA_OfferHistory	This table stores all offer versions that have been given out to customers. It determines if a particular combination of parameterized offer attributes (offer version identified by OfferHistoryID) for a given offer (offerID) has already been created (using the CRC value). The UA_OfferHistory table is populated only once for each unique offer version. If the UA_OfferHistory table is already populated for an offer, it will not be populated again if contact history is updated for the same offer.
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions. This table is written to when the Save button is invoked from the Custom attribute definition page. Each attribute creates one row in this table, identified by the unique ID AttributeID. After an attribute is initially created, some fields like the AttributeType and Length fields cannot be modified (see individual fields for further info).

UA_OfferHistory

This table stores all offer versions that have been given out to customers. It determines if a particular combination of parameterized offer attributes (offer version identified by OfferHistoryID) for a given offer (offerID) has already been created (using the CRC value). The UA_OfferHistory table is populated only once for each unique offer version. If the UA_OfferHistory table is already populated for an offer, it will not be populated again if contact history is updated for the same offer.

Table 53. UA_OfferHistory field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferHistoryID	BIGINT	NOT NULL	The OfferHistoryID for the offer version represented by the CRC value. **Valid Values:** Any valid OfferHistoryID value in UA_OfferHistAttrib table	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
CRC	BIGINT	NULL	A hashed CRC32 value created from the parameterized offer attributes; attempts to uniquely identify an offer version (represented by OfferHistoryID). **Valid Values:** Any bigint	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 53. UA_OfferHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NULL	The OfferID of the offer being given out for which an offer version is generated (this must be an offer created from an offer template with at least one parameterized offer attribute). **Valid Values:** Any valid OfferID in UA_Offer table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 54. UA_OfferHistory parent tables

Table name	Description
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

Table 55. UA_OfferHistory child tables

Table name	Description
UA_OfferHistAttrib	This table stores the actual values used for parameterized (only) offer attributes when an offer is used (given out in a flowchart production run with logging to CH enabled). It is populated at flowchart run time.
UA_Treatment	Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there are multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, a treatment is created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.

UA_OfferList

This table stores both internal and user-created offer lists. User-created offer lists can be static (fixed list of offers) or smart (dynamic; based on a query). Internally generated offer lists are used to group together the actual list of offers assigned to a specific cell in a CSP when multiple offers are assigned. Internal offer lists may reference user-created offer lists (only one level of nesting supported).

Table 56. UA_OfferList field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferListID	BIGINT	NOT NULL	Unique identifier for the offer list generated by the system when an offer list is created. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NULL	For user-created offer lists, this is the user-specified offer list name, which must be unique within the offer folder. For internally generated offer lists, this value is "Internal offer list". **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 56. UA_OfferList field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	For user-created offer lists, this is the optional user-specified offer list description. For internally generated offer lists, this value is "Internal offer list". **Valid Values:** Any text characters minus standard disallowed special characters in text	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferQuery	VARCHAR	NULL	If OfferListType = 2 (dynamic), this field contains the offer query used to generate the smart offer list. **Valid Values:** Valid query expression	2048	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 56. UA_OfferList field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferListType	INTEGER	NULL	Specifies the type of user-defined offer list: static (fixed list of offers) or smart/dynamic (matching offers generated by resolving a query based on offer attributes) or whether the offer list is an internally generated list used to group together multiple offers/offer lists assigned to the same cell in a CSP. **Valid Values:** 1=Static, 2=Dynamic, 3=Internal	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
FolderID	BIGINT	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 56. UA_OfferList field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
MaxSize	INTEGER	NULL	If OfferListType = 2 (dynamic), this field specifies the maximum number of offers that can be returned as a result of running the offer query. A value of 0 means an unlimited number of offers can be returned. **Valid Values:** Non-negative integer	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
IncludeSubFolders	INTEGER	NULL	If OfferListType = 2 (dynamic), this field specifies whether any scoping of returned offers based on folder location(s) will include subfolders or not. It is not possible to include subfolders for some folders and not for others. **Valid Values:** 0=does not include subfolders; 1=includes subfolders	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 56. UA_OfferList field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Retired	INTEGER	NULL	Specifies whether an offer list has been "retired," which means it can no longer be given out in any campaigns/flowcharts. Newly created offer lists are not retired by default. Retired offers lists do not appear for selection when assigning offers. The user can choose to retire an offer list at any time. **There is no way in the GUI to "unretire" an offer list. **Valid Values:** 0=active; 1=retired	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 56. UA_OfferList field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateBy	INTEGER	NULL	Marketing Platform UserId of the user who created the list. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 56. UA_OfferList field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from IBM Marketing Platform usm_policy table	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 56. UA_OfferList field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No
creatorFlag	INTEGER	NULL	Used when IBM Campaign and IBM Marketing Operations offer integration is enabled. Flag indicates whether Offer is created by Campaign or Marketing Operations. **Valid Values:** 0,1,2,3	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 56. UA_OfferList field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
creatorObjectId	BIGINT	NULL	Used in IBM Campaign and Marketing Operations offer integration. Field is used by Marketing Operations to associate IBM Campaign offerlist and IBM Marketing Operations Offerlist objects. **Valid Values:** Long	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 57. UA_OfferList parent tables

Table name	Description
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

Table 58. UA_OfferList child tables

Table name	Description
UA_OfferListMember	This table stores the members of an offer list. For a user-defined static offer list, this contains the list of OfferIDs and their display order and is populated when the offer list is saved. For a user-defined smart offer list, this table contains the list of folders to which the smart query has been scoped (if any). For an internal offer list, this tables stores any referenced (nested) offer lists. The members can be any of these: o an individual offer o an offerList o a folder Each offer list member must be exactly one of the above.
UA_OfferListMember	This table stores the members of an offer list. For a user-defined static offer list, this contains the list of OfferIDs and their display order and is populated when the offer list is saved. For a user-defined smart offer list, this table contains the list of folders to which the smart query has been scoped (if any). For an internal offer list, this tables stores any referenced (nested) offer lists. The members can be any of these: o an individual offer o an offerList o a folder Each offer list member must be exactly one of the above.
UA_TargetCells	This table stores information on target cells created in all flowcharts. Target cells are defined as cells that are attached to an output process (Mail List, Call List, Recommend, eMessage, Snapshot, or Optimize). It stores meta data information (name, code), source info (campaign, flowchart and cell IDs), treatment data (list of assigned offers/offer lists and whether it is a control cell), and whether the cell was created top-down in the Target Cell Spreadsheet (TCS) or bottom-up from within a flowchart.

Table 58. UA_OfferList child tables (continued)

Table name	Description
UACO_ROfferList	This table contains the set of offer lists that constrain the given rule for the given subsection.

UA_OfferListMember

This table stores the members of an offer list. For a user-defined static offer list, this contains the list of OfferIDs and their display order and is populated when the offer list is saved. For a user-defined smart offer list, this table contains the list of folders to which the smart query has been scoped (if any). For an internal offer list, this tables stores any referenced (nested) offer lists. The members can be any of these: o an individual offer o an offerList o a folder Each offer list member must be exactly one of the above.

Table 59. UA_OfferListMember field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferListID	BIGINT	NOT NULL	Unique ID for the offer list to which this row is associated **Valid Values:** Any valid OfferListID in UA_OfferList	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
NestedOfferListID	BIGINT	NULL	This field can be populated only if the UA_OfferList.OfferListType = 3 (internal list); it contains an OfferListID assigned to a cell within a flowchart CSP. It is populated on save of the flowchart. **Valid Values:** Any valid OfferListID in UA_OfferList	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 59. UA_OfferListMember field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NULL	When UA_OfferList.OfferListType = 1 (static), this field is populated with the OfferIDs that are members of the static offer list. When UA_OfferList.OfferListType = 3 (internal), this field contains any directly assigned offers to the cell (not those appearing as part of a user-created offer list). This field is NULL for UA_OfferList.OfferListType = 2. **Valid Values:** Any valid OfferID in UA_Offer table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
FolderID	BIGINT	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 59. UA_OfferListMember field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DisplayOrder	INTEGER	NULL	This field specifies the order in which offers in a static offer list are displayed to the user; it is populated only when UA_OfferList.OfferListType = 1 (otherwise it is NULL). **Valid Values:** NULL or positive integer starting with one and incrementing by one for each OfferID member of the same OfferListID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 60. UA_OfferListMember parent tables

Table name	Description
UA_OfferList	This table stores both internal and user-created offer lists. User-created offer lists can be static (fixed list of offers) or smart (dynamic; based on a query). Internally generated offer lists are used to group together the actual list of offers assigned to a specific cell in a CSP when multiple offers are assigned. Internal offer lists may reference user-created offer lists (only one level of nesting supported).
UA_OfferList	This table stores both internal and user-created offer lists. User-created offer lists can be static (fixed list of offers) or smart (dynamic; based on a query). Internally generated offer lists are used to group together the actual list of offers assigned to a specific cell in a CSP when multiple offers are assigned. Internal offer lists may reference user-created offer lists (only one level of nesting supported).
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

UA_OfferListRes

This table stores the offerIDs that a dynamic offer list resolves to at run-time.

Table 61. UA_OfferListRes field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OLResolveID	BIGINT	NOT NULL	Unique ID for the this row. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
OfferListID	BIGINT	NOT NULL	Specifies the OfferListID that is being resolved. **Valid Values:** Any valid OfferListID in the UA_OfferList table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 61. UA_OfferListRes field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	Lists an offer ID that is in the specified OfferListID. **Valid Values:** Any valid OfferID in the UA_Offer table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

UA_OfferSuppression

The UA_OfferSuppression table contains rules for suppressing offers that are presented to visitors during interactive sessions. Rules for suppressing offers are triggered by acceptance or rejection events, by frequency of presentation, or by a rule's similarity to a related rule that is also suppressed. This table also maintains the criteria for when Interact should no longer suppress a rule, such as after a specified period of time has elapsed.

Table 62. UA_OfferSuppression field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	The ID of the offer this suppression rule is targeted to.	19	**Is Primary Key?** Yes
SuppressionType	INTEGER	NOT NULL	The type of this suppression rule, i.e., which type of events will trigger this suppression rule: 1=accept event, 2=reject event, 3=contact event.	10	**Is Primary Key?** Yes
ResponseTypeCode	VARCHAR	NULL	In addition to the event type, the response type code that must be included in the event in order for this rule to be triggered.	64	**Is Primary Key?** No
EventCount	INTEGER	NULL	The number of occurrences this event has to be posted for this rule to be triggered.	10	**Is Primary Key?** No

Table 62. UA_OfferSuppression field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
AttributeID	BIGINT	NULL	Once this suppression rule is triggered, in addition to the same offer, it may also apply to other offers that have the same attribute and same value for this attribute. If this column is null, no other offers will be affected. Otherwise, if another offer has the same attribute which has the same value as the one defined in StringValue, NumberValue, or DatetimeValue, then that offer is suppressed.	19	**Is Primary Key?** No
StringValue	VARCHAR	NULL	The value of the string-typed attribute for matching other associated offers.	1024	**Is Primary Key?** No
NumberValue	DOUBLE	NULL	The value of the number-typed attribute for matching other associated offers.	53	**Is Primary Key?** No
DatetimeValue	TIMESTAMP	NULL	The value of the datetime-typed attribute for matching other associated offers.	23,3	**Is Primary Key?** No
SuppressionDuration	INTEGER	NULL	The length in days this suppression rule will remain effective from the time it is triggered.	10	**Is Primary Key?** No

UA_OfferTemplate

This table contains one row for each offer template defined in the system (these are used to create offers). For each offer template, it defines the number of offer codes, their formats, and the offer code generator; the treatment code format and generator; and general offer template meta data.

Table 63. UA_OfferTemplate field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferTemplID	BIGINT	NOT NULL	Unique identifier for the offer template generated by the system when an offer template is created. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Name	VARCHAR	NULL	This is the unique name of the offer template. **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional description of offer template. **Valid Values:** Any text characters minus standard disallowed special characters in text	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
NumberOfOfferCodes	INTEGER	NULL	The number of offer code parts/components for offers to be created from this template (default = 1). **Valid Values:** A whole number between 1-5	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCode1CodeFrmt	VARCHAR	NULL	This is the first part of the offer code and must always populated with a valid offer code format, one character for each byte of the offer code. This field cannot be edited after an offer template has been used (i.e., an offer has been created using this offer template). **Valid Values:** • \<Capital letter\> = constant • \<Symbol\> = constant • a = character A-Z • c = character A-Z or 0-9 • n = number 0-9 • x = any character	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferCode2CodeFrmt	VARCHAR	NULL	This is the second part of the offer code and is populated if NumberOfOfferCodes >=2, else it is NULL. **This field cannot be edited once an offer template has been used (i.e., an offer has been created using this offer template). **Valid Values:** • <Capital letter> = constant • <Symbol> = constant • a = character A-Z • c = character A-Z or 0-9 • n = number 0-9 • x = any character	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCode3CodeFrmt	VARCHAR	NULL	This is the third part of the offer code and is populated if NumberOfOfferCodes >=3, else it is NULL. **This field cannot be edited once an offer template has been used (i.e., an offer has been created using this offer template). **Valid Values:** • <Capital letter> = constant • <Symbol> = constant • a = character A-Z • c = character A-Z or 0-9 • n = number 0-9 • x = any character	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferCode4CodeFrm	VARCHAR	NULL	This is the fourth part of the offer code and is populated if NumberOfOfferCodes >=4, else it is NULL. This field cannot be edited once an offer template has been used (i.e., an offer has been created using this offer template). **Valid Values:** • <Capital letter> = constant • <Symbol> = constant • a = character A-Z • c = character A-Z or 0-9 • n = number 0-9 • x = any character	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCode5CodeFrm	VARCHAR	NULL	This is the fifth part of the offer code and is populated if NumberOfOfferCodes =5, else it is NULL. **This field cannot be edited once an offer template has been used (i.e., an offer has been created using this offer template). **Valid Values:** • <Capital letter> = constant • <Symbol> = constant • a = character A-Z • c = character A-Z or 0-9 • n = number 0-9 • x = any character	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferCodeGenerator	VARCHAR	NULL	The name of the offer code generator that will automatically generate a unique offer code based on the offer code format(s) specified. This defaults to the offer code generator shipped with Campaign. **This field cannot be edited once an offer template has been used (i.e., an offer has been created using this offer template). **Valid Values:** Any valid executable name accessible to the Campaign server	250	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
TreatmentCodeFrmt	VARCHAR	NULL	This is the format of the globally unique treatment code and must always populated with a valid treatment code format, one character for each byte of the treatment code. This field cannot be edited after an offer template has been used (i.e., an offer has been created using this offer template). **Valid Values:** Capital letter = constant; Symbol = constant; a = character A-Z; c = character A-Z or 0-9; n = number 0-9;x = any character	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
TrmtCodeGenerator	CHAR	NULL	The name of the treatment code generator that will automatically generate a unique treatment code based on the treatment code format specified. This defaults to the treatment code generator shipped with Campaign (same as campaign code generator). **This field cannot be edited once an offer template has been used (i.e., an offer has been created using this offer template). **Valid Values:** Any valid executable name accessible to the Campaign server	250	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Retired	INTEGER	NULL	Specifies whether an offer template has been "retired," which means it can no longer be used to create new offers. Newly created offer templates are not retired by default. Retired offers templates do not appear for selection when creating new offers. The user can choose to retire an offer template at any time. **There is no way in the GUI to "unretire" (or delete) an offer template. **Valid Values:** 0=active; 1=retired	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
SuggestedUsageDesc	VARCHAR	NULL	Optional text displayed to the user describing what kind of offers this template may be good for creating; displayed to the user in the "Select an offer template" offer creation wizard when he is creating an offer. **Valid Values:** Any text characters minus standard disallowed special characters in text	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DisplayIcon	VARCHAR	NULL	Name of the icon to be displayed representing the template (.gif file) for easy user identification (used in the Offer Template Definitions page and in the "Select an offer template" offer creation wizard when a user is creating an offer. **Valid Values:** Valid .gif file name	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DisplayOrder	INTEGER	NULL	An internal sequence number that specifies the order in which the template is displayed both on the Administration > Offer Template Definitions page and in the "Select an offer template" offer creation wizard when a user is creating an offer. The user can change this value by using the "Reorder" button on the Offer Template Definitions page. **Valid Values:** Positive integer starting with one and incrementing by one for each Offer template in the system	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateBy	INTEGER	NULL	Marketing Platform UserId of the user who created the Template **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from the usm_policy table in IBM Marketing Platform.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No
creatorFlag	INTEGER	NULL	Number indicating which Application created the Offer Template **Valid Values:** Positive Integer	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
creatorObjectId	BIGINT	NULL	ID of the corresponding Object in the creator Application **Valid Values:** Positive Long	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 64. UA_OfferTemplate child tables

Table name	Description
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.
UA_OfferTemplAttr	This table stores the offer attribute values associated with a particular offer template and specifies whether each attribute is hidden, parameterized, its default value, and display order. Note that only one of the fields StringValue, NumberValue and DatetimeValue contain the value for the attribute based on the attributeType defined in the UA_AttributeDef table.

UA_OfferTemplAttr

This table stores the offer attribute values associated with a particular offer template and specifies whether each attribute is hidden, parameterized, its default value, and display order. Note that only one of the fields StringValue, NumberValue and DatetimeValue contain the value for the attribute based on the attributeType defined in the UA_AttributeDef table.

Table 65. UA_OfferTemplAttr field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
AttributeID	BIGINT	NOT NULL	The attribute ID for which values are being stored. **Once an offer template has been used (i.e., an offer has been created using this offer template), the offer attributes associated with the offer template cannot be changed. **Valid Values:** Any valid AttributeID in UA_AttributeDef table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
OfferTemplID	BIGINT	NOT NULL	The offer template ID to which the attributes are associated. **Valid Values:** Any valid OfferTemplID in the UA_OfferTemplate table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 65. UA_OfferTemplAttr field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
StringValue	VARCHAR	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any text characters minus standard disallowed special characters in text. For fixed drop-down list (UA_AttributeDef.EnumType = 1), this value must be one of the values stored in UA_EnumAttrValues for the AttributeID.	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
NumberValue	DOUBLE	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid numeric value	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 65. UA_OfferTemplAttr field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DatetimeValue	TIMESTAMP	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
IsParameter	INTEGER	NULL	Specifies whether the offer attribute is parameterized (i.e., whether the user can change the value at the time the offer is assigned to a cell in a CSP). Offer versions are automatically created based on unique permutations of parameterized offer attributes. **Once an offer template has been used (i.e., an offer has been created using this offer template), the parameterization of offer attributes associated with the offer template cannot be changed. **Valid Values:** 0=static; 1=parameterized	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 65. UA_OfferTemplAttr field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
IsHidden	INTEGER	NULL	Specifies whether the offer attribute is hidden (i.e., whether the offer attribute is displayed to the user when creating or viewing an offer). Hidden attributes must have a default value when the offer template is created. **Once an offer template has been used (i.e., an offer has been created using this offer template), the hidden state of offer attributes associated with the offer template cannot be changed. **Valid Values:** 0=displayed; 1=hidden	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DisplayOrder	INTEGER	NULL	An internal sequence number that specifies the order in which the offer attributes are when a user is creating, editing, or viewing an offer. The user controls the display order of offer attributes by moving them up and down in the Offer Attribute page of the Offer Template Definition wizard. **Once an offer template has been used (i.e., an offer has been created using this offer template), the order of offer attributes associated with the offer template cannot be changed. **Valid Values:** Positive integer starting with one and incrementing by one for each offer attribute in the offer template.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 66. UA_OfferTemplAttr parent tables

Table name	Description
UA_OfferTemplate	This table contains one row for each offer template defined in the system (these are used to create offers). For each offer template, it defines the number of offer codes, their formats, and the offer code generator; the treatment code format and generator; and general offer template meta data.
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions. This table is written to when the Save button is invoked from the Custom attribute definition page. Each attribute creates one row in this table, identified by the unique ID AttributeID. After an attribute is initially created, some fields like the AttributeType and Length fields cannot be modified (see individual fields for further info).

UA_OfferToProduct

This table stores the information about the relationship between offers and products, specified by the "Relevant offers" field (required for an offer). It is only populated if the user specifies a value for the Relevant Offers field of an offer.

Table 67. UA_OfferToProduct field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NULL	The OfferID for which the product query is being defined (criteria entered in the Related products offer attribute field. **Valid Values:** Any valid OfferID in the UA_Offer table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ProductCondition	VARCHAR	NOT NULL	The query based on one or more offer attributes that defines the set of Product IDs associated with this offer. **Valid Values:** Text string representing a valid query built on offer attributes	2048	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 68. UA_OfferToProduct parent tables

Table name	Description
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

UA_Personalization

Stores the personalization settings on the homepage. Personalization items includes recently viewed items for campaigns and sessions.

Table 69. UA_Personalization field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
UserID	BIGINT	NULL	Marketing Platform user ID that the personalization item is associated with. **Valid Values:** Valid UserID in Marketing Platform **Value may be invalid if Marketing Platform user is subsequently deleted.	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Keyword	VARCHAR	NULL	Internal unique ID used to update and delete information. It is generated is using system current time in milliseconds at the moment of creation. **Valid Values:** Valid integer	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 69. UA_Personalization field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Name	VARCHAR	NULL	Specifies the name of the personalized item/object. If the Category is "CUSTOMBOOKMARK", this field contains the Custom Link name entered by the user (created from "My Custom Links" section of the Homepage). If the Category is "PAGEPREFERENCES", this field contains the name of the page, such as "HOMEPAGE". If the category is "RECENTLYUSED", this field contains the type of the object, such as "CAMPAIGNS", "SESSIONS". **Valid Values:** "Homepage", "Campaign", "Sessions", CustomBookMark"	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Category	VARCHAR	NULL	Specifies the type of personalization category. **Valid Values:** "CustomBookmark", "RecentlyUsed", "PagePreferences"	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 69. UA_Personalization field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Data	VARCHAR	NULL	Contains the data used to display the personalized item. Generally this is a block of xml.	2048	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 69. UA_Personalization field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

UA_Product

This table is provided by the customer and must minimally contain a ProductID field uniquely identifying each product. Any other fields are optional, but in practice are required to provide fields for the user to query against to define the set of qualifying products related to an offer. This field is expected to be populated and commonly used for inferred responses (e.g., for hold-out control groups).

Table 70. UA_Product field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
ProductID	BIGINT	NOT NULL	Unique identifier of the product. **Valid Values:** Valid integer	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 70. UA_Product field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UserDefinedFields	INTEGER	NULL	Placeholder for fields provided by the customer for use to query and identify related products. **Valid Values:** Valid data type	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 71. UA_Product child tables

Table name	Description
UA_ProductIndex	This table stores the many-to-many relationship between products and offers based on the ProductIDs that match the "product query" associated with an offer (from the Related Offers field). It is used to quickly resolve the set of products associated with a particular offer for response tracking without having to re-run the UA_OfferToProduct.Condition query. This table is periodically populated/updated by a java program, interval configured in IBM Marketing Platform (list parameters).

UA_ProductIndex

This table stores the many-to-many relationship between products and offers based on the ProductIDs that match the "product query" associated with an offer (from the Related Offers field). It is used to quickly resolve the set of products associated with a particular offer for response tracking without having to re-run the UA_OfferToProduct.Condition query. This table is periodically populated/updated by a java program, interval configured in IBM Marketing Platform (list parameters).

Table 72. UA_ProductIndex field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	Offer ID for the offer that the product is associated with. **Valid Values:** Any valid OfferID from UA_Offer table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
ProductID	BIGINT	NOT NULL	Product ID for the product that the offer is associated with. **Valid Values:** Any valid ProductID from the UA_Product table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 73. UA_ProductIndex parent tables

Table name	Description
UA_Product	This table is provided by the customer and must minimally contain a ProductID field uniquely identifying each product. Any other fields are optional, but in practice are required to provide fields for the user to query against to define the set of qualifying products related to an offer. This field is expected to be populated and commonly used for inferred responses (e.g., for hold-out control groups).
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

UA_ResponseHistory

User-created table that stores the required response tracking fields (AudienceID, TreatmentInstID, response date, response type, and so forth) plus any user-defined additionally tracked fields. There is a separate response history table for each audience level. Rows in this table are written by the Response process.

Table 74. UA_ResponseHistory field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CustomerID	BIGINT	NOT NULL	This field represents the audience level (which may comprise one or more fields). These fields are automatically output based on the current incoming audience level of the input cell(s). **Valid Values:** Any valid audience ID fields	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
TreatmentInstID	BIGINT	NOT NULL	Identifies the treatment instance to which this customer responded **Valid Values:** Any valid TreatmentInstID from the UA_Treatment table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 74. UA_ResponseHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ResponsePackID	BIGINT	NOT NULL	Groups together multiple rows written to the Response History table created from a single row/transaction of "action table" input into the Response process box. For example, for multiple and fractional attribution, the same "action" taken by an individual can count as responses to multiple treatment instances. **Valid Values:** Valid integer	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
ResponseDateTime	TIMESTAMP	NOT NULL	The datetime of the response (this is configured by the user in the Response process box as the "Response date"; it is the Response process run datetime if left blank). **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 74. UA_ResponseHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
WithinDateRangeFlg	INTEGER	NULL	Specifies whether the response was prior to the offer expiration date (i.e., the ResponseDateTime is on or before the expiration date of the offer version specified by the TreatmentInstID). **Valid Values:** • 0 = outside of valid date range • 1 = within valid date range (inclusive of start/end dates) • 99 = unknown	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
OrigContactedFlg	INTEGER	NULL	Specifies whether the customerID was in the original target group that received this specific offer or whether the response was "viral" based on a pass-along of some code (campaign, offer, cell, treatment codes). **Valid Values:** "0=not in the original target group that received this treatment (viral marketing) 1=in the original target group"	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 74. UA_ResponseHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
BestAttrib	INTEGER	NULL	Identifies the "best" treatment instance to credit the response to when performance measures allow attribution to only a single treatment instance. **Valid Values:** "0=not credited as best treatment; 1=attributed as best treatment"	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
FractionalAttrib	DOUBLE	NULL	Identifies fractional response value attributed to the treatment instance when performance measures allow multiple possible treatment instances to share credit for the response. **Valid Values:** Fractional numeric between 0-1; sum of these values for the same ResponsePackID = 1	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 74. UA_ResponseHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DirectResponse	INTEGER	NULL	**Valid Values:** 1 = direct, 0 = inferred	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
CustomAttrib	DOUBLE	NULL	Reserved for future use	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 74. UA_ResponseHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ResponseTypeID	BIGINT	NULL	Identifies the type of response **Valid Values:** Any valid ResponseTypeID in UA_UsrResponseType table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
DateID	BIGINT	NULL	Date ID representing the date information from the UA_Date table **Valid Values:** Valid DateID from UA_Date table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 74. UA_ResponseHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
TimeID	BIGINT	NULL	Time ID information from the UA_Time table **Valid Values:** Valid TimeID from the Time table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
UserDefinedFields	CHAR	NULL	This is a placeholder for one or more user-defined columns in this table (additionally tracked fields). These fields can be populated by the Response process using the "More Options" button on the logging tab. **Valid Values:** Any value accepted by the DB based on data type	18	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 74. UA_ResponseHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ValueAfter	BIGINT	NULL	Additional field used for CH-RH tracking and reports **Valid Values:** According to the datatype	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No
UsageAfter	BIGINT	NULL	Additional field used for CH-RH tracking and reports **Valid Values:** According to the data type	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No

Table 74. UA_ResponseHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ResponseRevenue	BIGINT	NULL	Additional field used for CH-RH tracking and reports **Valid Values:** According to the datatype	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No
SalesCost	BIGINT	NULL	Additional field used for CH-RH tracking and reports **Valid Values:** According to the datatype	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No

Table 74. UA_ResponseHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ResponseChannel	VARCHAR	NULL	Additional field used for CH-RH tracking and reports **Valid Values:** According to the data type	16	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No

Table 75. UA_ResponseHistory parent tables

Table name	Description
UA_UsrResponseType	User-defined table at implementation time that stores the list of response types with their descriptions. Once configured, the contents of this table is displayed in the configuration of a Response process.
UA_Treatment	Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there are multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, a treatment is created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.
UA_Time	This table holds time information identifying information about the hours and minutes for a particular time. It is used to faciliate reporting. This table must be populated as part of the implementation setup.
UA_Calendar	This table holds calendar information identifying information about calendar quarters, days of the week, first and last days of the week, etc. It is used to facilitate reporting over time. It is expected that this table will be customized by customers during implementation. It is the responsibility of the implementation to ensure that dates referenced in Contact history are contained in the time span covered by this table.

UA_RespTypeMapping

The UA_RespTypeMapping table coordinates transfer of data across IBM Campaign and eMessage tables to support offer integration. This table maps the CampaignRespTypeID in UA_UsrResponseType to the EMessageRespTypeID in UACE_ResponseType. Note: Pre-defined response type mappings for Campaign-eMessage ETL are defined as follows (CampaignRespTypeID,EMessageRespTypeID,ApplicationType): 9,1,3 for Link Click; 10,14,3 for Landing Page; and 11,18,3 for SMS Reply Message.

Table 76. UA_RespTypeMapping field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignRespTypeID	BIGINT	NOT NULL	A numeric field which must match a value defined in column ResponseTypeID in table UA_UsrResponseType.	19	**Is Primary Key?** No
EMessageRespTypeID	BIGINT	NOT NULL	A numeric field which must match a value defined in column ResponseTypeID in table UACE_ResponseType.	19	**Is Primary Key?** No
ApplicationType	INTEGER	NULL	The ApplicationType of 3 indicates eMessage and must not be changed.	10	**Is Primary Key?** No

UA_SegMembership

This table contains the members of each strategic segment (can be a many-to-many relationship). There is one SegMembership table per audience level. It is only populated if the system table is mapped. It is required to be mapped for IBM Contact Optimization (ACO) to function. It is updated to contain the latest members each time the CreateSeg process that creates it is run in production.

Table 77. UA_SegMembership field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
SegmentID	BIGINT	NOT NULL	The segment ID. **Valid Values:** Any valid SegmentID in UA_Segment table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 77. UA_SegMembership field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CustomerID	BIGINT	NOT NULL	This is a placeholder for one or more audience fields representing the marketing entity. This CustomerID is a member of the specified strategic segment. **Valid Values:** Any valid set of audience ID values	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

UA_Segment

This table stores information on the strategic segments created by the Create Seg process. It is populated when a CreateSeg process is created and saved in a flowchart and subsequently updated when the CreateSeg process is run. A temporary copy of the row is created (with TempFlag=1) when the flowchart containing the CreateSeg process box is being edited or run.

Table 78. UA_Segment field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
SegmentID	BIGINT	NOT NULL	Unique identifier of segment. This ID is assigned by the system when a segment is created. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Name	VARCHAR	NULL	Name of the strategic segment; must be unique with the folder in which the segment is created. **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional, user-entered, free-form text description of the strategic segment. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
FolderID	BIGINT	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Segment folders are created from the web side. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NULL	Server date and time the segment was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateBy	INTEGER	NULL	Marketing Platform user ID for the user who created the segment. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
LastRunDate	TIMESTAMP	NULL	Server date and time the segment was last run. This value is NULL if never run. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
RunBy	INTEGER	NULL	Marketing Platform user ID for the user that last run the flowchart that created the segment. This value is NULL if never run. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
SegmentCount	INTEGER	NULL	Number of unique members (audience IDs) contained in this strategic segment. This value is zero if the CreateSeg process has not yet been run. **Valid Values:** Non-negative integer	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
TempTableName	VARCHAR	NULL	Reserved for future use **Valid Values:** NULL	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
CellFileName	VARCHAR	NULL	Name of the Binary file on the server that contains the list of CustomerIDs corresponding to the strategic segment. The filename is based on the strategic segment name plus a unique appended numeric identifier + .bin. **Valid Values:** Valid filename	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
AudienceName	VARCHAR	NULL	Name of the audience level used to create the segment. **Valid Values:** String of valid audience level name	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ActiveFlag	INTEGER	NULL	Specifies whether the strategic segment is displayed in the segment tree hierarchy. Initially, when a segment is created, it is active. If a user deletes it from the web GUI, it is set as inactive, until the source flowchart is executed again (reactivates). **Valid Values:** 0=inactive; 1=active	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from the usm_policy table in IBM Marketing Platform.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
TempTableDB	VARCHAR	NULL	**Valid Values:** Name of a datasource defined in AM config, or a comma-separated list of datasource names.	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
SegmentType	INTEGER	NOT NULL	Identifies whether a segment is a static segment (list of audience IDs in the segment) or smart segment (dynamic evaluation based on membership criteria) **Valid Values:** 1 = batch, 2 = smart	10	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 79. UA_Segment parent tables

Table name	Description
UA_SegmentType	An enum table that is pre-populated at the time of system table creation. This table helps identify the set of valid values of Segment Type.
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

Table 80. UA_Segment child tables

Table name	Description
UA_FlowchartSeg	This table contains all of the relationships between segments and flowcharts. It will define when a segment is created by a flowchart and/or when a segment is simply reference by the flowchart. By having this table we can ensure that FK relationships are enforced at the DB level.

UA_SegmentType

An enum table that is pre-populated at the time of system table creation. This table helps identify the set of valid values of Segment Type.

Table 81. UA_SegmentType field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
SegmentType	INTEGER	NOT NULL	This is the ID for the Segment Type. There are currently two segment types, interactive and batch **Valid Values:** 1 = Batch, 2 = Interactive	10	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	The description of the Segment Type. **Valid Values:** Any string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 82. UA_SegmentType child tables

Table name	Description
UA_Segment	This table stores information on the strategic segments created by the Create Seg process. It is populated when a CreateSeg process is created and saved in a flowchart and subsequently updated when the CreateSeg process is run. A temporary copy of the row is created (with TempFlag=1) when the flowchart containing the CreateSeg process box is being edited or run.

UA_SegRefType

A lookup table that is prepoluated with the valid references types.

Table 83. UA_SegRefType field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RefType	INTEGER	NOT NULL	RefType ties the UA_FlowchartSeg table to the UA_SegRefType table. Batch flowcharts always have the value 1. Unless you have IBM Interact incorporated in your environment, the value will never be 2 for batch flowcharts. A value of 2 is used only for Interactive flowcharts. **Valid Values:** 1= creator, 2 = referencer	10	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	A description of the reference type. **Valid Values:** Any string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 84. UA_SegRefType child tables

Table name	Description
UA_FlowchartSeg	This table contains all of the relationships between segments and flowcharts. It will define when a segment is created by a flowchart and/or when a segment is simply reference by the flowchart. By having this table we can ensure that FK relationships are enforced at the DB level.

UA_SesnRunType

This enumerates the Campaign session run types (excluding test mode)

Table 85. UA_SesnRunType field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RunType	INTEGER	NOT NULL	Unique ID for a Campaign session run type **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	10	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Session run type description (not visible in UI) **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 86. UA_SesnRunType child tables

Table name	Description
UA_CCRunLog	This table logs each time a flowchart is run in production (not populated by test runs), providing a flowchart run history. A unique RunID is generated on each new flowchart run (but not for run branch/process). It records the start/end datetime and who ran the flowchart. For IBM Distributed Marketing runs, it also records information about the remote user.

UA_Session

Stores information on sessions created in Campaign.

Table 87. UA_Session field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
SessionID	BIGINT	NOT NULL	Unique identifier of the session. This ID is assigned by the system when a session is created. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NULL	Name of the session; must be unique with the folder in which the session is created. **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 87. UA_Session field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Optional, user-entered, free-form text description of the session. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
FolderID	BIGINT	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 87. UA_Session field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CreateBy	INTEGER	NULL	Marketing Platform UserId of the user who created the Session. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 87. UA_Session field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 87. UA_Session field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
LastRunDate	TIMESTAMP	NULL	Server date and time the session flowchart was last run. This value is NULL if never run. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
RunBy	INTEGER	NULL	Marketing Platform user ID for the user that last run the flowchart. This value is NULL if never run. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 87. UA_Session field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from the usm_policy table in IBM Marketing Platform.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 88. UA_Session parent tables

Table name	Description
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

Table 89. UA_Session child tables

Table name	Description
UA_Flowchart	This table stores information for all flowcharts. It has one row for each flowchart in the system and is also used for reporting on the running flowcharts (status) in the system.

UA_SummaryCube

Stores information on all cubes created with the Cube process and provides status information and a pointer to the CubeDataFile name stored on the Campaign server.

Table 90. UA_SummaryCube field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CubeID	BIGINT	NOT NULL	Unique identifier of cube. This ID is assigned by the system when a cube is created. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
TempFlag	INTEGER	NOT NULL	This is an internal field used to identify when a cube is locked. This occurs when someone is editing or running the flowchart that generates the cube. **Valid Values:** 0 = not in use; 1 = in use	10	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No

Table 90. UA_SummaryCube field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
SrcFlowChartID	BIGINT	NOT NULL	Flowchart ID of the flowchart that contains the cube process used to create this cube. **Valid Values:** Any valid FlowchartID from the UA_Flowchart table	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NULL	Name of the cube; name must be globally unique. **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 90. UA_SummaryCube field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Optional, user-entered, free-form text description of the cube. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
SegmentID	BIGINT	NULL	This field is populated only if the cube is built on a strategic segment, else it is NULL. This field is the Segment ID for the segment that is used in this cube. The user chooses the segment against which the cube is built by configuring the Cube process. **Valid Values:** Any valid SegmentID from the UA_Segment table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 90. UA_SummaryCube field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CreateBy	INTEGER	NULL	Marketing Platform USerId of the user who created the Cube. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 90. UA_SummaryCube field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 90. UA_SummaryCube field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
LastRunDate	TIMESTAMP	NULL	Server date and time the cube was last run. This value is NULL if never run. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
RunBy	INTEGER	NULL	Marketing Platform user ID for the user who last run the cube. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 90. UA_SummaryCube field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DataFileName	VARCHAR	NULL	Name of the Binary file on the server that contains the precalculated cube data. The filename is based on the cube name plus a unique appended numeric identifier + .bin. The cube data file contains Header and Cube data. The header contains upto 3 dimension info in tree structure. The data contains count and optional rollup data , min, max, sum for each variable. **Valid Values:** Valid filename	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

UA_TableCatalog

This table stores information on all table catalogs available in IBM Campaign.

Table 91. UA_TableCatalog field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FolderID	BIGINT	NOT NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 91. UA_TableCatalog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Name	VARCHAR	NOT NULL	Name of the table catalog; name must be unique within the folder. **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional, user-entered, free-form text description of the table catalog. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 91. UA_TableCatalog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
FileName	VARCHAR	NULL	Name of the binary or XML file on the server that contains user table mappings. The filename is based on the table catalog name plus a .cat or .xml extension (depending on output format type). **Valid Values:** Valid filename	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 91. UA_TableCatalog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateBy	INTEGER	NULL	Marketing Platform user ID for the user who created the object. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 91. UA_TableCatalog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from the usm_policy table in IBM Marketing Platform.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 91. UA_TableCatalog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 92. UA_TableCatalog parent tables

Table name	Description
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

UA_TargetCells

This table stores information on target cells created in all flowcharts. Target cells are defined as cells that are attached to an output process (Mail List, Call List, Recommend, eMessage, Snapshot, or Optimize). It stores meta data information (name, code), source info (campaign, flowchart and cell IDs), treatment data (list of assigned offers/offer lists and whether it is a control cell), and whether the cell was created top-down in the Target Cell Spreadsheet (TCS) or bottom-up from within a flowchart.

Table 93. UA_TargetCells field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CellID	BIGINT	NOT NULL	Unique identifier of cell. This ID is assigned by the system when a target is created and the flowchart or TCS is saved. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CellName	VARCHAR	NOT NULL	Name of the cell; must be unique in the flowchart. **Valid Values:** Any text characters, minus standard disallowed special IBM Campaign query language name characters.	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Optional, user-entered, free-form text description of the cell (only can be populated from the TCS). **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CellCode	VARCHAR	NULL	String value identifying the cell; must meet the system configuration cell code format (CellCodeFormat under server>system codes). Cell code must be unique in the flowchart only if the configuration parameter AllowDuplicateCellCodes=0 (detection occurs through flowchart validation tool and at run time). **Valid Values:** Any string satisfying the cell code format specified by the server>system codes>CellCodeFormat config parameter	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ControlCellID	BIGINT	NULL	If a control cell is assigned to a target cell, this field contains the control cell ID (which must be a cell identified as a control and must be a cell in the same flowchart and connected to the same CSP when created bottom-up; can be any cell in the TCS when created top-down). **Valid Values:** Any valid CellID in the UA_TargetCell table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
IsControl	INTEGER	NULL	Specifies whether a target cell is a hold-out control cell or not. If a cell is designated as a control, no offers may be assigned to that cell (and previously assigned offers are cleared). **Valid Values:** 0=target cell; 1=hold-out control cell	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignID	BIGINT	NULL	Identifies the campaign ID to which this target cell is associated with **Valid Values:** Any valid CampaignID in the UA_Campaign table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
FlowchartID	BIGINT	NULL	Identifies the flowchart ID to which this target cell is associated with **Valid Values:** Any valid FlowchartID from the UA_Flowchart table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferListID	BIGINT	NULL	Identifies the internal offer list created to include all the offers and offer lists assigned to the target cell by the user (either in a CSP or in the TCS). This value is NULL if no offers are assigned. **Valid Values:** Any valid OfferListID in UA_OfferList where OfferListType = 3	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DisplayOrder	INTEGER	NULL	Identifies the order in which target cells should be displayed in the TCS. User may use the row up/down icons to re-order the display when editing the TCS. Bottom-up created row initially have NULL values (which display at the top of the TCS), but these can be manually re-ordered by the user and receive a non-NULL display order value. **Valid Values:** Positive integers starting with one, incrementing by one for each row created in the TCS; NULL is valid for rows created bottom-up from flowcharts	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CreateBy	INTEGER	NULL	Marketing Platform UserID of the user who created the Cell **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
IsTopDown	INTEGER	NULL	Any target cell created in the TCS is a top-down created cell (as opposed to cells that created within a flowchart). A target cell may be both top-down defined and linked to a cell in the flowchart. **Valid Values:** 0=bottom-up; 1=top-down	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
IsReadOnly	INTEGER	NULL	Specifies that a target cell is read only and the user cannot specify a control cell or assign offers from the TCS. This occurs when a target cell is connected to multiple output processes in a flowchart or if offer/control cell control should be disabled (e.g., for target cells connected to Snapshot or Optimize process boxes). **Valid Values:** 0=read/write; 1=read-only	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Retired	INTEGER	NULL	Specifies whether this target cell is associated with a specific CSP process in a flowchart. This value will be "retired" if the CSP that created it no longer exists or no longer is treating this cell. **Valid Values:** 1 = Retired; 0 = Active	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Approved	INTEGER	NULL	Specifies whether this row of the Target Cell Spreadsheet (TCS) has been approved. Approvals can only occur in the IBM Marketing Operations TCS. **Valid Values:** 0 = Not approved 1/NULL = Approved (always 1 when Marketing Operations is not integrated)	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CellCount	INTEGER	NULL	Contains the number of unique audience IDs in the cell (updated when user manually clicks "Get Cell Status" in the TCS) **Valid Values:** Any non-negative integer	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
LastRunType	INTEGER	NULL	Specifies the type of the last run generating the cell count **Valid Values:** Production Flowchart Production Branch Production Process Test Flowchart Test Branch Test Process	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
LastRunBy	INTEGER	NULL	Name of the last user who updated the cell count. **Valid Values:** Any user name stored in IBM Marketing Platform.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
LastRunTime	TIMESTAMP	NULL	Last server date and time the cell count was updated **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 94. UA_TargetCells parent tables

Table name	Description
UA_OfferList	This table stores both internal and user-created offer lists. User-created offer lists can be static (fixed list of offers) or smart (dynamic; based on a query). Internally generated offer lists are used to group together the actual list of offers assigned to a specific cell in a CSP when multiple offers are assigned. Internal offer lists may reference user-created offer lists (only one level of nesting supported).
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.

Table 95. UA_TargetCells child tables

Table name	Description
UA_CellAttribute	This table stores the custom cell attribute values for a particular cell. These values are data-entered by the user in the Target Cell Spreadsheet (TCS). Only one of the fields (StringValue, NumberValue, DatetimeValue) is populated for any given row, depending on the data type of the custom attribute (as specified in UA_AttributeDef). Attributes are displayed in the target cell spreadsheet in AttributeID order.
UA_Treatment	Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there are multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, a treatment is created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.

UA_Time

This table holds time information identifying information about the hours and minutes for a particular time. It is used to faciliate reporting. This table must be populated as part of the implementation setup.

Table 96. UA_Time field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
TimeID	BIGINT	NOT NULL	Unique identifier for a row of this table. **Valid Values:** Time represented as HHMMSS (currently SS is always 00)	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 96. UA_Time field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Hour	INTEGER	NULL	The hour of the specified time. **Valid Values:** Positive integer between 0-23	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Minute	INTEGER	NULL	The minute of the specified time. **Valid Values:** Positive integer between 0-59	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 97. UA_Time child tables

Table name	Description
UA_ContactHistory	User-created table that stores the required contact fields (AudienceID, CellID, PackageID, ContactDateTime, ContactStatusID, and so forth) plus any user-defined additionally tracked fields. There is a separate table for each audience level. Rows in this table are written if the CSP logging table has "Log to contact history tables" enabled. This table captures cell membership information and identifies cells treated in the same CSP by packageID (all contacts made to the same audience entity in the same CSP is part of the same "package", which represents an interruption). Both target cells and hold-out controls are written to contact history (CH). Existing entries in this table can be updated (ContactStatus, UpdateDateTime, and user-defined fields) using the Track process. The Track process cannot create new rows in this table. This table is required for tracking contacts. This is also used by IBM Contact Optimization (ACO) for applying optimization to contacts. This "base" contact history table is populated simultaneously with the UA_Treatment, UA_OfferHistory, and UA_OfferHistAttrib tables (together all of these tables make up "contact history"). None of these tables are written if log to contact history is not enabled in a CSP.
UA_DtlContactHist	This table stores exactly which audience IDs received which offer versions in the offer personalization (sub-cell) case where not all individuals in the same cell receive exactly the same offers. They may receive a different # of offers and/or different offer versions. This table has rows written to it only when UA_Treatment.HasDetailHistory = 1.
UA_ResponseHistory	User-created table that stores the required response tracking fields (AudienceID, TreatmentInstID, response date, response type, and so forth) plus any user-defined additionally tracked fields. There is a separate response history table for each audience level. Rows in this table are written by the Response process.

UA_TmpTablePool

This table is used by the Temp Table Pool Manager module of the Campaign Server for storing table IDs and their schemas. Configuration: The UseTempTablePool setting in campaign | partitions | partition1 | datasources | data_source controls the usage of this table.

Table 98. UA_TmpTablePool field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
ID	BIGINT	NOT NULL	This column stores the ID of the temp tables that are in the temp table pool. **Valid Values:** 0-max allowed	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** N/A **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
DataSrcName	VARCHAR	NOT NULL		255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 98. UA_TmpTablePool field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
TableSchema	VARCHAR	NOT NULL	Stores the schema for table ID represented by the ID column. Before allocating the table from pool the required schema and schema stored in this column is compared. Table is allocated only when the schema matches exactly. **Valid Values:** 1-max allowed characters	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** N/A **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
TableID	BIGINT	NULL	Keep the logical ID, supplied by the Cell, so that logical to physical map is maintained for all tables. **Valid Values:** 0-max allowed	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** N/A **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** Yes

Table 98. UA_TmpTablePool field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UserID	BIGINT	NULL	Stores the User ID of the user who requested the temp table. **Valid Values:** 0-max allowed	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** N/A **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** Yes
FlowchartID	BIGINT	NULL	Stores the ID of the flowchart that requested the table. **Valid Values:** 0-max allowed	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** N/A **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** Yes
InstanceID	BIGINT	NULL	For Campaign flowchart runs, InstanceID is always 0. For IBM Distributed Marketing flowchart runs, the InstanceID identifies the flowchart instance to which the temp table belongs.	19	**Is Primary Key?** No

Table 98. UA_TmpTablePool field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Status	TINYINT	NULL	Stores the status of the table from the table pool. Status 0 indicates table is "free", status 2 indicates table is "allocated" **Valid Values:** 0-max allowed	3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** N/A **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** Yes

UA_Treatment

Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there are multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, a treatment is created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.

Table 99. UA_Treatment field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
TreatmentInstID	BIGINT	NOT NULL	Unique identifier for the treatment instance. This ID is assigned by the system when a treatment is created during a flowchart run. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 99. UA_Treatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CellID	BIGINT	NULL	The cell ID being treated in the CSP. **Valid Values:** Valid CellID value from UA_TargetCells	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
PackageID	BIGINT	NULL	The package ID which ties together all treatments created by a single CSP run (same value as UA_ContactHistory.PackageID). It allows identification of all the offers given to the same audience ID in the same package/interruption. PackageID and CellID are used together to join CH and Treatment table for reporting. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 99. UA_Treatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
RunID	BIGINT	NULL	In a batch flowchart, the run ID represents a separate/new run of the flowchart (value is incremented on a run of the flowchart, but not on a run branch/process). In an interactive flowchart, RunID is incremented only when the flowchart is changed and saved. **Valid Values:** Any valid RunID from the UA_CCRunLog table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
RunDateTime	TIMESTAMP	NULL	Date & time the CSP creating the treatments was last run (any flowchart, branch, process run of any flowchart in the campaign). This value is updated on a run branch/process. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 99. UA_Treatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
TreatmentCode	VARCHAR	NULL	Globally unique, system-generated code based on the treatment code format in UA_OfferTemplate.TreatmentCodeFmt used to generate the OfferID (not overridable by the user). **Valid Values:** Unique treatment code meeting the required format in UA_OfferTemplate.TreatmentCodeFmt	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
CntrlTreatmtFlag	INTEGER	NULL	Identifies whether the treatment instance is for a hold-out control cell or not. Control treatments are written to CH, but not to contact/output lists. Used for response tracking for inferred responses. **Valid Values:** 0=treatment created for target cell; 1=treatment created for control cell	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 99. UA_Treatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CntrlTreatmtInstID	BIGINT	NULL	If CtntrlTreatmtFlag=1, this field is NULL. If CtntrlTreatmtFlag=0 and the user assigned a control cell to the target cell, this field contains the treatment instance ID of the control treatment. **Valid Values:** Any valid TreatmentInstID from the UA_Treatment table where CntrlTreatmtFlag=1	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
TreatmentSize	INTEGER	NULL	Number of unique members (audience IDs) being treated by this treatment. This is the number of members in CellID in the non-personalization case (where everyone in the cell gets exactly the same treatments), but it is a number <= cell size when offer personalization is used (when HasDetailHistory=1). **Valid Values:** Non-negative integer	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 99. UA_Treatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NULL	The offer ID of the offer associated with this treatment. **Valid Values:** Any valid OfferID from UA_Offer	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
ProcessID	BIGINT	NOT NULL	Unique ID of the CSP that created this treatment (this value is unique within the flowchart, but not globally unique; need flowchartID for global uniqueness). This value is used to support "Clear History" functionality in the CSP (clear history for a specified run for all treatments created by that process box). **Valid Values:** Valid integer (process ID does not need to exist in the flowchart as the process box may have been deleted).	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 99. UA_Treatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
HasDetailHistory	INTEGER	NULL	Identifies if offer personalization is being used where not all members of the cell receive exactly the same offers. This occurs when a derived field or data field based on individual attributes is used for offer parameterization, or results are being processed from optimized ACO results, or when the CSP is in an interactive flowchart. **Valid Values:** 0=no detailed history; 1=has records in UA_DtlContactHist table	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
ExpirationDateTime	TIMESTAMP	NULL	Actual last date (through midnight) that the offer version is valid. This value may be based on the process box run time + duration (UA_Offer.ExpirationDateFlag=1) or may be an absolute value specified by the offer (UA_Offer.ExpirationDateFlag=0) or user (if parameterized). **Valid Values:** Valid datetime on or after EffectiveDateTime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 99. UA_Treatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
EffectiveDateTime	TIMESTAMP	NULL	Actual first date (starting at midnight) that the offer version is valid. This value may be based on the process box run time (UA_Offer.EffectiveDateFlag=1) or may be an absolute value specified by the offer (UA_Offer.EffectiveDateFlag=0) or user (if parameterized). **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
OfferHistoryID	BIGINT	NULL	Link to the specific offer version associated with this treatment if the offer has any parameterized offer attributes. **Valid Values:** Valid OfferHistoryID from UA_OfferHistory table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 99. UA_Treatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignID	BIGINT	NULL	Identifies the campaign ID to which this treatment is associated **Valid Values:** Any valid CampaignID in the UA_Campaign table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
CntrlCellID	BIGINT	NULL	If the target cell has an associated control cell, this field holds the ID of the control cell. **Valid Values:** Any valid CellID in the UA_TargetCell table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 99. UA_Treatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
FlowchartID	BIGINT	NULL	Unique identifier of the flowchart that created the treatment. **Valid Values:** Any valid FlowchartID in UA_Flowchart table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 100. UA_Treatment parent tables

Table name	Description
UA_TargetCells	This table stores information on target cells created in all flowcharts. Target cells are defined as cells that are attached to an output process (Mail List, Call List, Recommend, eMessage, Snapshot, or Optimize). It stores meta data information (name, code), source info (campaign, flowchart and cell IDs), treatment data (list of assigned offers/offer lists and whether it is a control cell), and whether the cell was created top-down in the Target Cell Spreadsheet (TCS) or bottom-up from within a flowchart.
UA_OfferHistory	This table stores all offer versions that have been given out to customers. It determines if a particular combination of parameterized offer attributes (offer version identified by OfferHistoryID) for a given offer (offerID) has already been created (using the CRC value). The UA_OfferHistory table is populated only once for each unique offer version. If the UA_OfferHistory table is already populated for an offer, it will not be populated again if contact history is updated for the same offer.
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.
UA_CCRunLog	This table logs each time a flowchart is run in production (not populated by test runs), providing a flowchart run history. A unique RunID is generated on each new flowchart run (but not for run branch/process). It records the start/end datetime and who ran the flowchart. For IBM Distributed Marketing runs, it also records information about the remote user.
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.

Table 101. UA_Treatment child tables

Table name	Description
UA_ResponseHistory	User-created table that stores the required response tracking fields (AudienceID, TreatmentInstID, response date, response type, and so forth) plus any user-defined additionally tracked fields. There is a separate response history table for each audience level. Rows in this table are written by the Response process.

UA_Triggerlist

This table stores a name, definition, and note for each outbound trigger sent through the Schedule and Contact processes. A trigger executes a command line, which can be a batch file or a script.

Table 102. UA_Triggerlist field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FolderID	BIGINT	NOT NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NOT NULL	Name of the trigger; must be unique within the folder. **Valid Values:** Any text characters, minus standard disallowed special name characters	255	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 102. UA_Triggerlist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Optional, user-entered free-form text description of the trigger **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Definition	VARCHAR	NULL	Full file path to the location of the trigger file (e.g., "c:\Triggers\MyTrigger.bat"). **Valid Values:** Any text characters supported by the OS	2048	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 102. UA_Triggerlist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CreateBy	INTEGER	NULL	Marketing Platform UserID of the user who created the trigger. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 102. UA_Triggerlist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateDate	TIMESTAMP	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
UpdateBy	INTEGER	NULL	Marketing Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Marketing Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 102. UA_Triggerlist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Marketing Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from IBM Marketing Platform usm_policy table	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 103. UA_Triggerlist parent tables

Table name	Description
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

UA_UsrResponseType

User-defined table at implementation time that stores the list of response types with their descriptions. Once configured, the contents of this table is displayed in the configuration of a Response process.

Table 104. UA_UsrResponseType field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
ResponseTypeID	BIGINT	NOT NULL	Unique identifier for each response type (just unique within this table). **Valid Values:** Unique integer within this table	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Name	VARCHAR	NULL	Name of the response type (not displayed anywhere in IBM Campaign GUI) **Valid Values:** Valid string. The following values are pre-defined (additional values can be added): Explore, Consider, Commit, Fulfill, Use, Unsubscribe, Unknown, Reject, Link Click, Landing Page, SMS Reply Message.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 104. UA_UsrResponseType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Optional description of the response type (not displayed anywhere in IBM Campaign GUI) **Valid Values:** Valid string	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
ResponseTypeCode	VARCHAR	NULL	Unique code that identifies the response type (used in Response process to identify response type). **Valid Values:** Valid string. The following values are pre-defined (additional values can be added): EXP, CON, CMT, FFL, USE, USB, UKN, RJT, LCL, LPA, SRE. These values correspond to the pre-defined response types in the Name field (Explore, Consider, Commit, Fulfill, etc.).	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 104. UA_UsrResponseType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CountsAsResponse	INTEGER	NULL	Specifies whether or not a response type counts as a response. For example, a response type of "purchase" may ultimately count as a response for roll-up purposes in performance reporting, but a response type of "click-through" may not. **Valid Values:** 0 – Doesn't count as response 1 – Counts as response 2 – Counts as reject	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
IsDefault	INTEGER	NULL	Specifies which response type to attribute responses to if the Response type is NULL/not specified in response tracking. **Valid Values:** 0=not default; 1=default (only a single row may have a value of 1)	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 105. UA_UsrResponseType child tables

Table name	Description
UA_ResponseHistory	User-created table that stores the required response tracking fields (AudienceID, TreatmentInstID, response date, response type, and so forth) plus any user-defined additionally tracked fields. There is a separate response history table for each audience level. Rows in this table are written by the Response process.

UA_Version

Table 106. UA_Version field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
VersionID	BIGINT	IDENTITY		19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
VersionNumber	VARCHAR	NOT NULL		50	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 106. UA_Version field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Parameters	VARCHAR	NULL		255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NOT NULL		23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Before you contact IBM technical support

If you encounter a problem that you cannot resolve by consulting the documentation, your company's designated support contact can log a call with IBM technical support. Use these guidelines to ensure that your problem is resolved efficiently and successfully.

If you are not a designated support contact at your company, contact your IBM administrator for information.

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Information to gather

Before you contact IBM technical support, gather the following information:
- A brief description of the nature of your issue.
- Detailed error messages that you see when the issue occurs.
- Detailed steps to reproduce the issue.
- Related log files, session files, configuration files, and data files.
- Information about your product and system environment, which you can obtain as described in "System information."

System information

When you call IBM technical support, you might be asked to provide information about your environment.

If your problem does not prevent you from logging in, much of this information is available on the About page, which provides information about your installed IBM applications.

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