

**Unica Interact V12.1.6 System
Tables Data Dictionary**



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Chapter 1. System Tables

This guide includes information on system tables.

Unica Interact Design Time System Tables

When you install the Unica Interact design time server, you also run a series of SQL scripts to set up the required system tables in your data source that Unica Interact needs to operate. This document provides a data dictionary describing the structure and content of the design time system tables.

UACI_ICBatchOffers

Contains a mapping of offers to interactive channels. The Offers for a particular IC will be added to the deployment of the IC at deploy time.

Field	Type	Length	Null?	Description
ICName	VARCHAR	64	false	Name of the interactive channel. May be any text characters, minus standard disallowed special name characters.
OfferCode1	VARCHAR	64	false	The first part of offerCode. May be any text characters, minus standard disallowed special name characters.
OfferCode2	VARCHAR	64	true	Optional second part of offerCode. May be any text characters, minus standard disallowed special name characters.

Field	Type	Length	Null?	Description
OfferCode3	VARCHAR	64	true	Optional third part of offer-Code. May be any text characters, minus standard disallowed special name characters.
OfferCode4	VARCHAR	64	true	Optional fourth part of offer-Code. May be any text characters, minus standard disallowed special name characters.
OfferCode5	VARCHAR	64	true	Optional fifth part of offer-Code. May be any text characters, minus standard disallowed special name characters.

UACI_Rule

Deprecated. Use UACI_SmartTable instead.

Contains the Rule information.

Field	Type	Length	Null?	Description
RuleID	INT64		false	pk, Unique ID of the Rule. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

Field	Type	Length	Null?	Description
RuleGroupID	INT64		false	fk, Unique ID of the Rule-Group. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
MarketWeight	INT32		true	Value from 1 to 100 that reflects the slider setting from the strategy page.
Disabled	INT32		true	Indicates whether this rule is active or inactive.
DisplayOrder	INT32		true	Affects the display position of this rule in the strategy page.
OfferID	INT64		false	FK, unique ID of offer referred to by this rule. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ZoneID	INT64		true	FK, unique ID of zone that this rule applies to. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration

Field	Type	Length	Null?	Description
				parameter values for generated values.
CreateDate	DATETIME		true	Date of when this rule was first created.
CreateBy	INT32		true	Platform ID of the user who first created this rule. Must be a valid userId in the Platform database.
UpdateDate	DATETIME		true	Date of when this rule was last modified.
UpdateBy	INT32		true	Platform ID of the user who last modified this rule. Must be a valid userId in the Platform database.
PredicateID	INT64		true	FK, unique ID of predicate that is associated to this rule. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
Suppression Count	INT32		false	This field is for Exclusive offer suppression. The field is located on the Strategy page. Once you save the Suppression Count in the Strategy Advance Option for rule then the 'Suppression

Field	Type	Length	Null?	Description
				Count' value is updated in this column, By default the value is 0.
Max Score	INT32		false	By default the value is false(0) and in the Strategy once you select Max score for rule and save the Strategy then the value becomes true(1).

UACI_Predicate

Contains the predicate information as defined the Advanced Rules option of the Strategy page.

Field	Type	Length	Null?	Description
PredicateID	INT64		false	PK, unique ID of predicate. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
Name	VARCHAR	256	true	The name of the predicate. May be any text characters, minus standard disallowed special name characters.
Description	VARCHAR	512	true	The description of predicate. My be any text characters,

Field	Type	Length	Null?	Description
				minus standard disallowed special name characters.
Predicate	VARCHAR	4000	true	The predicate expression. May be any text characters, minus standard disallowed special name characters.
EnableStateID	INT32		false	Flag indicating whether or not this predicate is disabled, acting as a boolean filter, or acting as a way to calculate marketing score. Values may be one of: <ul style="list-style-type: none"> • 1='This is disabled' • 2='Use Expression as a column only' • 3='Use Predicate only'
FolderID	INT64		true	FK, unique ID of folder that contains this predicate. This is currently not utilized and was added for future use since there is no place in the gui to manage the predicates across folders. Must be a globally unique positive integer within the internal-IDLowerLimit and internal-IDUpperLimit configuration parameter values for generated values.

Field	Type	Length	Null?	Description
CreateDate	DATETIME		true	The date when this predicate was first created.
CreateBy	INT32		true	Platform ID of the user who first created this predicate. Must be a valid userId in the Platform database.
UpdateDate	DATETIME		true	The date when this predicate was last modified.
UpdateBy	INT32		true	Platform ID of the user who last modified this predicate. Must be a valid userId in the Platform database.

UACI_PredState

A type table that contains each enumeration of a Predicate option. [disabled; boolean filter; marketing score calculator]

Field	Type	Length	Null?	Description
EnableStateID	INT32		false	PK, unique ID enablestate. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
Description	VARCHAR	512	true	Description of the enable state. Values may be:

Field	Type	Length	Null?	Description
				<ul style="list-style-type: none"> • 1='This is disabled' • 2='Use Expression as a column only' • 3='Use Predicate only'

UACI_ProfileMap

Contains the Central Profile Map information.

Field	Type	Length	Null?	Description
ICID	INT64		false	FK, unique ID of the interactive channel. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
AudienceLevel	VARCHAR	64	false	The audience level that this profile represents. May be any text characters, minus standard disallowed special name characters.
PhysicalTableName	VARCHAR	64	true	The real name of the underlying database table to be used as the base profile table. May be any text characters, minus standard disallowed special name characters.

Field	Type	Length	Null?	Description
LogicalTableName	VARCHAR	64	true	The virtual name of the profile table. May be any text characters, minus standard disallowed special name characters.
ProfileData	TEXT		true	A blob that contains the profile map definition in XML form.
CreateDate	DATETIME		true	The date that this profilemap was first created.
CreateBy	INT32		true	Platform ID of the user who created this profilemap. Must be a valid userId in the Platform database.
UpdateDate	DATETIME		true	The date that this profilemap was last modified.
UpdateBy	INT32		true	Platform ID of the user who last modified this profilemap. Must be a valid userId in the Platform database.

UACI_RuleGroup

Deprecated. Use UACI_SmartRuleGroup instead. Contains RuleGroup information. A Rule Group is a group of rules associated to a particular segment within a Strategy.

Field	Type	Length	Null?	Description
RuleGroupID	INT64		false	PK, unique ID of the rule-group. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CellID	INT64		false	FK, unique ID of cell with which this rulegroup is associated. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
StrategyID	INT64		false	FK, unique ID of strategy that owns this rule group. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
SegmentID	INT64		false	FK, unique ID of the segment with which this rule group is associated. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

Field	Type	Length	Null?	Description
				ter values for generated values.
DisplayOrder	INT32		true	Indicates the position in the strategy page where this rule group will be displayed.
CreateDate	DATETIME		true	Date when this rulegroup was first created.
CreateBy	INT32		true	Platform ID of the user who first created this rulegroup. Must be a valid userId in the Platform database.
UpdateDate	DATETIME		true	Date when this rulegroup was last modified.
UpdateBy	INT32		true	Platform ID of the user who last modified this rulegroup. Must be a valid userId in the Platform database.
LearningMode	INT32		true	Indicates the learning mode for this rule group (that is, use marketer score or learning score to rank offers). Valid values are 1, 2, or 3.
LearningModelID	INT64		true	If LearningMode is set to use learning score, then this indicates the ID of the learning model to use.

UACI_DepFlowchart

Contains all the deployed flowchart objects. Records get added after each interactive channel (IC) deployment. This table is important for subsequent deployments of an IC. If a user has not made changes to the flowchart, the deployment action refers to this table to deploy the same flowchart that was deployed previously.

Field	Type	Length	Null?	Description
DeploymentID	INT64		false	FK, unique ID of deployment. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
FlowchartID	INT64		false	FK, unique ID of the flowchart. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
FlowchartName	VARCHAR	64	true	The name of the flowchart. May contain any text characters, minus standard disallowed special name characters.
AudienceLevel	VARCHAR	64	true	The audience level of the flowchart. May contain any text characters, minus standard disallowed special name characters.

Field	Type	Length	Null?	Description
SessionID	INT64		true	FK, the unique ID of the Session object that contains the flowchart. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
SessionName	VARCHAR	64	true	The name of the Session object that contains the flowchart. May contain any text characters, minus standard disallowed special name characters.
RequestUser	INT32		true	Platform ID of the user who issued the deployment. Must be a valid userId in the Platform database.
RequestUserName	VARCHAR	64	true	Name of user who issued the deployment. Must be a valid userId in the Platform database.
RequestTime	DATETIME		true	Timestamp of when the deployment took place.
DeployTypeID	INT32		true	Type of deployment (such as Add, Update, Remove). Must be a globally unique positive integer within the internalIDLowerLimit and internal-

Field	Type	Length	Null?	Description
				IDUpperLimit configuration parameter values for generated values.
SerializedObject	IMAGE		true	A Java serialized object of the flowchart. Must be a binary representation of a Strategy object.

UACI_DepStratTab

Contains all of the deployed strategy objects. Records get added after each interactive channel (IC) deployment. This table is important for subsequent deployments of an IC. If a user has not made changes to the strategy, the deployment action refers to this table to deploy the same strategy that was deployed before.

Field	Type	Length	Null?	Description
StrategyID	INT64		false	FK, unique ID of the strategy. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
DeploymentID	INT64		false	FK, unique ID of a deployment. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

Field	Type	Length	Null?	Description
StrategyName	VARCHAR	64	true	Name of the Strategy object. May be any text characters, minus standard disallowed special name characters.
CampaignID	INT64		true	FK, unique ID of campaign that contains the strategy. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CampaignName	VARCHAR	64	true	Name of the campaign that contains the strategy. May contain any text characters, minus standard disallowed special name characters.
RequestUser	INT32		true	Platform ID of the user who issued the deployment. Must be a valid userId in the Platform database.
RequestUserName	VARCHAR	64	true	Platform name of the user who issued the deployment. May contain any text characters, minus standard disallowed special name characters.
RequestTime	DATETIME		true	Timestamp of when the deployment took place.

Field	Type	Length	Null?	Description
DeployTypeID	INT32		true	Type of deployment (such as Add, Update, Remove).
SerializedObject	IMAGE		true	A Java serialized object of the strategy. Must be a binary representation of strategy object.

UACI_TrmtRuleInv

Contains all the treatment rules that have been deployed. Records get added after each interactive channel (IC) deployment.

Field	Type	Length	Null?	Description
TreatmentRuleID	INT64		false	PK, unique ID of the TreatmentRule. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
DeploymentID	INT64		false	FK, unique ID of the deployment. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICID	INT64		false	FK, unique ID of the interactive channel. Must be a glob-

Field	Type	Length	Null?	Description
				ally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICName	VARCHAR	64	false	Name of the interactive channel. May be any text characters, minus standard disallowed special name characters.
CellID	INT64		false	FK, unique ID of the cell. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CellName	VARCHAR	64	false	The name of the cell. May be any text characters, minus standard disallowed special name characters.
ZoneID	INT64		false	FK, unique ID of the zone. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

Field	Type	Length	Null?	Description
ZoneName	VARCHAR	64	true	Name of the zone. May be any text characters, minus standard disallowed special name characters.
StrategyID	INT64		false	FK, unique ID of the strategy. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
StrategyName	VARCHAR	64	false	Name of the strategy object. May be any text characters, minus standard disallowed special name characters.
OfferID	INT64		false	FK, unique ID of the offer. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
OfferName	VARCHAR	130	false	Name of the offer. May be any text characters, minus standard disallowed special name characters.
CampaignID	INT64		false	FK, unique ID of the campaign that contains the strategy. Must be a globally

Field	Type	Length	Null?	Description
				unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CampaignName	VARCHAR	64	false	Name of the campaign that contains the strategy. May be any text characters, minus standard disallowed special name characters.
CampaignCode	VARCHAR	64	true	Code of the campaign that contains the strategy. May be any text characters, minus standard disallowed special name characters.
SegmentID	INT64		true	FK, unique ID of the segment. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
SegmentName	VARCHAR	64	true	The name of the segment. May be any text characters, minus standard disallowed special name characters.
MarketWeight	INT32		false	The value of the Marketing Score slider, from 1 to 100.

Field	Type	Length	Null?	Description
LastUpdate	DATETIME		true	The timestamp of when the deployment occurred.
Predicate	VARCHAR	4000	true	The predicate expression, if any, for the rule. May be any text characters, minus standard disallowed special name characters.
EnableStateID	INT32		true	Advanced Rule options mode. Values can be 1='This is disabled', 2='Use Expression as a column only', or 3='Use Predicate only'.

UACI_DepVersion

This table stores versioned deployment object automatically generated from deployments.

Field	Type	Length	Null?	Description
DepVersionID	INT64		false	PK, unique ID of the deployment versioned object. Must be a globally unique positive integer within the internal-IDLowerLimit and internal-IDUpperLimit configuration parameter values for generated values.
ICID	INT64		true	FK, unique ID of the interactive channel (IC). Must be a globally unique positive integer within the internalIDLow-

Field	Type	Length	Null?	Description
				erLimit and internalIDUpperLimit configuration parameter values for generated values.
ICName	VARCHAR	64	true	This is the same interactive channel name at the time of deployment.
VersionNumber	INT32		true	This is a sequence number automatically generated by the system for a given IC.
VersionName	VARCHAR	128	true	This is the version name user enters in the UI. It is partially generated based on ICName. May be any text characters, minus standard disallowed special name characters.
DeploymentData	IMAGE		true	Blob that contains a Java serialized version of the deployment object.
CreateDate	DATETIME		true	Date that this event was first created.
CreateBy	INT32		true	Platform name of the user who created this event. May contain any text characters, minus standard disallowed special name characters.

UACI_DeployOpType

A type table that contains each enumeration of a deployment operation.

Field	Type	Length	Null?	Description
DeployOpTypeID	INT32		false	PK, unique ID of the deployment state. Valid values are: <ul style="list-style-type: none"> • 1=Deploy global settings only • 2=Deploy interactive channel only • 3=Deploy interactive channel with global settings • 4=Undeploy interactive channel • 5=Redeploy interactive channel only • 6=Redeploy interactive channel with global settings
Description	VARCHAR	512	true	Description of the deployment state. Values include seed data as above, added through SQL scripts.

UACI_Deployment

Contains the deployment information including the status of each deployment.

Field	Type	Length	Null?	Description
DeploymentID	INT64		false	PK, unique ID of the deployment. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICID	INT64		true	fk, unique ID of the interactive channel (IC).
DeploymentStatusID	INT32		true	State of the deployment, containing one of the following values: <ul style="list-style-type: none"> • 1=Initialized • 2=Started • 3=Successful • 4=Failed
StatusDetail	VARCHAR	4000	true	A status that is XML based. The XML contains a status code, a list of error codes, and their respective parameters.
DeployTypeID	INT32		true	Specifies the type of deployment (for example, add, update, and undeploy). Values include: <ul style="list-style-type: none"> • 1=NOOP • 2=Add

Field	Type	Length	Null?	Description
				<ul style="list-style-type: none"> • 3=Update • 4=Remove
StartTime	DATETIME		true	Timestamp of when the deployment began.
EndTime	DATETIME		true	Timestamp of when the deployment ended.
IsProduction	INT32		true	Flag indicating whether this deployment was targeted to a production server group.
ServerGroupName	VARCHAR	512	true	The name of the server group to which this deployment was sent.
RequestUser	INT32		true	Platform ID of the user who issued the deployment. Must be a valid userId in the Platform database.
RequestUserName	VARCHAR	64	true	Platform name of the user who issued the deployment. Must be a valid userName in the Platform database.
Description	VARCHAR	512	true	Deployment description entered in the UI during deploy/undeploy/redeploy/global deploy operations.
DepVersionID	INT64		true	This is the FK to the UACL_DepVersion.DepVersionID.

Field	Type	Length	Null?	Description
RemotelD	VARCHAR	64	true	For an interactive channel deployment with an advanced event pattern, this is the corresponding Opportunity Detection deployment ID.
DeployOpTypeID	INT32		true	<p>Name of user who issued the deployment. Values include:</p> <ul style="list-style-type: none"> • 1=Deploy global settings only • 2=Deploy interactive channel only • 3=Deploy interactive channel with global settings • 4=Undeploy interactive channel • 5=Redeploy interactive channel only • 6=Redeploy interactive channel with global settings

UACI_DepStratQueue

This is a staging table that holds Strategy objects that are marked for deployment. When a strategy is marked for deployment, a record is inserted. When the IC is deployed, the record is removed from this table.

Field	Type	Length	Null?	Description
StrategyID	INT64		false	PK, unique ID of the strategy. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
RequestUser	INT32		true	Platform ID of the user who marked this strategy for deployment. Must be a valid userID in the Platform database.
RequestTime	DATETIME		true	Timestamp when this strategy was marked for deployment.
DeployTypeID	INT32		true	FK, indicates the type of deployment (removal, update, add). Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

UACI_DepFlowQueue

This is a staging table that holds Interactive Flowchart objects that are marked for deployment. When a flowchart is marked for deployment, a record is inserted. When the interactive channel (IC) is deployed, the record is removed from this table.

Field	Type	Length	Null?	Description
FlowchartID	INT64		false	PK, unique ID of flowchart. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
RequestUser	INT32		true	Platform ID of the user who marked this flowchart for deployment. Must be a valid userID in the Platform database.
RequestTime	DATETIME		true	Timestamp when this flowchart was marked for deployment.
DeployTypeID	INT32		true	FK, unique ID of deploy-Type (add, update, undeploy). Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

UACI_DeployType

A type table that contains each enumeration of a deployment type (such as add, remove, update).

Field	Type	Length	Null?	Description
DeployTypeID	INT32		false	PK, unique ID of deployType. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
Description	VARCHAR	512	true	Description of deployType. Values include 1=NOOP, 2=Add, 3=Update, 4=Remove.

UACI_Action

This table contains the Interact system-defined action type information.

Field	Type	Length	Null?	Description
ActionID	INT32		false	PK, unique ID of action type.
Name	VARCHAR	64	true	Name of action.
Description	VARCHAR	512	true	Description of action.

UACI_Gateway

This table contains the information of the Gateway and the field mappings between the Interact and Endpoint applications.

Field	Type	Length	Null?	Description
GatewayID	INT64		false	PK, ID of the Gateway.
Name	VARCHAR	64	false	Name of the Gateway.

Description	VARCHAR	512	true	Description of the Gateway.
Priority	INT64		false	Priority of the Gateway.
Gateway-Type	INT64		false	Type of the Gateway. <ul style="list-style-type: none"> • 1-Generic Outbound • 2-Generic Inbound • 3-Journey Outbound • 4-Deliver Outbound
EndpointID	VARCHAR	64	true	Unique ID of Endpoint
Audience-Level	VARCHAR	64	false	Audience Level
DefaultCellID	INT64		true	Cell ID
NoOfMessages	INT64		true	Number of messages/Offers to be sent
Effective-Date	INT64		true	Effective Date
Expiration-Date	INT64		true	Expiration Date
EventMapping	VAR-CHAR(max)	4000	true	Event Mappings
FieldMapping	VAR-CHAR(max)	4000	true	Field Mappings
ICID	INT64		false	ICID
CreateDate	DATETIME		true	CreateDate
CreateBy	INT64		true	CreateBy

Update-Date	DATETIME		true	UpdateDate
UpdateBy	INT64		true	UpdateBy
isDeployed	varchar2	4000	true	Comma separated ICIDs for which the gateway is deployed.
ChannelID	INT64		true	Selected channel preference ID.
GlobalPref-ID	INT64		true	Selected global preference ID.
PrefConfig	INT		false	1 = Discard the message and log. 2 = Still send the message. 3 = no integration (default value)
useConsent	INT		false	Default value = 0

UACI_GatewayType

This table contains the information of the different Gateway types and their ID.

Field	Type	Length	Null?	Description
Gateway-ID	INT64		false	PK, Gateway Type ID <ul style="list-style-type: none"> • 1-Generic Outbound • 2-Generic Inbound • 3-Journey Outbound • 4-Deliver Outbound
Name	VAR-CHAR	64	false	Gateway Type

UACI_EventAction

Contains actions defined for events or event patterns.

Field	Type	Length	Null?	Description
EventActionID	INT64		false	PK, unique ID of each event action. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
EventID	INT64		false	FK, uaciunique ID of an Action Type defined in UACI_Action table
ActionID	INT32		false	FK, unique ID of the Action. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ActionValue	INT32		false	A flag that indicates whether or not the action has been enabled for the corresponding event. A non-zero and non-null value indicates enabled.
IsAsync	INT32		false	A flag that indicates whether action has to be executed asynchronously.

Field	Type	Length	Null?	Description
ExecutionOrder	INT32		false	A number indicating the order in which this action will be executed. Values include 0, 1, ... n.
Details	CLOB		true	The information of the eligibility condition, offer selection method, and outbound channel in the format of a JSON string.
WaitMode	INT		false	<p>It has four possible modes.</p> <ul style="list-style-type: none"> • Null, for an event or an Event Pattern when pattern conditions are met <p>Other three modes are only applicable for Event Patterns when pattern conditions are Not met.</p> <ul style="list-style-type: none"> • 0, check pattern state at the end of pattern cycle. • 1, check pattern state after first event occurs. • 2, check pattern state after most recent event occurs.

Field	Type	Length	Null?	Description
WaitDuration	BIGINT		false	Wait time in seconds to check pattern state . It is only applicable to Event Patterns.
Delay	VARCHAR		false	The information related to the delay of invoking this action from the time it is determined to be invoked in the format of JSON string.

UACI_EventActionCondition

A table containing name value pairs that should be matched in the incoming event before executing the action.

Field	Type	Length	Null?	Description
EventActionID	INT64		false	PK, unique ID of each event action. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ParamName	VARCHAR	64	false	Name part of the name-value pair (part of pk). May be any text characters, minus standard disallowed special name characters.
ParamValue	VARCHAR	255	false	Value part of the name-value pair. May be any text charac-

Field	Type	Length	Null?	Description
				ters, minus standard disallowed special name characters.

UACI_EventActionExpr

A table containing name value pairs that should be matched in the incoming event before executing the action.

Field	Type	Length	Null?	Description
EventActionID	INT64		false	PK, unique ID of each event action. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
AudienceLevel	VARCHAR	64	true	Audience level from which fields are picked to be used in expression. Must be a valid audience level defined in the system.
Expression	VARCHAR	1024	true	Expression to be triggered. May be any text characters.
FieldName	VARCHAR	64	true	Optional field name to assign the result value of expression. May be any text characters, minus standard disallowed special name characters.

UACI_EventActionInfr

A table containing inferred events to be generated when this event occurs.

Field	Type	Length	Null?	Description
EventActionID	INT64		false	PK, unique ID of each event action. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
InferredEventID	INT64		false	FK to the EventID. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

UACI_EventPatternTest

A table containing test values for event pattern states within a flowchart.

Field	Type	Length	Null?	Description
FlowchartID	INT64		false	PK, unique ID of interactive flowchart. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

Field	Type	Length	Null?	Description
EventID	INT64		false	PK, unique ID of event pattern for which pattern state test value needs to be specified. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
TestValue	INT32		true	Test value of the pattern state. Values include: <ul style="list-style-type: none"> • 1=True • 0=False • -1=Expired • -2=Disabled
CreateDate	DATETIME		false	Data when this record was first inserted.
CreateBy	INT32		false	Platform ID of the user who first inserted this record. Must be a valid userId in the Platform database.
UpdateDate	DATETIME		false	Same as CreateDate.
UpdateBy	INT32		false	Same as CreateBy.

UACI_EventPatternItem

A table containing events used in the pattern definition.

Field	Type	Length	Null?	Description
ItemID	BIGINT		false	A unique identifier for each record in this table.
EventID	INT64		false	PK, unique ID of the event pattern. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ItemEventID	INT64		false	PK, unique ID of the event. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ItemValue	INT32		false	Contains score value for weighted patterns or occurrences of the event for counter pattern.
ItemType	INT		false	Determines whether this item behaves as a positive or negative event to the enclosing pattern.
EffectiveDuration	BIGINT		true	Effective duration of a suspending event that makes Pattern state evaluation to pause state. When the du-

Field	Type	Length	Null?	Description
				<p>ration ends, the pattern resumes as normal.</p> <p>It is applicable to suspending events of a Pattern.</p>

UACI_EvtPtnltnDep

A table containing event dependency information.

Field	Type	Null?	Description
ID	INT64	false	A unique identifier for each record in this table.
PatternItemID	INT64	false	The ID referencing UACI_EventPatternItem.ItemID of the depending event.
DependedItemID	INT64	false	The ID referencing UACI_EventPatternItem. ItemID of the depended event.
MinTimeGap	INT64	true	The minimum time in milliseconds for which a depending event has to occur after its depended event occurred so that the depending event can be counted.

Field	Type	Null?	Description
MaxTimeGap	INT64	true	The maximum time in milliseconds for which a depending event has to occur after its depended event occurred so that the depending event can be counted.

UACI_EventPatternItemCondition

A table containing condition information that make an event eligible to a Pattern.

But when event macros (offerContacted, offerAccepted, or offerRejected, offerContactedInCategory, offerAcceptedInCategory, or offerRejectedInCategory) is added to a pattern, name or value pair of offer attribute for the macro is stored in this table with the AttributeName, StringValue, NumberValue or DateValue, depending on the data type.

Fields	Type	Length	Null?	Description
ItemCondition-ID	INT64		false	A unique identifier for records in this table.
ItemID	BIGINT		false	The ID referencing UACI_EventPatternItem. ItemID of the event.
AttributeName	VARCHAR	100	false	Attribute name for offer

Fields	Type	Length	Null?	Description
Comparator	VARCHAR	20	false	For expression, default is '='.
StringValue	VARCHAR	200	true	The expected value used for comparing to the offer attribute.
NumberValue	INT32		true	The expected value used for comparing to the offer attribute
DatetimeValue	DateTime		true	The expected value used for comparing to the offer attribute.

UACI_Event

This table contains the event information.

Field	Type	Length	Null?	Description
EventID	INT64		false	PK, unique ID of event.
Name	VARCHAR	64	false	Name of event.
Description	VARCHAR	512	true	Description of the event.
CategoryID	INT64		false	FK, unique ID of category, which is similar to a folder.

Field	Type	Length	Null?	Description
EventTypeID	INT32		false	FK, unique ID of eventType; tells which system event this is or if it is a userdefined event.
CreateDate	DATETIME		true	Date that this event was first created.
CreateBy	INT32		true	Unica ID of user who created the event.
UpdateDate	DATETIME		true	Date that this event was last modified.
UpdateBy	INT32		true	Unica ID of user who last modified this event.

UACI_EventPattern

A table containing additional information about event patterns.

Field	Type	Length	Null?	Description
EventID	INT64		false	PK, unique ID of event pattern.
PatternType	INT32		false	Type of the pattern.
IsEnabled	INT32		false	A flag that indicates whether pattern is enabled or not.
IsAsync	INT32		false	A flag that indicates whether pattern has to be evaluated asynchronously.
StartDate	DATETIME		true	The effective date of the pattern.

Field	Type	Length	Null?	Description
EndDate	DATETIME		true	The end date of the pattern.
ResetDuration	INT64		true	After pattern state becomes true, this is the time in milliseconds the pattern state remains true after that.
MatchTotal	INT32		true	Total score in the case of weighted counter pattern.
TimeDuration	INT64		true	For an advanced pattern used with Opportunity Detection, this column has time pattern time duration.

UACI_EventType

Type table containing EventTypes. Each record is an enumeration of the type of events understood by the system. (eg. StartSession, GetOffers, UserDefined)

Field	Type	Length	Null?	Description
EventTypeID	INT32		false	PK, unique ID of eventType.
Name	VARCHAR	64	false	Name of eventType.
IsSystemDefined	INT32		false	Indicates whether or not this eventtype is system defined (if 1) or user defined (if 0).

UACI_IntFlowchart

Contains the Interactive Flowchart information - this table is really an extension of UA_Flowchart.

Field	Type	Length	Null?	Description
FlowchartID	INT64		false	PK, unique ID of flowchart.
ICID	INT64		false	FK, unique ID of Interact Channel.
AudienceLevel	VARCHAR	64	false	The audience level of the flowchart.
LastProdDepTime	DATETIME		true	Last time this flowchart was deployed to a production server group.
RunEnable	INT32		false	Indicates whether or not this flowchart is currently deployed or about to be deployed. 0 is not deployed. 1 is deployed.
DeleteLock	INT32		false	Indicates whether or not this flowchart is deletable or not. 0 is deletable. 1 is not deletable.
EditLock	INT32		false	Indicates whether or not this flowchart may be edited. 0 is editable. 1 is not editable.
FlowchartXML	TEXT		true	The entire definition of the flowchart in XML form.
CreateDate	DATETIME		true	Date that this flowchart was first created.
CreateBy	INT32		true	Unica ID of the user who first created this flowchart.

Field	Type	Length	Null?	Description
UpdateDate	DATETIME		true	Date that this flowchart was last modified.
UpdateBy	INT32		true	Unica ID of the user who last modified this flowchart.

UACI_ICToSvrGroup

Contains a mapping of what server groups are linked to the ICs.

Field	Type	Length	Null?	Description
ICID	INT64		false	FK, unique ID of Interact Channel.
ServerGroupName	VARCHAR	512	true	Name of server group associated to IC.
IsProduction	INT32		true	Flag indicating whether or not this server group will server as a production server group for the corresponding IC.

UACI_Category

Contains the Category information. A category acts like a folder or container of events.

Field	Type	Length	Null?	Description
CategoryID	INT64		false	PK, unique ID of category.
Name	VARCHAR	64	false	Name of category.
Description	VARCHAR	512	true	Description of category.
ICID	INT64		false	FK, unique ID of interact channel.

Field	Type	Length	Null?	Description
IsSystemDefined	INT32		true	Indicates whether or not this category contains the system defined events.
CreateDate	DATETIME		true	Date that this category was first created.
CreateBy	INT32		true	Unica ID of user who first created the category.
UpdateDate	DATETIME		true	Date that this category was last modified.
UpdateBy	INT32		true	Unica ID of user who last modified this category.

UACI_IntPoint

Contains the interaction point information.

Field	Type	Length	Null?	Description
IPID	INT64		false	PK, unique ID of Interaction Point.
Name	VARCHAR	64	false	Name of interaction point
Description	VARCHAR	512	true	Description of interaction point.
DefaultString	VARCHAR	1024	false	Contains the default content string which is served to the client facing system on get-Offers calls that do not yield any offers.

Field	Type	Length	Null?	Description
ZoneID	INT64		false	FK, unique ID of zone that this IP belongs to.
CreateDate	DATETIME		true	Date that this IP was first created.
CreateBy	INT32		true	Unica ID of user who first created this IP.
UpdateDate	DATETIME		true	Date that this IP was last modified.
UpdateBy	INT32		true	Unica ID of user who last modified this IP.

UACI_Zone

Contains the Zone information. A zone servers as a container of Interaction Points.

Field	Type	Length	Null?	Description
ZoneID	INT64		false	PK, unique ID of zone.
Name	VARCHAR	64	false	Name of zone.
Description	VARCHAR	512	true	Description of zone.
ICID	INT64		false	FK, unique ID of Interact Channel.
CreateDate	DATETIME		true	Date when this zone was first created.
CreateBy	INT32		true	Unica ID of user who first created this zone.
UpdateDate	DATETIME		true	Date when this zone was last modified.

Field	Type	Length	Null?	Description
UpdateBy	INT32		true	Unica ID of user who last modified this zone.
percentRandom	FLOAT		true	Percentage of time to simply randomize the rankings vs using the score.
RuleGroupResolutionType	INT32		true	Indicates how to resolve ranking offers across rule groups of conflicting learning mode.
LearningMode	INT32		true	Indicates the learning mode for this rule group (ie., use marketer score or learning score to rank offers).
LearningModelID	INT64		true	If learningmode is to use learning score, then this indicates the id of the learning model to use.

UACI_Strategy

Contains the Strategy information.

Field	Type	Length	Null?	Description
StrategyID	INT64		false	PK, unique ID of strategy.
Name	VARCHAR	64	false	Name of Strategy object.
Description	VARCHAR	512	true	Description of strategy.
CampaignID	INT64		true	CampaignID can be null.

Field	Type	Length	Null?	Description
				FK, unique ID of campaign that contains the strategy.
ICID	INT64		false	FK, unique ID of Interact Channel.
LastProdDepTime	DATETIME		true	Last time this strategy was deployed to a production server group.
RunEnable	INT32		false	Indicates whether or not this strategy is currently deployed or about to be deployed. 0 is not deployed. 1 is deployed.
DeleteLock	INT32		false	Indicates whether or not this strategy may be deleted. 0 is deletable. 1 is not deletable.
EditLock	INT32		false	Indicates whether or not this strategy may be edited. 0 is editable. 1 is not editable.
CreateDate	DATETIME		true	Date that this strategy is first created.
CreateBy	INT32		true	Unica ID of user who first created this strategy.
UpdateDate	DATETIME		true	Date that this strategy was last modified.
UpdateBy	INT32		true	Unica ID of user who last modified this strategy.

UACI_IntChannel

Contains the Interact Channel information.

Field	Type	Length	Null?	Description
ICID	INT64		false	PK, unique ID of Interact channel.
Name	VARCHAR	64	false	Name of Interact channel.
Description	VARCHAR	512	true	Description of Interact channel.
OfferThreshold	INT32		false	Represents the maximum number of times the same offer can be served to the client facing system within the same session.
LastProdDepTime	DATETIME		true	Timestamp of when this IC was deployed to a production server group.
RunEnable	INT32		false	Indicates whether or not this IC has been deployed. 0 is not deployed. 1 is deployed.
DeleteLock	INT32		false	Indicates whether or not this IC is deletable. 0 is deletable. 1 is not deletable.
EditLock	INT32		false	Indicates whether or not this ic is editable. 0 is editable. 1 is not editable.
CreateDate	DATETIME		true	Date that this IC was first created.

Field	Type	Length	Null?	Description
CreateBy	INT32		true	Unica ID of user who first created this IC.
UpdateDate	DATETIME		true	Date that this IC was last modified.
UpdateBy	INT32		true	Unica ID of user who last modified this IC.
PolicyID	INT32		true	Security policy ID for the object, which determines which ASM 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).
ACLID	INT32		true	It is directly settable by the user only when the object is created in the top-level root folder for that object type

Field	Type	Length	Null?	Description
				(security policies in which the user has a role are displayed as choices).
IsActive	INT32		false	Original intention for this column is to use it as an indicator whether or not this IC is active. Currently, this column is not used anywhere.
percentRandom	FLOAT		true	Percentage of time to simply randomize the rankings vs using the score.
RuleGroupResolutionType	INT32		true	Indicates how to resolve ranking offers across rule groups of conflicting learning mode.
LearningMode	INT32		true	Indicates the learning mode for this rule group (ie., use marketer score or learning score to rank offers).
LearningModelID	INT64		true	If learningmode is to use learning score, then this indicates the id of the learning model to use.
ParentICID	INT64		true	The ID of the parent Interact Channel.

UACI_DeploymentStatus

A type table that contains each enumeration of a deployment state.

Field	Type	Length	Null?	Description
DeploymentStatusID	INT32		false	PK, unique ID of deployment state.
Description	VARCHAR	512	true	Description of the deployment state.

UACI_SYSTAB_Ver

Contains the version information of the current Interact Design time System table installation.

Field	Type	Length	Null?	Description
VersionID	INT64		false	PK, unique ID of version table.
VersionNumber	VARCHAR	50	false	Full version (major, minor, point, and build).
Parameters	VARCHAR	255	true	Optional parameters - this is currently not utilized and is here for future use.
CreateDate	DATETIME		false	Date when the interact design time system tables was installed.

UACI_Constraint

Table that contains definition of Constraints.

Field	Type	Length	Null?	Description
ConstraintID	INT64		false	Unique ID of constraint.
OfferFamilyIndicator	INT32		false	Indicates whether or not the offers for this constraint are

Field	Type	Length	Null?	Description
				coming from an offerList or an offer folder.
OfferFolderID	INT64		true	ID of offer folder if the offer-FamilyIndicator is set as by folder.
OfferListID	INT64		true	ID of offer List if the offer-familyindicator is set as by offer list.
icID	INT64		false	ID of IC that contains this constraints.
isEnabled	INT32		false	Flag that determines if this constraint is active. Only enabled constraints are deployed to the IC.
name	VARCHAR	64	true	Name of Constraint object.
description	VARCHAR	512	true	Description of constraint object.
maxOffers	INT32		true	Maximum number of times that offers associated to this constraint shall be served.
startTime	DATETIME		true	The time at which the constraint shall take effect - offers are constrained until the start time has been reached.
endTime	DATETIME		true	Time at which the constraint shall stop serving offers.

Field	Type	Length	Null?	Description
distInterval	INT32		true	Indicates the interval period for which the system will enforce a sub max, i.e., distribute no more than 100 offers per HOUR, or per DAY, or Per 7 DAYS, etc.
maxPerInterval	INT32		true	The max number of offers to serve per distInterval.
allocationSize	INT32		true	Currently, this field is not utilized. System relies on a configuration setting for this. The purpose of the field was to indicate how many offers the interact runtime instance would allocate - this way the runtime instance doesn't have to always go back to the database for every distribution of the offer. The smaller the allocation, the more db hits.
CreateDate	DATETIME		true	Date that the constraint object was created.
CreateBy	INT32		true	User ID that created the constraint object.
UpdateDate	DATETIME		true	Last update time of the constraint object.

Field	Type	Length	Null?	Description
UpdateBy	INT32		true	User ID of user who last updated the constraint object.

UACI_DistInterval

Table that enumerates the distInterval field of the UACI_Constraint table, indicating at what level to enforce a sub max: by hour, by day, by 7 days, by 30 days, by month.

Field	Type	Length	Null?	Description
DistInterval	INT32		false	PK, unique ID of distribution interval.
Description	VARCHAR	512	true	Description.

UACI_OfferFamily

Table that enumerates the offerFamily field of the UACI_Constraint table, indicating how we allocate the family of offers associated to a constraint, either by folder or by offer list.

Field	Type	Length	Null?	Description
OfferFamilyIndicator	INT32		false	PK, unique ID of offerFamily type.
Description	VARCHAR	512	true	Description.

UACI_LearningModel

Table that contains the learning model object.

Field	Type	Length	Null?	Description
LearningModelID	INT64		false	PK, unique ID of learning model.
Name	VARCHAR	64	false	Name.

Field	Type	Length	Null?	Description
Description	VARCHAR	512	true	Description.
icID	INT64		false	ID of IC that contains the learning model.
isEnabled	INT32		false	Flag that indicates whether or not learning model is active.
CreateDate	DATETIME		true	Creation date of this learning model.
CreateBy	INT32		true	User ID that created the learning model object.
UpdateDate	DATETIME		true	Last update time of the learning model object.
UpdateBy	INT32		true	User ID that last updated the learning model object.

UACI_LModelAttr

Table that contains the attributes for each learning model object.

Field	Type	Length	Null?	Description
LearningModelAttrID	INT64		false	PK, unique ID of learning-model attribute.
LearningModelID	INT64		false	ID of learning model that contains this attribute.
Name	VARCHAR	64	false	Name of attribute which this record represents.

UACI_LearningMode

Table that enumerates the learningMode: 1) learningmode not set 2) use marketer score 3) use learning score.

Field	Type	Length	Null?	Description
LearningMode	INT32		false	Indicates whether engine should use the learning score or the marketer score in ranking offers.
Description	VARCHAR	512	true	Description.

UACI_RGResolution

Table that enumerates the options for resolving rulegroup conflicts wrt learning.

Field	Type	Length	Null?	Description
RuleGroupResolutionType	INT32		false	Indicates how to resolve ranking offers across rule groups of conflicting learning mode.
Description	VARCHAR	512	true	Description.

UACI_OfferTblType

Table that enumerates the type of table driven features supported by the InteractList processbox.

Field	Type	Length	Null?	Description
offerTblTypeID	INT32		false	Indicates the type of table driven feature that is defined.

Field	Type	Length	Null?	Description
name	VARCHAR	64	true	Name of the table driven feature (white list, black list, global offers, and offersBy-SQL).
description	VARCHAR	512	true	Description.

UACI_OffersByTbl

Table that contains the config info for WhiteList, blacklist and global offers.

Field	Type	Length	Null?	Description
icID	INT64		false	IC that will have access to the this table driven offer mapping feature.
offerTblTypeID	INT32		false	Indicates which table driven feature (white list, black list, global offers).
audienceLevel	VARCHAR	64	false	Audience level that this table driven feature represents.
physicalTable	VARCHAR	64	false	Name of physical table containing the offerCodes.
isEnabled	INT32		false	Indicates whether or not this offersByTbl definition is active.
lastRunTime	DATETIME		false	Indicates the last time that the campaign batch flow-chart containing the Interact List process box was run.

Field	Type	Length	Null?	Description
lastRunBy	INT32		false	User ID of who ran the campaign batch flowchart containing the Interact List process box that populates this record.
sourceFlowchartID	INT64		false	ID of the Campaign flowchart that contains the Interact List process box that populates this record.

UACI_OffersBySQL

Table that contains config info for OffersBySQL definitions.

Field	Type	Length	Null?	Description
icID	INT64		false	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
offerSQLName	VARCHAR	64	false	May be any text characters, minus standard disallowed special name characters.
offerSQLTemplate	VARCHAR	4000	true	May be any text characters, minus standard disallowed special name characters.
physicalTable	VARCHAR	64	true	May be any text characters, minus standard disallowed special name characters.

Field	Type	Length	Null?	Description
isEnabled	INT32		false	Flag indicating whether or not offersBySQL is enabled. Values may be one of: <ul style="list-style-type: none"> • 0='This is disabled' • 1='This is enabled'
isDefault	INT32		false	Flag indicating whether or not offersBySQL is the default. Values may be one of: <ul style="list-style-type: none"> • 0='This is not the default' • 1='This is the default'
lastRunTime	DATETIME		false	The date and time on which offersBySQL was last run.
lastRunBy	INT32		false	Platform ID of the user who last ran offersBySQL. Must be a valid userId in the Platform database.
sourceFlowchartID	INT64		false	ID of the Campaign flowchart that contains the Interact List process box that populates this record.

UACI_RuleOfferAttrOverride

Table that overrides offer attribute values inherited from offer templates and definitions.

Override values are specified by editing offer attributes for individual rules within the Interactive Strategy. Overrides defined in this table are only used during offer personalization; they are ignored when calculating offer inclusion.

Field	Type	Length	Null?	Description
RuleID	INT64		false	Unique ID of the Rule. Must be a globally unique positive integer within the internal-IDLowerLimit and internal-IDUpperLimit configuration parameters values for generated values.
OfferAttributeID	INT64		false	The ID of the offer attribute this rule overrides.
Expression	VARCHAR	4000	true	The macro expression overrides the inherited attribute values during offer personalization. This attribute value override is ignored when calculating offer inclusion.

UACI_EventPatternReset

Contains information for the event pattern reset.

Field	Type	Length	Null?	Description
ResetID	INT64		false	PK. ID of an event pattern reset.
EventID	INT64		false	FK, unique ID of Event.
ResetType	INT		false	Type of resets. <ul style="list-style-type: none"> • Inactivity • PeriodicReset • EventTrigger

Field	Type	Length	Null?	Description
Criteria	CLOB		true	JSON data to define reset conditions

UACI_LearningAttrBinDef

Contains definition of bins for learning attributes .

Field	Type	Length	Null?	Description
BinDef-ID	BIGINT		false	pk, Unique ID of a bin definition . Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
Description	VAR-CHAR	512	true	Description of bin def . May be any text characters, minus standard disallowed special name characters.
AttributeName	VAR-CHAR	512	false	Name of the attribute. May be any text characters, minus standard disallowed special name characters.
Attribute-Data-Type	INT		false	Datatype of the attribute
Bins	VAR-CHAR	2048	true	JSON format of list of bins defined for this attribute values
Create-Date	TIMESTAMP		false	Timestamp when the record is created
Create-By	BIGINT		false	Platform ID of the user who created this bin. Must be a valid userid in the Platform database
Update-Date	TIMESTAMP		false	Date of when this bin was last modified.

Update-By	BIGINT		false	Platform ID of the user who last modified this bin. Must be a valid userid in the Platform database
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UACI_LearningAttrBinDefInIC

This is a relationship table to associate a Bin definition with an IC and AudienceLevel because a Bin definition can exist in multiple ICs and multiple profile tables.

Field	Type	Length	Null?	Description
Bin-Def-ID	BIGINT		false	Pk .Unique ID of a bin definition . Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICID	BIGINT		true	FK to UACI_IntChannel . unique ID of the interactive channel. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
Audience-Level	VAR-CHAR	64	true	Audience Level of the attribute

UACI_SimulationHistory

This table contain summary of each simulation Runs.

Column Name	Data Type	Allow Null?	Key type	Description
RunID	bigint	no	primary	ID of a simulation run

Scenario-ID	bigint	no	foreign key to UACI_SimulationScenario	ID of scenario definition record
Create-Time	timestamp	no		The date time this record was created
CreatedBy	bigint	no		The ID of the user who created this record
RunBy	bigint	yes		The ID of the user who start this simulation run
StartDate-Time	timestamp	yes		Start datetime of run
EndDate-Time	timestamp	yes		End datetime of run
RunBy	int	no		User id who runs
Status	int	no		Run status, 0: success, 1: simulation not enable on the server group, 2: error retrieving the simulation information 3: invalid simulation scenario 4: error creating the table for storing simulation results 5: error retrieving the audience information 6: error connecting to the database 7: error persisting the simulation results 8: the specified simulation scenario cannot be found

				9: internal processing error 10: error updating UACI_SimulationHistory with the result after simulation completed
Audience-Processed	int	yes		Number of audiences processed in this simulation run
Parameters	Var-char	yes		Optional parameters passed to the run time for this specific run
Summary	Var-char	yes		JSON data for general status
JMXStat	Var-char	yes		The JMX stats collected during this simulation run
RtURL	Var-char	yes		Runtime URL that a scenario has run on.
Progress	int	yes		Progress (percentage) of the scenario that is running.

UACI_SimulationScenario

This table is used to store Simulation Scenario.

Column Name	Data Type	Allow Null?	Key type	Description
Scenario-ID	INT	No	primary	Unique ID of the scenario.
ICID	INT	No		Unique ID of the interactive channel. It must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

Name	VARCHAR	No		Name of the scenario.
De- scrip- tion	VARCHAR	Yes		Description of the scenario.
Sce- nario- Type	INT	No		Type of scenario, either basic or advanced.
is- Tem- plate	INT	No		Determines if the scenario is a template.
De- tails	CLOB	Yes		Details of the scenario, a JSON string to specify API calls and API parameters.
Cre- ate- Date	DATETIME	Yes		Creation date of the scenario.
Cre- ateBy	INT	Yes		User ID that created the scenario.
Up- date- Date	DATETIME	Yes		Last update time of the scenario.
Up- date- By	INT	Yes		User ID that last updated the scenario.
Re- sult- Table	Varchar	no		Database table name for saving simulation results

Check- Re- sult	int	no		Boolean to indicate if previous run results will be checked or not when user fires a run
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UACI_SimResults_< ScenarioId>

These tables will be created only once user runs the coverage simulation scenario and will contain the simulation results for the Coverage scenario.

Column Name	Data Type	Allow Null?	Key type	Description
AudienceID		no		one column for each component
SegmentID	bigint	yes		Segment ID for the audience
ZoneID	bigint	yes		ZoneID where the offer is displayed
OfferID	bigint	yes		OfferID of returned offer for the audience.

UACI_SimResults_< ScenarioId >_Attributes

This table contains the attributes selected by the user in the Coverage Scenario definition.

Column Name	Data Type	Allow Null?	Key type	Description
Audience-ID	As per profile table column	no		one column for each component
Attributes	varchar	yes		JSON format of selected extra profile attributes

UACI_RealTimeAttribute

This is a table that the design time system populates at startup time. The table contains attribute data.

Column Name	Data Type	Allow Null	Length	Description
AttributeId	AINT64	FALSE		oId of a real-time attribute
Description	varchar	TRUE	512	JSON format of selected extra profile attributes
Name	varchar	FALSE	512	Name of the attribute
DataData Type	INT32	FALSE		DataData Type of the attribute
DefaultValue-String	VARCHAR	TRUE	512	Default value
DefaultValueNu-meric	FLOAT	TRUE	512	Default value
DefaultValueDate	DATE	TRUE		Default value
CreateDate	DATETIME	FALSE		Timestamp when the record is created
CreateBy	INT64	FALSE		User Id who creates the record
UpdateDate	DATETIME	FALSE		Timestamp when the record is created
UpdateBy	INT64	FALSE		User Id who updates the record

UACI_RealTimeAttributeUsage

This is a table that the design time system populates at startup time. The table contains attribute usage data.

Column Name	Data Type	Allow Null	Length	Description
AttributeUsageId	INT64	FALSE	8	ID of RealTimeAttributeUsage
AttributeId	INT64	FALSE	8	Foreign key to UACI_RealTimeAttribute
ICId	INT64	FALSE	8	Foreign key to UACI_IntChannel
FlowchartId	INT64	TRUE	8	Foreign key to UACI_Flowchart

RuleId	INT64	TRUE	8	Foreign key to UACI_Rule
ScenarioId	INT64	TRUE	8	Foreign key to UACI_SimulationScenario
LearningModelId	INT64	TRUE	8	Foreign key to UACI_LearningModel

UACI_SmartRule

This table holds the information about the Smart Rule.

Field	Type	Length	Null?	Description
RuleID	INT64		false	Primary Key for Rule Table
Rule-Name	VARCHAR	64	false	Rule name
Strategy-ID	INT64		false	Reference to Strategy Table. Giving info. About UACI_STRATEGY
SegmentID	INT64		false	Reference to UA_Segment Table. Giving info on Segment
CellID	INT64		false	Reference to UA_TargetCells Table. Giving Info on Segment.
Offer-Type	INT	10	false	The type of offer object referenced by this rule. Valid values are: <ul style="list-style-type: none"> • 0 - offer • 1 - offer list
SelectionPolicy	VARCHAR	512	true	The selected policy for selecting offers from an offer list. It is applicable only when Offer-Type=1. Valid values are: <ul style="list-style-type: none"> • 0 - most recently updated • 1 - random

				<ul style="list-style-type: none"> • 2 - offer attribute • 3 - custom defined
ZoneID	INT64		true	Zone Id - UACI_Zone Table ZoneId=NULL means "All zones"
OfferID	INT64		false	Offer Id - UACI_Offer Table
MarketScore	INT64		false	MarketScore – Default - 0
Disabled	INT64		false	Is Rule Disabled
Score-PredicateID	INT64		true	This is referencing to UACI_Predicate table.
Score-PredicateEnabled	INT64		false	This is <code>true false</code> for Score Predicate Enabled.
EligibilityPredicateID	INT64		true	This is referencing to UACI_Predicate table.
EligibilityPredicateEnabled	INT64		false	This is <code>true false</code> for Eligibility Predicate Enabled
Priority	INT64		true	Set this as Integer and use as priority. When its value is null, this rule is always be considered and arbitrated using its score.
MaxScore	INT64		true	maxScore

Sup-press-Count	INT64		true	after how many times offer should suppress
Learning-Mode	INT64		true	Reference to UACI_LEARNINGMODE
Learning-ModelID	INT64		true	Reference to UACI_LEARNINGMODEL
Effective-Date	INT64		true	Effective Date
Expira-tionDate	INT64		true	Expiration Date
CreateBy	INT64		true	User name who created this
Create-Date	DATETIME		true	Date of rule created
Update-Date	DATETIME		true	Updated Date
Update-By	INT64		true	Updated By
RuleS-electorID	BIGINT		true	ID of the rule selector.

UACI_SMARTRULEGROUP

This table holds the information about the Smart Rule groups. Multiple rules can be associated with Smart Rule group.

Field	Type	Length	Null?	Description
RuleGroupID	INT64		false	Primary Key Rule Group

RuleGroup-Name	VARCHAR		false	Name of Group
StrategyID	INT64		false	Reference to Strategy Table.
RuleGroupType	INT64		false	Default is 1, normal group type
Description	VARCHAR		true	Description of group
CreateDate	DATETIME		true	Date when Created.
CreateBy	INT64		true	User Id who created.
UpdateDate	DATETIME		true	Update date
UpdateBy	INT64		true	User Id who updated.

UACI_SmartRuletoRuleGroup

This table contains the association between Smart Rules and Smart Rule groups.

Field	Type	Length	Null?	Description
RuleId	BigInt	No	Primary Key	Primary Key Rule Table
RuleGroup-Id	BigInt	No	Primary Key	Primary Key for Rule Group Table

UACI_UserPreference

In new Strategy UI, since there are many rule properties available like Segment, Cell code, Zone, Offer, Offer Code, Offer Attributes, learning model setting etc. This can be personalized to allow users to customize table columns to be displayed based on their use cases and persist their selections in database so that they can see same table data next time when they log in.

Column Name	Data Type	Allow Null	Key Type	Description
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UserPreference-ID	bigint	No		Primary Key
UserID	bigint	No	Foreign Key	User id
TargetID	bigint	Yes		Id of object this preference for
PreferenceType	int	Yes		0 for Strategy list, 1 for rule list
Preference	String	Yes		JSON string for user settings

UACI_ABTest

This table stores the A/B testing data defined for the smart rule. A smart rule can have none or one A/B testing defined.

Column Name	Data Type	Allow Null	Key Type	Description
RuleId	Int64	no	FK	Reference to SmartRule table
Enabled	Int	no		Set AB testing enabled or disabled
EffectiveDate	Int64	yes		Datetime when ABTest starts, optional
Expiration-Date	Int64	yes		Datetime when ABTest ends, optional
Selection-Mode	Int	no		The list of options to render the offer.

UACI_ABTestBranch

This table stores the branch data of an A/B testing. An A/B testing can have multiple branches.

Column Name	Data Type	Allow Null	Key Type	Description
BranchId	Int64	no	PK	Id of branch
RuleId	Int64	no	FK	Reference to SmartRule table
Branch-Name	Var-char(64)	no		Unique name for branch
Enabled	Int	no		Set branch enabled or disabled
IsDefault	Int	no		True if a branch is default
Sample-Percent	Float	yes		Percentage of branch
CellId	Int64	yes	FK	Refer to UA_TargetCell
OfferId	Int64	yes	FK	Refer to UA_Offer table
OfferAttributes	Var-char(max)	yes		JSON string to define parametrized offer attributes of the offer

UACI_DepOfferMappingQueue

This is a staging table that holds FlexOffer objects that are marked for deployment. When a FlexOffer is marked for deployment, a record is inserted. When the IC is deployed, the record is removed from this table.

Field	Type	Length	Null?	Description
OfferMapping-ID	INT64		false	PK,unique ID of FlexOffers. Must be a globally unique positive integer within the internalIDLowerLim-

Field	Type	Length	Null?	Description
				it and internal-IDUpperLimit configuration parameter values for generated values
RequestUser	INT32		true	Platform ID of the user who marked the FlexOffer for deployment. Must be a valid userId in the Platform database.
RequestTime	DATETIME		true	Timestamp when this FlexOffer was marked for deployment
DeployTypeID	INT32		true	FK, indicates the type of deployment (removal, update, add). Must be a globally unique positive integer within the internalIDLowerLimit and internal-

Field	Type	Length	Null?	Description
				IDUpperLimit configuration parameter values for generated values.

UACI_DepOffermappingList

Contains all of the deployed FlexOffer objects. Records get added after each interactive channel (IC) deployment. This table is important for subsequent deployments of an IC. If a user has not made changes to the FlexOffers, the deployment action refers to this table to deploy the same FlexOffers that was deployed before.

Field	Type	Length	Null?	Description
OffermappingID	INT64		false?	PK, unique ID of FlexOffers. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values

Field	Type	Length	Null?	Description
DeploymentID	INT64		false	PK, unique ID of a deployment. Must be a globally unique positive integer within the internalID-LowerLimit and internalIDUpperLimit configuration parameter values for generated values.
OfferMappingName	VARCHAR	64	true	Name of the FlexOffers object. May be any text characters, minus standard disallowed special name characters.
IcID	INT64		true	FK, unique ID of interactive chan-

Field	Type	Length	Null?	Description
				<p>nel that contains the FlexOffers. Must be a globally unique positive integer within the internalID-LowerLimit and internalIDUpperLimit configuration parameter values for generated values. parameter values for generated values.</p>
IcName	VARCHAR	64	true	<p>Name of the interactive channel that contains the FlexOffers. May contain any text characters, minus standard disal-</p>

Field	Type	Length	Null?	Description
				lowed special name characters.
RequestUser	INT32		true	Platform ID of the user who issued the deployment. Must be a valid userId in the Platform database.
RequestUserName	VARCHAR	64	true	Platform name of the user who issued the deployment. May contain any text characters, minus standard disallowed special name characters.
RequestTime	DATETIME		true	Timestamp of when the deployment took place.

Field	Type	Length	Null?	Description
DeployTypeID	INT32		true	Type of deployment (such as Add, Update, Remove).
SerializedObject	IMAGE		true	A Java serialized object of the strategy. Must be a binary representation of FlexOffers object.

UACI_OfferMappingList

Contains the FlexOffers mapping information.

Field	Type	Length	Null?	Description
OfferMappingID	INT64		false	PK,unique ID of FlexOffers. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit config-

Field	Type	Length	Null?	Description
				uration parameter values for generated values
Name	VARCHAR	256	true	Name of FlexOffers object.
Description	VARCHAR	512	true	Description of FlexOffers
PhysicalTableName	VARCHAR	256	true	Name of the FlexOffers Rule table.
sourceFileName	VARCHAR	256	true	Name of the csv file or the existing table from which FlexOffers is created.
ICID	INT64		false	FK, unique ID of Interactive Channel.
LastProdDepTime	DATETIME		true	Last time this FlexOffers was deployed to a produc-

Field	Type	Length	Null?	Description
				tion server group.
RunEnable	INT32		false	Indicates whether or not this Flex-Offer is currently deployed or about to be deployed. 0 is not deployed. 1 is deployed.
DeleteLock	INT32		false	Indicates whether or not this Flex-Offer may be deleted. 0 is deletable. 1 is not deletable.
EditLock	INT32		false	Indicates whether or not this Flex-offer may be edited. 0 is editable. 1 is not editable.

Field	Type	Length	Null?	Description
CreateDate	DATETIME		true	Date on which the FlexOffers is first created
CreateBy	INT32		true	Unica ID of user who first created this FlexOffers.
UpdateDate	DATETIME		true	Date that the FlexOffers was last modified.
UpdateBy	INT32		true	Unica ID of user who last modified this FlexOffers.
LastRuleUpdateDate	DATETIME		true	Date that the FlexOffers Rule table was last modified.

UACI_OfferMappingSG

This table contains the information for all FlexOffers and the server groups where the FlexOffers rule tables have been copied.

Field	Type	Length	Null?	Description
OfferMapping-ID	INT64			PK,unique ID of FlexOffers. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ServerGroupName	VARCHAR	512	true	Name of the server group where the FlexOffers rule table has been copied.
TableName	VARCHAR	256	true	Name of the FlexOffers rule table-
LastCopyDate	DATETIME		true	Date that the FlexOffers rule table was last copied to the particular server group.

UACI_OfferMapping

This is a sample schema of the default FlexOffers rule table.

Column Name	Data Type	Length	Allow Null?	Description
Offer-Mapping-RowID	INT64		false	PK,unique ID ofFlexOffers Rule.Must be a globallyuniquepositiveinteger within the internalIDLowerLimitandinternalIDUpperLimitconfigurationparameter values forgenerated values
Offer-ID	INT64		false	Offer Id -must be a valid value from UA_Offer table
Offer-Name	Varchar	130	true	Name of the Offer from UA_OFFER
Offer-Type	INT		false	Type of the offer. Default = 0.
Offer-Code	Varchar	320	true	Offer Code
CellID	INT64		true	Reference to UA_TargetCells Table.
Cell-Code	Varchar			
ZoneID	INT64			
Zone-Name	VARCHAR	64	true	Zone Name- UACI_Zonetable
Eligibility-Pred-ica-	INT64		true	Indicates if EligibilityPredicate is enabled or not

Column Name	Data Type	Length	Allow Null?	Description
teEnabled				
Eligibility-Predicate	Varchar	4000	true	Eligibility Predicate Expression
MarketerScore	INT64		false	Market Score value-Default 0
Score-PredicateEnabled	INT64		true	Indicates if ScorePredicate is enabled or not
Score-Predicate	Varchar	4000	true	Score Predicate Expression
Selection-Policy	Varchar	512	true	Selection policy of the offer list.
Learning-Mode	INT64		true	Reference toUACI_LEARNINGMODE. Can be 1,2 or 3
Learning-	INT64		true	Learning Model Id from UACI_LEARNINGMODE

Column Name	Data Type	Length	Allow Null?	Description
Model-Id				
ParameterizedOfferAttribute	varchar	4000	true	OfferAttributes in JSON format
Effective-Date	INT64		true	Rule Effective Date
Expiration-Date	INT64		true	Rule Expiration Date
EnableS-tate	INT64		true	Indicates if rule is enables
Cre-ate-Date	DATETIME		true	Date of rule creation
Cre-ateBy	INT64		true	Unica ID of the user who created the rule
Up-date-Date	DATETIME		true	Last Update Date of Rule
Up-dateBy	INT64		true	Unica ID of the user who last updated the rule

Column Name	Data Type	Length	Allow Null?	Description
Rule-SelectorID	BIGINT		true	ID of the rule selector.

UACI_OfferMappingFilter

Contains the FlexOffers Filters information.

Field	Type	Length	Null?	Description
FilterID	INT64		false	PK,unique ID of FlexOffers filter. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
Name	VARCHAR	64	true	Name of the FlexOffer Filter object
Description	VARCHAR	512	true	Description of filter.
FilterDetails	VARCHAR	2048	true	Conditions defined in the filter in JSON format.
OfferMapping-ID	INT64		true	FK, unique FlexOffers ID

Field	Type	Length	Null?	Description
IsDefault	INT64		true	Indicates if filter will be applied by default or not.
CreateDate	DATETIME		true	Date of Filter creation.
CreateBy	INT64		true	Unica Id of the user who created the filter.
UpdateDate	DATETIME			Last modified date of this filter.
UpdateBy	INT64		true	Unica Id of the user who last modified the filter.

UACI_TriggeredAction

Contains the triggered action information.

Field	Type	Length	Null?	Description
EventActionID	BIGINT		false	A foreign key pointing to the UACI_EventAction. It also serves as the primary key in this table.
Name	VARCHAR	64	false	Name of the triggered action.
ICID	BIGINT		false	A foreign key pointing of UACI_IntChannel
Description	VARCHAR	512	true	Description of triggered message entry.
EffectiveDate	BIGINT	2048	true	
ExpirationDate	BIGINT		true	

Field	Type	Length	Null?	Description
CreateDate	DATETIME		true	
CreateBy	INT64		true	Unica Id of the user who created the triggered action
UpdateDate	DATETIME		true	Last modified date of this triggered action.
UpdateBy	INT64		true	Unica Id of the user who last modified the triggered action.

UACI_TABranch

Contains the triggered action branch information.

Field	Type	Length	Null?	Description
BranchID	BIGINT		false	This is the primary key of this table.
EventActionID	BIGINT		false	The ID of the triggered message record – a foreign key pointing to the EventActionID in UACI_TriggeredAction table.
AudienceLevel	VARCHAR	512	false	The audience level this branch is applicable to.
Eligibility	VARCHAR	4000	true	A JSON string that lists all the conditions for this branch.
OfferSelection	INT		false	An indicator how offer is selected.

Field	Type	Length	Null?	Description
				<ul style="list-style-type: none"> • 1: automatically select the next best offer. • 2: specific offer
ZoneID	BIGINT		true	The ID of the zone when OfferSelection is 1. Foreign key pointing to UACI_Zone
ChannelName	VARCHAR	64	false	Name of channel or gateway.
ChannelType	VARCHAR	64	false	It could be 'Channel' or 'Gateway'.
Delay	BIGINT		true	delayvalue
CreateDate	DATETIME		true	
CreateBy	INT64		true	Unica Id of the user who created the triggered action
UpdateDate	DATETIME		true	Last modified date of this triggered action.
UpdateBy	INT64		true	Unica Id of the user who last modified the triggered action.

UACI_TAOoffers

Contains the triggered action branch information.

Field	Type	Length	Null?	Description
BranchID	BIGINT		false	The ID of a branch this record is associated to. This is a foreign key point to UACI_TABranch table and also primary key of this table.
OfferID	BIGINT		false	ID of UA_Offer or UA_OfferList table (NOT NULL) (handle the relationship for offerid)
CellID	BIGINT		true	The ID of the target cell when OfferSelection is 2. Foreign key pointing to UA_TargetCells
OfferType			false	0 for offer and 1 for offer list with default 0 value
SelectionPolicy	VARCHAR	512	true	Selection policy for offer list.
EligibilityPredicateEnabled	INT		false	Eligibility Predicate Enabled field with DEFAULT 0 value
EligibilityPredicate	VARCHAR	4000	true	Eligibility Predicate expression value.
MarketerScore	BIGINT		false	MarketerScore with DEFAULT 50 value.

Field	Type	Length	Null?	Description
ScorePredicateEnabled	INT		false	Score Predicate Enabled field with DEFAULT 0 value
ScorePredicate	VARCHAR	4000	true	Score Predicate expression value
LearningMode	INT		true	
LearningMode-ID	BIGINT		true	Foreign key of UACL-LearningModel table.
EffectiveDate	BIGINT		true	
ExpirationDate	BIGINT		true	
Parameterized-OfferAttribute	VARCHAR	4000	true	
CreateDate	DATETIME		true	
CreateBy	INT64		true	Unica Id of the user who created the triggered offer.
UpdateDate	DATETIME		true	Last modified date of this triggered offer.
UpdateBy	INT64		true	Unica Id of the user who last modified the triggered offer.
RuleSelectorID	BIGINT		true	ID of the rule selector.

UACL_OutboundChannel

Contains the outbound channel information.

Field	Type	Length	Null?	Description
ChannelID	BIGINT		false	The ID uniquely identifies this outbound channel. Primary key of this table.
ChannelName	VARCHAR	64	false	The name of outbound channel. It is case insensitively unique within across all channels.
Description	VARCHAR	512	true	Description of outbound channel.
ICID	BIGINT		false	The ID of the containing interactive channel. A foreign key pointing to UACI_IntChannel.
ChannelType	VARCHAR	64	true	Value of the column is channel.
CreateDate	DATETIME		true	
CreateBy	INT64		true	Unica Id of the user who created the outbound channel.
UpdateDate	DATETIME		true	Last modified date of this outbound channel.
UpdateBy	INT64		true	Unica Id of the user who last modified the outbound channel.

UACI_OutboundChannelGateway

Contains the outbound channel gateway information.

Field	Type	Length	Null?	Description
ChannelID	BIGINT		false	The ID of an outbound channel. Foreign key pointing to UACI_OutboundChannel.
GatewayName	VARCHAR	64	false	The name of outbound gateway.

UACI_PlaybackFilter

Contains the playback filters information.

Field	Type	Length	Null?	Description
FilterID	BIGINT		False	Autogenerated Primary Key of playback filter.
Name	VARCHAR	64	False	Name of playback filter.
DESCRIPTION	VARCHAR	512	True	Description of filter.
FILTERDETAILS	VARCHAR	2048	False	Conditions defined in the filter in JSON format.
ICID	BIGINT		False	Interactive Channel ID as foreign key.
VIEWTYPE	VARCHAR	64	False	View type of filter: <ul style="list-style-type: none"> • AUDIENCE • OFFERS • SEGMENTS
AUDIENCELEVEL	VARCHAR	64	True	Filter defined for AUDIENCE ViewType.

Field	Type	Length	Null?	Description
CREATEDATE	DATETIME		True	Filter creation date.
CREATEBY	INT64		True	Unica ID of the user who created the filter.
UPDATEDATE	DATETIME		True	Last modified date of the filter.
UPDATEBY	INT64		True	Unica ID of the user who updated the filter.

UACI_RuleSelector

Field	Type	Length	Null?	Description
SelectorID	Bigint		False	ID of rule selector.
Name	Varchar	64	False	Name of the rule selector.
Description	Varchar	512		Description of rule selector.
Eligibility	Varchar	2048		Including List of schedules and triggering event and patterns for eligibility.
Suppression	Varchar	2048		Including List of schedules and triggering event and patterns for Suppression.
CreateDate	Timestamp		False	Timestamp when the record is created.

Field	Type	Length	Null?	Description
CreateBy	Bigint		False	User Id who creates the record.
UpdateDate	Timestamp		False	Timestamp when the record is created.
UpdateBy	Bigint		False	User ID who updates the record.

Unica Interact Runtime System Tables

When you install the Unica Interact runtime server, you also run a series of SQL scripts to set up the required system tables in your data source that Unica Interact needs to operate. This document provides a data dictionary describing the structure and content of the runtime system tables.

UACI_ABTestPerformance

This table stores the counters of contact and acceptance events related to A/B test performance of branches for a rule with the following columns.

Field	Type	Null?	Key Type	Description
RuleID	BIGINT	No	PK	Reference to SmartRule table
BranchID	BIGINT	No	PK	ID of branch
BranchName	VARCHAR2(64 Byte)	No	PK	Unique name for branch
ContactCount	BIGINT	No		The number of contact events posted to the treatment as-

Field	Type	Null?	Key Type	Description
				sociated to this branch of a rule.
AcceptCount	BIGINT	No		The number of accept events posted to the treatment associated to this branch of a rule.
UpdateTime	Timestamp	Yes		The timestamp this record was updated the last time.

UACI_CHRHAudMap

This is a table that the runtime system populates at startup time. The table contains a mapping of audience level to the various CH and RH staging tables. Since the staging tables are per audience level, and must be customized, this table will serve as a resource for the ETL process running on the design time side to determine the name of the staging tables on the runtime side.

Field	Type	Length	Null?	Description
AudienceLevel	VARCHAR	64	false	PK, audience level (such as Customer, HH) that is configured for the system. Can be any text characters, minus standard disallowed special name characters.

Field	Type	Length	Null?	Description
CHOfferAttribTable	VARCHAR	64sche	false	Name of Contact Hist Offer Attribute staging table for the given audience level.
CHStagingTable	VARCHAR	64	false	Name of Contact History Staging table for the given audience level.
RHStagingTable	VARCHAR	64	false	Name of response history staging table for the given audience level.

UACI_EventActivity

This table contains summary statistics on what events, how many times, and when they have been posted by the client facing system.

Field	Type	Length	Null?	Description
SeqNum	INT64		false	Unique identifier for a row of this table. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICID	INT64		false	fk, unique ID of Interact Channel. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

Field	Type	Length	Null?	Description
ICName	VARCHAR	64	false	Name of Interact channel. Can be any text characters, minus standard disallowed special name characters.
TimeID	INT64		true	fk, reference to the time at which this event occurred.
DateID	INT64		true	fk, reference to the data at which this event occurred.
EventID	INT64		false	Unique ID of the event. Must be a globally unique positive integer within the internal-IDLowerLimit and internal-IDUpperLimit configuration parameter values for generated values
EventName	VARCHAR	64	false	The name of the event. Can be any text characters, minus standard disallowed special name characters.
Occurrences	INT64		false	Count of how many times the event occurred during this time.
CategoryID	INT64		false	Unique ID of the category that contains the event. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configu-

Field	Type	Length	Null?	Description
				ration parameter values for generated values.
CategoryName	VARCHAR	64	false	Name of the category. Can be any text characters, minus standard disallowed special name characters.

UACI_EligStat

This table contains summary statistics on Eligible Offers and serves as the data source for the reports that show Eligible Offer statistics. A count is kept per Interaction Point (IP), Offer, and Cell.

Field	Type	Length	Null?	Description
SeqNum	INT64		false	Unique identifier for a row of this table. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICID	INT64		false	fk, unique ID of Interact Channel. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICName	VARCHAR	64	false	The name of the Interact Channel.

Field	Type	Length	Null?	Description
OfferID	INT64		false	fk, unique ID of the offer. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
OfferName	VARCHAR	130	false	The name of the offer. Can be any text characters, minus standard disallowed special name characters.
TimeID	INT64		true	fk, reference to the time at which this eligibleStat occurred.
DateID	INT64		true	fk, reference to the data at which this eligibleStat occurred.
CellID	INT64		false	fk, unique ID of the cell. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CellName	VARCHAR	64	false	The name of the cell. Can be any text characters, minus standard disallowed special name characters.

Field	Type	Length	Null?	Description
CellCode	VARCHAR	64	false	The code of the cell. Can be any text characters, minus standard disallowed special name characters.
IPID	INT64		false	ID of the interaction point. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
IPName	VARCHAR	64	false	The name of the interaction point. Can be any text characters, minus standard disallowed special name characters.
EligibleOpps	INT64		false	Count of the eligible opportunities for the offer/cell/IP during this time.
CampaignID	INT64		false	ID of the associated campaign. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

UACI_CHOfferAttrib

This table serves as a staging area for the logging of Contact history Offer attributes.

This table is dimensioned off of the UACI_CHStaging table. The Contact History service will append to this table. The ETL process running from the design time environment will process the records in this table. The ETL process will also remove those records that it successfully processes.

Field	Type	Length	Null?	Description
ContactID	INT64		false	FK, unique ID of the contact inserted into the UACI_CHStaging table. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
AttributeID	INT64		false	ID of the attribute (from UA_AttributeDef). Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values
StringValue	VARCHAR	512	true	The value of the attribute, if the attribute type is a string.
NumberValue	FLOAT		true	The value of the attribute, if the attribute type is a number.

Field	Type	Length	Null?	Description
DateTimeValue	DATETIME		true	The value of the attribute, if the attribute type is a date-time.

UACI_CHStaging

This table serves as a staging area for the logging of Contact history records. The Contact History service will append to this table. The ETL process running from the design time environment will process the records in this table. The ETL process will also remove those records that it successfully processes.

Field	Type	Length	Null?	Description
ContactID	INT64		false	Unique identifier for a row of this table. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
TreatmentCode	VARCHAR	512	false	Generated treatment code. Must be a string generated based on cell ID, offer ID, and offer parameters.
OfferListID	BIGINT	19	true	The ID of the original offer list which this offer belonged to. It is applicable only when this offer is a result of a smart rule that references an offer list

Field	Type	Length	Null?	Description
CampaignID	INT64		true	Unique ID of the campaign that contains the cell for which this contact was made. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
OfferID	INT64		true	Unique ID of the offer. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CellID	INT64		true	Unique ID of the cell. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CustomerID	INT64		true	The audience ID.
ContactDate	DATETIME		true	The date that the contact was made.
ExpirationDateTime	DATETIME		true	Expiration date of the offer.
EffectiveDateTime	DATETIME		true	Effective date of the offer.

Field	Type	Length	Null?	Description
ContactType	INT32		true	Contact that maps to the contactStatusID in UA_ContactStatus (0: UNDEFINED, 1: CONTACTED).
UserDefinedFields	CHAR	18	true	This field represents an arbitrary field customizable by the user. Can be any valid value of any database type except for blobs and clobs.
Mark	INT64		false	Used by the system to determine which records have been processed by the ETL. Valid values are NULL, -1, 0, 2.
RTSelectionMethod	INT32		true	This method indicates how the offer was selected by the learning algorithm in the original contact. This is useful for lift reports. Valid values include: <ul style="list-style-type: none"> • NO_LEARNING_ENABLED=0 • RANDOM_SELECTION=1 • BUILT_IN_LEARNING=2 • EXTERNAL_LEARNING=3

Field	Type	Length	Null?	Description
RTLearningMode	INT32		true	Indicates whether a learning score was used or a marketer score was used in the ranking of this treatment (2: marketerScore, 3: learningScore).
RTLearningModelID	INT64		true	If a learning score was used, this indicates the ID of the learning model used. If 0, then the learning model used is the globally defined learning model. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values

UACI_RHStaging

This table serves as a staging area for Response History (RH). The Response History service will append to this table. The ETL process running from the design time environment will process the records in this table. The ETL process will also remove those records that it successfully processes.

Field	Type	Length	Null?	Description
SeqNum	INT64		false	Unique identifier for a row of this table. Must be a globally unique positive integer within the internalIDLowerLim-

Field	Type	Length	Null?	Description
				it and internalIDUpperLimit configuration parameter values for generated values.
TreatmentCode	VARCHAR	512	true	Generated treatment code. This value is a string generated based on cell ID, offer ID, and offer parameters.
CustomerID	INT64		true	This field represents the audience ID.
ResponseDate	DATETIME		true	Timestamp when the response was posted.
ResponseType	INT32		true	Type of response of value Undefined(0), Accept(1), or Reject(2).
ResponseTypeCode	VARCHAR	64	true	A particular code of the response type. For valid values, see ResponseTypeCode in the UA_UsrResponseType table in the Campaign System Tables guide.
Mark	INT64		false	Field used by the system to determine which records have been processed by the ETL. Possible values are NULL, -1, 0, 2.
UserDefinedFields	CHAR	18	true	This field represents an arbitrary field customizable by the user. Can be any valid

Field	Type	Length	Null?	Description
				value of any database type except for blobs and clobs.
RTSelectionMethod	INT32		true	<p>This method indicates how the offer was selected by the learning algorithm in the original contact. This is useful for lift reports. Valid values are:</p> <ul style="list-style-type: none"> • NO_LEARNING_ENABLED=0 • RANDOM_SELECTION=1 • BUILT_IN_LEARNING=2 • EXTERNAL_LEARNING=3
RTLearningMode	INT32		true	Indicates whether a learning score was used or a marketer score was used in the ranking of this treatment (2: marketerScore, 3:learningScore).
RTLearningModelID	INT64		true	If a learning score was used, this will indicate the ID of the learning model used. If 0, then the learning model used is the globally defined learning model. Must be a globally unique positive inte-

Field	Type	Length	Null?	Description
				ger within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

UA_Time

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

Field	Type	Length	Null?	Description
TimeID	INT64		false	Unique identifier for a row of this table.
Hour	INT32		true	The hour of the specified time.
Minute	INT32		true	The minute of the specified time.

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.

Field	Type	Length	Null?	Description
DateID	INT64		false	Unique identifier for a row of this table.

Field	Type	Length	Null?	Description
Year	INT32		false	Four-digit year for the date.
FiscalYear	INT32		false	Four-digit fiscal year for the date.
Quarter	INT32		false	Calendar quarter in which the date falls (Q1 being Jan. 1st through March 31st).
FiscalQuarter	INT32		true	Calendar quarter in which the date falls.
Month	INT32		false	Month in which the date falls.
WeekOfYear	INT32		false	Week in which the date falls.
WeekOfMonth	INT32		false	Which week within a month a date falls.
DayOfYear	INT32		false	Which day of the year a date falls.
DayOfMonth	INT32		false	Which day of the month a date falls.
DayOfWeek	INT32		false	Which day of the week a date falls.
ActualDate	DATETIME		false	The date represented in this row.
FirstDayOfWeek	DATETIME		false	The first day of the week in which this date falls.
LastDayOfWeek	DATETIME		false	The last day of the week in which this date falls.

UACI_DefaultedStat

This table contains summary statistics per interaction point (IP) of how often a visitor was not given any offers but instead served the default string of the IP. This table is consumed by the Reporting system.

Field	Type	Length	Null?	Description
SeqNum	INT64		false	Unique ID for this table.
TimeID	INT64		true	fk, reference to the time at which this defaultStat occurred.
DateID	INT64		true	fk, reference to the data at which this defaultStat occurred.
SegmentID	INT64		true	This is left at 0. Originally, the data in this table was by segment, but that was a design flaw. The counts inserted into this table are by the visit, and not by segment. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
SegmentName	VARCHAR	64	true	Left as NULL. See above.
IPID	INT64		true	fk, unique ID of the interaction point. Must be a globally unique positive integer within the internalIDLowerLim-

Field	Type	Length	Null?	Description
				it and internalIDUpperLimit configuration parameter values for generated values
IPName	VARCHAR	64	true	The name of the interaction point. May be any text characters, minus standard disallowed special name characters.
Occurrences	INT64		true	Number of times the default-stats was served during this time period for the associated interaction point.
ICID	INT64		false	fk, The unique ID of the interactive channel.

UACI_RTDeployment

This table will contain all the deployments ever deployed to the runtime system. The runtime system will load all active deployments from this table into memory at startup. During deployment, a record is added to this table.

Field	Type	Length	Null?	Description
RTDeploymentID	INT64		false	PK, Unique ID of the deployment. This ID matches the deployment ID in UACI_Deployment. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit

Field	Type	Length	Null?	Description
				configuration parameter values for generated values.
ICID	INT64		false	fk Unique ID of the interactive channel. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values
DeploymentData	IMAGE		true	Blob that contains a Java serialized version (binary representation) of the deployment object.
RTDepStatusID	INT32		false	fk, Unique ID of the status of this deployment. <ul style="list-style-type: none"> • 1=Initialized • 2=Started • 3=Successful • 4=Failed/Cancelled
DeploymentVersion	INT64		false	The Java serialization version of the deployment object. This column is useful only for debugging issues where the system is not able to deserialize the deployment data object.

Field	Type	Length	Null?	Description
CreateDate	DATETIME		true	Data when this rtdeployment record was first inserted.
CreateBy	INT32		true	ID of the user who initiated the deployment. Must be a valid userId in the Platform database.
UpdateDate	DATETIME		true	Same as CreateDate.
UpdateBy	INT32		true	Same as CreateBy.
Version	VARCHAR	64	false	Full version of the Interact runtime installation that inserted this deployment record in the form of a string showing major, minor, point, and build number.
IsActive	INT32		false	Flag that indicates whether a deployment should be active or not. A deployment becomes inactive if it was undeployed.

UACI_RTDepGlobal

This table will contain all the global deployments ever deployed to the runtime system. The runtime system will load the latest deployment from this table into memory at startup. During deployment that contains global settings, a record is added to this table.

Field	Type	Length	Null?	Description
RTDepGlobalID	INT64		false	PK, Unique ID of the deployment, which matches the deployment ID in UACI_De-

Field	Type	Length	Null?	Description
				ployment. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
DeploymentData	IMAGE		true	Blob that contains a Java serialized version (binary representation) of the Deployment object.
RTDepStatusID	INT32		false	fk, Unique ID of the status of this deployment. <ul style="list-style-type: none"> • 1=Initialized • 2=Started • 3=Successful • 4=Failed/Cancelled
CreateDate	DATETIME		true	Date when this rtdeployment record was first inserted.
CreateBy	INT32		true	User ID of the user who initiated the deployment.
UpdateDate	DATETIME		true	Same as CreateDate.
UpdateBy	INT32		true	Same as CreateBy.

UACI_RTDepStatus

Type table containing Deployment states. Each record is an enumeration of the type of deployment status understood by the system.

Field	Type	Length	Null?	Description
RTDepStatusID	INT32		false	Unique ID of the deployment status. <ul style="list-style-type: none"> • 1=Initialized • 2=Started • 3=Successful • 4=Failed/Cancelled
Description	VARCHAR	1024	true	Description of the deployment status.

UACI_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 the CH and RH staging tables). 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.

Field	Type	Length	Null?	Description
TypeID	INT64		false	Unique identifier for the specific type of object. Must be a globally unique positive integer within the internal-IDLowerLimit and internal-IDUpperLimit configuration parameter values for generated values.
NextID	INT64		false	Next available ID for the object. Must be a globally unique positive integer with-

Field	Type	Length	Null?	Description
				in the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

UACI_SOType

A type table that contains each enumeration of a score override type.

Field	Type	Length	Null?	Description
OverrideTypeID	INT32		true	<p>Indicates whether or not a record in the ScoreOverride table should be used for overriding existing candidate offers OR if it should be used in an additive (whitelist) manner as well. If 0 or NULL, then the system will only use the record for overriding the score of any matching treatment in the candidate list. If 1, then the system will add to the candidate list if it doesn't already exist.</p> <ul style="list-style-type: none"> • 0=Override Offer Score, only if the offer exists in candidate list of offers

Field	Type	Length	Null?	Description
				<ul style="list-style-type: none"> • 1=Override Offer Score, only if offer does not exist in candidate list of offers
Name	VARCHAR	64	true	Name of the override type.
Description	VARCHAR	512	true	Description of the override type.

UACI_TrackingType

A type table that contains each enumeration of a tracking type (such as byTreatment, byOfferID, and so on). User can add customer specific/alternate codes to this table.

Field	Type	Length	Null?	Description
TrackingCodeType	INT32		false	pk, Unique ID of each tracking code type, of a value of 1,2 and up.
Name	VARCHAR	64	false	Name of tracking code type, where 1=Treatment Code, 2=Offer Code.
Description	VARCHAR	512	true	Description of tracking code type, where 1=UACI Generated Treatment Code, 2=UAC Campaign Offer Code.

UACI_RUNTAB_Ver

Contains the version information of the current Interact Runtime System table installation.

Field	Type	Length	Null?	Description
VersionID	INT64		false	pk, Unique ID of version table. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
VersionNumber	VARCHAR	50	false	Full version (major, minor, point, and build).
Parameters	VARCHAR	255	true	Optional parameters. This field is currently not used and is here for future use.
CreateDate	DATETIME		false	Date when the Interact runtime system tables were installed.

UACI_SvcTableLock

This is a table that is used like a mutex to synchronize the processing across the RH and CH staging tables. The two modules that honor the mutex are the ETL process and the ExternalLoader feature.

Field	Type	Length	Null?	Description
TableName	VARCHAR	64	false	Represents the name of the table that the ETL process or the external loader feature will lock.

UACI_OfferCount

A table used to contain the number of times an offer was recommended and passed via the getOffers call. This central place will be used by the runtime instances to enforce the offer constraint rules.

Field	Type	Length	Null?	Description
ConstraintID	INT64		false	pk, Unique ID of each constraint. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICID	INT64		false	ID of the interactive channel that contains the constraint. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CurrentOfferCount	INT32		false	Total number of times this offer has been "allocated" by the runtime instances for serving via the getoffers call.
LogTime	DATETIME		false	The timestamp of when this record was added to this table.

UACI_OfferCountLck

Field	Type	Length	Null?	Description
LogTime	DATETIME		false	The timestamp of when this record was added to this table.

UACI_UserEventActivity

This table contains summary statistics on what user defined events, how many times, and when they have been posted by the client-facing system for each individual audience ID.

Field	Type	Length	Null?	Description
SeqNum	INT64		false	Unique identifier for a row of this table. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICID	INT64		false	fk, Unique ID of the Interactive Channel. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICName	VARCHAR	64	false	Name of the interactive channel. Can contain any text characters, minus standard disallowed special name characters.

Field	Type	Length	Null?	Description
CategoryID	INT64		false	Unique ID of category that contains the event. Must be a globally unique positive integer within the internal-IDLowerLimit and internal-IDUpperLimit configuration parameter values for generated values.
CategoryName	VARCHAR	64	false	Name of category. Can contain any text characters, minus standard disallowed special name characters.
EventID	INT64		false	Unique ID of the event. Must be a globally unique positive integer within the internal-IDLowerLimit and internal-IDUpperLimit configuration parameter values for generated values.
EventName	VARCHAR	64	false	Name of the event. Can be any text characters, minus standard disallowed special name characters.
TimeID	INT64		true	fk, Reference to the time at which this event occurred.
DateID	INT64		true	fk, Reference to the data at which this event occurred.

Field	Type	Length	Null?	Description
Occurrences	INT64		false	Count of how many times the event occurred during this time.
CustomerID	INT64		false	The valid audience ID.

UACI_EventPatternState

This table contains information about the state of defined event patterns associated with the specified audience ID.

Field	Type	Length	Null?	Description
UpdateTime	INT64		false	The date and time in the format of yyyyMMddhhmmss that this record was last updated.
State	BINARY	1073741824	false	The states of all event patterns associated with this audience ID.
CustomerID	INT64		false	The valid audience ID associated with this event pattern.

UACI_EventPatterns

This table contains the most recent update time for each specified event pattern.

Field	Type	Length	Null?	Description
PatternID	INT64		false	The ID of this event pattern.
EventIDs	VARCHAR	200	false	The IDs of events to which this pattern subscribes.

Field	Type	Length	Null?	Description
UpdateTime	INT64		false	The date and time, in the format of yyyyMMddhhmmss, when the definition of this event pattern was last updated.
CompatibleTime	INT64		false	The date and time, in the format of yyyyMMddhhmmss, when the definition of this event pattern was last compatible.
DetailInfo	VARCHAR	2000	true	The detailed information on this pattern's definition.
ResetInfo			false	

UACI_ScheduledTask

Field	Type	Length	Null?	Description
ID	INT64		false	A generated unique identifier
OriginID	INT64		false	The event pattern ID
TaskType	INT8		true	The type of the task.
ActionID	INT64		false	The ID of the event action.
Parameters	VARCHAR	1024	true	The parameters that are re-

Field	Type	Length	Null?	Description
				quired to execute this action.
ScheduledTime	VARCHAR	256	false	The time stamp this action is scheduled to execute.
Result	VARCHAR	1024		The result of the task execution.
AudienceID	VARCHAR	256		The audience ID in the format of a JSON string.

UACI_TriggeredMessage

This table contains the triggered messages that will be delivered in the future and those that failed to be delivered.

Field	Type	Length	Null?	Description
ID	INT64		false	The ID of this triggered message.
Channel	VARCHAR	100	false	The name of the channel via which this triggered message will be delivered.
Offer	CLOB		false	The contents of the offer to be delivered in the format of JSON. It includes the offer name, code, score, treat-

Field	Type	Length	Null?	Description
				ment code, and personalized attributes.
HandlerParam	CLOB		true	The parameters required by the channel for delivery in the format of JSON.
TimeToDeliver	DATETIME		true	The timestamp when this triggered message will be delivered. NULL means it should be delivered immediately.
Status	INT32		false	The status of this triggered message. Allowed values are: 1 - new record and will be delivered at the time of TimeToDeliver, 5 - failed in the previous delivery attempt and will not be delivered again
InsertTS	DATETIME		false	The timestamp when this triggered message record was inserted.
UpdateTS	DATETIME		true	The timestamp when this triggered message record was last updated after insertion.

UACI_MBeans

This table contains the names of JMX MBeans tracked by Interact when RelationalDB is chosen as an output target under Affinium|interact|monitoring|outputTargets.

Field	Type	Length	Null?	Description
ID	INT32		false	The internal ID of this MBean.
ObjectName	VARCHAR	500	false	The ObjectName of this MBean as shown on a JMX client.

UACI_MBeanAttributes

This table contains the names of JMX MBeans attributes tracked by Interact when RelationalDB is chosen as an output target under Affinium|interact|monitoring|outputTargets.

Field	Type	Length	Null?	Description
ID	INT32		false	The internal ID of this MBean attribute.
MBeanID	INT32		false	The ID of the MBean this attribute belongs to.
Name	VARCHAR	500	false	The name of this MBean as shown on a JMX client.

UACI_JmxStats

This table contains the core performance related statistics tracked by Interact when RelationalDB is chosen as an output target under Affinium|interact|monitoring|outputTargets.

Field	Type	Length	Null?	Description
ID	INT64		false	The internal ID of this record.

Field	Type	Length	Null?	Description
RTName	VARCHAR	200	true	The name of the Interact run time instance this record is associated to.
RTInstance	VARCHAR	100	true	The URL of the Interact run time instance this record is associated to.
CollectTime	DATETIME		false	The timestamp of when this record was collected by the run time instance.
Status	VARCHAR	50	true	The status of the Interact run time instance.
CPU	FLOAT		true	The average CPU usage in percentage since the last time the record was collected, of the Interact run time instance.
UsedHeap	INT64		true	The memory heap being used by this Interact run time instance in number of bytes.
UsedHeap	INT64		true	The maximum memory heap can be used by this Interact run time instance in number of bytes.
ResponseTime	FLOAT		true	The average response time for all the requests since the last time the record was col-

Field	Type	Length	Null?	Description
				lected, of the Interact run time instance.
Transactions	INT32		true	The total number of requests received by this Interact run time instance since the last time the record was collected.
Transactions	INT32		true	The total number of errors reported by this Interact run time instance since the last time the record was collected.
HasDetails	INT32		false	Whether or not there are JMX details associated to this record. 1 - there are detail records in UACI_JmxStatsDetail table; 0 - no detail records

UACI_JmxStatsDetail

This table contains the JMX statistics associated to UACI_JmcStats table.

Field	Type	Length	Null?	Description
ID	INT64		false	The internal ID of this record.
JmxAttrID	INT32		false	The ID of the JMX attribute, as stored in UACI_MBeanAttributes table, this record is associated to.

Field	Type	Length	Null?	Description
StringValue	VARCHAR	500	true	The value of the attribute, if the attribute type is a string.
NumberValue	FLOAT		true	The value of the attribute, if the attribute type is a number.
DateTimeValue	DATETIME		true	The value of the attribute, if the attribute type is a date-time.

UACI_RTToken

This is a table that the runtime system populates at startup time. The table contains token data.

Column Name	Data Type	Allow Null	Length	Description
Token_Id	VARCHAR	FALSE	256	Token ID
User_Id	INT64	FALSE		User ID
Session_Id	VARCHAR	TRUE	256	Session ID
Create_Date	DATETIME	FALSE		Timestamp when the record is created
Dest_App	INT64	FALSE		Client Application
Scenarioid	INT64	TRUE	8	Foreign key to UACI_SimulationScenario

UACI_Log

This is a table that the contains log data.

Col- umn Name	Data Type	Allow Null	Length	Description
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Log-Time	DATETIME	FALSE	256	The timestamp this entry was created
Instance	VARCHAR	FALSE	200	The name of the run time instance where this entry was created
Url	VARCHAR	TRUE	200	The external URL of the run time instance where this entry was created
Thread	VARCHAR	FALSE	200	The name of the thread that created this entry
Logger	VARCHAR	FALSE	200	The name of the logger via which this entry was created
Log-Level	VARCHAR	FALSE	10	The logging level this entry. Example of this field include, ERROR, WARN, INFO, DEBUG, TRACE, CFS DEBUG
SessionId	VARCHAR	TRUE	200	The ID of the session that generated this entry
Message	VARCHAR	FALSE	4000	The log message
Stack-Trace	VARCHAR	FALSE	4000	The stack trace if an exception was thrown

UACI_TrackedItems

Field	Type	Length	Null?	Description
ID	INT64		false	PK, ID
Details	VARCHAR	500	false	Details
Locked	INT64		false	Locked

UACI_Treatment

A table for storing the data of treatments presented to the client application.

Field	Type	Length	Null?	Description
SeqNum	INT64		false	A unique ID of each record
Treat- mentCode	VARCHAR	64	false	The treatment code
OfferID	INT64		false	The ID of the offer in the treatment
OfferCode	VARCHAR	200	false	The code of the offer in the treatment
Customer- ID	INT64		false	The customer ID this treatment is generated for.
Present- Date	DATETIME		false	Timestamp this treatment was presented to client.
IPName	VARCHAR	100	True	The name of the interaction point this treatment was requested for.
Contacted	INT64		True	Whether a contact event has been posted for this treatment.
Details	VARCHAR	4000	true	Details of this treatment.

UACI_TriggeredMessageLog

This table contains logging information of triggered messages or actions.

Field	Type	Length	Null?	Description
ID	bigint		No	Unique ID
IntChannel	varchar	64	No	Interactive Channel Name
Customer- ID	bigint		No	Customer ID

Channel	varchar	64	No	Outbound Channel Name
Gateway	varchar	64	No	Gateway Name
Offer	clob		No	Offers to be delivered
Parameters	clob		Yes	Parameters to be passed
StartTime	timestamp		Yes	Delivery Start Timestamp
EndTime	timestamp		Yes	Delivery End Timestamp
Status	int		No	1: Initiated 2: Success 3: Failed
Message	varchar	400	Yes	Message / Reason

UACI_Consent

A table for storing the data of user consent data.

Field	Type	Length	Null?	Description
ConsentId	bigint		false	A unique ID of each record
AudienceHash	varchar	250	false	The hashcode of audience
ChannelId	bigint		false	The ID of the interact channel
CategoryId	bigint	250	false	The ID of the category
OptedOut	int		false	0: Opted in 1: Opted out
CreatedDateEpoch	bigint		false	The created datetime
LastModifiedDateEpoch	bigint		true	The last modified datetime

UACI_TaskLock

A table for storing the data of lock information for updating runtime database table such as `UACI_Consent` table.

Field	Type	Length	Null?	Description
TaskId	int		false	A unique ID of each task. TaskId=1 for Consent task. TaskId=2 for Playback task.
LockStatus	bigint		false	The lock status: 0=None -1=Inprocess 99=failed 1=succeeded
LastExecDuration	bigint		true	The last execution duration
LastExecTime			true	The last execution datetime
LastExecInstance	var-char	256	true	The Interact RT Instance name
Version	bigint		false	Default value=0

UACI_OffersSegmentsAPIlog

Parent table for API log information for offers and segment.

Field	Type	Length	Null?	Description
LOGID	BIGINT		False	Autogenerated Primary Key of table.
SESSIONID	VARCHAR	200	False	Session ID of the API request.
APITIME	DATETIME		False	Date time when the API was called.
AUDIENCEID	VARCHAR	256	False	Audience ID in JSON format.

INTCHANNEL	VARCHAR	100	True	Interactive Channel of the API request.
AU-DIEN- CEIDSER- ACH	VARCHAR	200	True	Audience ID values stored as one concatenated value for search on audience ID.
AU-DIEN- CELEV- EL	VARCHAR	100	True	Audience Level.

UACI_OffersSegmentsIDlog

Child table for API log information that stores the served offer IDs and eligible segment IDs for a session.

Field	Type	Length	Null?	Description
RECORDID	BIGINT		False	Autogenerated Primary Key of table.
LOGID	BIGINT		False	Foreign key from UACI_OffersSegmentsAPILog table.
LOGTYPE	INT64		False	Log type to specify type of ID being stored. 1. Offer ID 2. Segment ID
ID	BIGINT		True	ID value of Offer/Segment.

Unica Interact Learning Tables

When you install the Unica Interact design time server, you also run a SQL script to set up the required tables in your data source that Unica Interact needs to run the learning service. This document provides a data dictionary describing the structure and content of the learning tables.

UACI_OfferTxAll

This table serves as a staging area for the summary level statistics gathered by the learning service at the offer level. The background aggregator process will merge the data in this table into the UACI_OfferStatsAll table, and remove the processed rows from UACI_OfferTxAll.

Field	Type	Length	Null?	Description
SeqNum	INT64		false	Unique ID for a record in this table. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
OfferID	INT64		true	The unique ID of the offer. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
AcceptCount	INT32		true	The total number of accepts for this offer that has happened since the last insert.
PresentCount	INT32		true	The total number of presents (contacts) for this offer that has happened since the last insert.

Field	Type	Length	Null?	Description
LogTime	DATETIME		true	The timestamp of when this record was added to this table.

UACI_AttributeValue

This table contains all the attribute values on which the system is currently learning.

Field	Type	Length	Null?	Description
AttributeName	VARCHAR	128	false	Name of the attribute on which the built-in learning algorithm will learn. Must be a valid database column name.
AttributeValue	VARCHAR	128	false	Valid value of the attribute on which the built-in learning algorithm will learn.
AttributeType	INT32		false	The datatype of the attributeValue (0:numeric, 1:string).

UACI_OfferStatsLck

This table serves as a mutex to prevent multiple learning aggregator processes from running concurrently.

Field	Type	Length	Null?	Description
LastMergeTimeStamp	DATETIME		false	This field represents the last time the learning aggregator successfully ran.
LastTxId	INT64		false	This represents the last seqNum of the TX table that

Field	Type	Length	Null?	Description
				was processed by the aggregator process. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CurrentTableName	VARCHAR	100	false	The name of the table staging offer stats data is being persisted into. It is either UACI_OfferStatsTx or UACI_OfferStatsTx_2
PrevTableName	VARCHAR	100	false	The name of the table staging offer stats data is not being persisted into. It is either UACI_OfferStatsTx_2 or UACI_OfferStatsTx

UACI_OfferStats

This table contains the offer statistics per attribute value that will later be served as input into the naïve bayes algorithm. Reports also rely on this table to display accept probabilities.

Field	Type	Length	Null?	Description
OfferID	INT64		false	The unique ID of the offer. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configu-

Field	Type	Length	Null?	Description
				ration parameter values for generated values
AttributeName	VARCHAR	128	false	The name of the attribute that this record represents. Must be a valid database column name.
AttributeValue	VARCHAR	128	false	A valid string containing the value/instance of the attribute that this record represents.
AcceptCount	INT64		true	The total number of accepts for this offer given the attribute value.
PresentCount	INT64		true	The total number of presents for this offer given the attribute value.
AttributeType	INT32		false	The datatype of the attributeValue (0:numeric, 1:string).
AcceptRWA	FLOAT		true	The running percent accept for this offer given the RWA configuration.
RejectRWA	FLOAT		true	The running percent reject for this offer given the RWA configuration.
Predictability	INT32		true	A flag that indicates if the statistics for this record is useful in predicting. 0 is not predictive. 1 is predictive.

Field	Type	Length	Null?	Description
				Every time the aggregator is run, this value is updated.
startTime	INT32		false	The startTime is used for calculate the time before first Recency Time of each OfferID. This field is populated when learning version is V2.

UACI_OfferStatsTx

This is a staging table where the Learning service logs its contact and response occurrences. This table contains no aggregated information. The information here is processed by a background thread which will remove rows that have been processed. The data here is used to update the final table UACI_OfferStats.

Field	Type	Length	Null?	Description
SeqNum	INT64			Unique ID of a record in this table. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
OfferID	INT64		true	Unique ID of an offer. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

Field	Type	Length	Null?	Description
AttributeName	VARCHAR	128	true	Name of the attribute that this record represents. Must be a valid database column name.
AttributeValue	VARCHAR	128	true	Value/instance of the attribute that this record represents.
AcceptCount	INT32		true	The total number of accepts for this offer given the attribute value since the last insert into this table.
PresentCount	INT32		true	The total number of presents for this offer given the attribute value since the last insert into this table.
LogTime	DATETIME		true	The timestamp of when this record was added to this table.
AttributeType	INT32		true	The data type of the attribute value (0:numeric, 1:string).

UACI_OfferStatsTx_2

This is a staging table where the Learning service logs its contact and response occurrences. This table has exactly the same structure as UACI_OfferStatsTx, and they are used to persist the staging data alternatively. Note that data is logged to this table only when built-in learning version 2 is selected in the Interact configuration.

UACI_OfferStatsTx_Syn is a synonym pointing to either UACI_OfferStatsTx or UACI_OfferStatsTx, and used as the target for persisting learning staging data.

i_uaciofferstatstx UACI_OFFERSTATSTX OFFERID ATTRIBUTENAME ATTRIBUTEVALUE.

UACI_OfferStatsAll

This table contains the summary learning statistics at the offer level.

Field	Type	Length	Null?	Description
OfferID	INT64		false	The unique ID of the offer. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values
AcceptRWA	FLOAT		false	The overall RWA average across all attributes for accepts.
AcceptCount	INT64		true	The overall count across all attributes for accepts.
PresentCount	INT64		true	The overall count across all attributes for presents.
startTime	INT32		false	The startTime is used for calculate the time before first Recency Time of each OfferID. This field is populated when learning version is V2.

UACI_LRNTAB_Ver

Contains the version information of the current learning tables installation.

Field	Type	Length	Null?	Description
VersionID	INT64		false	pk, unique ID of version table. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
VersionNumber	VARCHAR	50	false	Full version (major, minor, point, and build)
Parameters	VARCHAR	255	true	Optional parameters. This string value is currently not used and is here for future use.
CreateDate	DATETIME		false	The date when the Interact learning tables were installed.

UACI_AttributeList

Contains the list of attributes and its corresponding column information to support the "learning with Arrays" feature. The contents of the columns specified here dictate the where the system should look for values to learn on (versus just hard coding the attributes in the configuration).

Field	Type	Length	Null?	Description
AttributeName	VARCHAR	64	false	The name of the attribute which this record represents.
AttributeNameCol	VARCHAR	64	false	Fully qualified path to the column that contains the

Field	Type	Length	Null?	Description
				instances of the attribute name to learn on.
AttributeValCol	VARCHAR	64	false	Fully qualified path to the column that contains the instances of the attribute value to learn on.

UACI_LearningAttributeHist

This table logs the history of learning attributes and their values.

Field	Type	Length	Null?	Description
Record-Time	BIGINT		false	Pk.The timestamp this record happened in the format of yyyyMMddhhmm
Attr-Name	VARCHAR	100	false	Pk.The name of the attribute
String-Value	VARCHAR	512	true	The value of the attribute if it is string type
Numeric-Value	DOUBLE		true	The value of the attribute if it is numeric type
DateValue	TIMESTAMP		true	The value of the attribute if it is date type
Count	INT		false	The number of this value happened since the previous presistence

Unica Interact User Tables

When you install the Unica Interact runtime server, you also run a SQL script to set up the required user tables in your data source that Unica Interact needs to operate. This document provides a data dictionary describing the structure and content of the user tables.

UACI_DefaultOffers

Table that contains the default offers by audience level to consider for serving. This table supports all the whitelist and offer rules columns supported in the UACI_ScoreOverride table.

Field	Type	Length	Null?	Description
AudienceLevel	VARCHAR	64	false	This field is the audience level (eg. Customer, Household) which this record will apply to.
OfferCode1	VARCHAR	64	false	First part of offerCode.
Score	FLOAT		false	The score value to use in the default treatment.
OverrideTypeID	INT32		true	The override type which will indicate whether this record will perform whitelist feature or just an override only feature.
Predicate	VARCHAR	4000	true	The expression logic for the predicate.
FinalScore	FLOAT		true	This field represents the final score to use by the built-in learning. Essentially, it will bypass any intermediate cal-

Field	Type	Length	Null?	Description
				culations made by the built-in calculator.
CellCode	VARCHAR	64	true	The code of the cell used for reporting.
Zone	VARCHAR	64	true	The name of the zone that this record applies to. If null, any zone applies.
EnableStateID	INT32		true	The enablestate id which tells us whether any advanced rules (predicate) should be applied.
Suppression Count	INT32		false	This field is for Exclusive offer suppression. The field is located on the Strategy page. Once you save the Suppression Count in the Strategy Advance Option for rule then the 'Suppression Count' value is updated in this column, By default the value is 0.
Max Score	INT32		false	By default the value is false(0) and in the Strategy once you select Max score for rule and save the Strategy then the value becomes true(1).

UACI_ScoreOverride

This table contains offers per customer id that are to be either added to the candidate list of treatments, or to override the score of existing treatments, depending on the mode specified in the OverrideTypeID column. This table supports all the features of the Strategy tab but in table form and at the audience id level (Strategy tab is only at the segment level). Additionally, users may add columns to this table; extra column data will be accessible through the learning interface.

Field	Type	Length	Null?	Description
CustomerID	INT64		false	Audience id for the audience level Customer.
OfferCode1	VARCHAR	64	false	First part of an offercode.
Score	FLOAT		false	Explicit score to use in override/whitelist, unless advanced rule is activated.
OverrideTypeID	INT32		true	The override type which will indicate whether this record will perform whitelist feature or just an override only feature.
Predicate	VARCHAR	4000	true	The expression logic for the predicate.
FinalScore	FLOAT		true	This field represents the final score to use by the built-in learning. Essentially, it will bypass any intermediate calculations made by the built-in calculator.

Field	Type	Length	Null?	Description
CellCode	VARCHAR	64	true	The code of the cell used for reporting.
Zone	VARCHAR	64	true	The name of the zone that this record applies to. If null, any zone applies.
EnableStateID	INT32		true	The enablestate id which tells us whether any advanced rules (predicate) should be applied.
Suppression Count	INT32		false	This field is for Exclusive offer suppression. The field is located on the Strategy page. Once you save the Suppression Count in the Strategy Advance Option for rule then the 'Suppression Count' value is updated in this column, By default the value is 0.
Max Score	INT32		false	By default the value is false(0) and in the Strategy once you select Max score for rule and save the Strategy then the value becomes true(1).

UACI_BlackList

This is the default table designed to be used for the audience level "Customer". The table contains offers per customerId that are to be suppressed from serving to the client facing system.

Field	Type	Length	Null?	Description
CustomerID	INT64		true	Audience id for the audience level Customer.
OfferCode1	VARCHAR	64	false	First part of an offercode.

UACI_USRTAB_Ver

Contains the version information of the current Interact user tables installation.

Field	Type	Length	Null?	Description
VersionID	INT64		false	PK, unique id of version table.
VersionNumber	VARCHAR	50	false	Full version (major, minor, point, and build).
Parameters	VARCHAR	255	true	Optional parameters. This is currently not utilized and is here for future use.
CreateDate	DATETIME		false	Date when the interact user based tables was installed.

UACI_APIRequestInfo

Field	Type	Length	Null?	Description
CustomerID	INT64		false	The audience ID fields based on the definition of the corresponding audience level.

Field	Type	Length	Null?	Description
RTUrl	VARCHAR	200	true	The URL of the Interact runtime server that processed this request.
BatchID	VARCHAR	50	false	A UUID generated by Interact to each batch of commands. For example, if three commands are sent to Interact in a single executeBatch request, they share the same BatchID even though each of the three commands has its individual record in this table.
SessionID	VARCHAR	200	true	The ID of the session this request is sent for.
APITime	INT64		false	The timestamp this request is processed.
API	VARCHAR	50	false	The name of the request.
ProcessTime	INT64		false	The time in milliseconds Interact spends to process this request.
Status	INT32		false	The status code of processing this request.
EffectiveDateTime	VARCHAR	1000	true	Effective date of the offer.
Message	VARCHAR	1000	true	The advisory message in the response. The length of this column must be increased

Field	Type	Length	Null?	Description
				by users if long messages are expected.
IntChannel	VARCHAR	100	true	The name of the interactive channel as supplied in the request. It is applicable only for startSession and setAudience.
IntPoint	VARCHAR	100	true	The name of the interaction point as supplied in the request. It is applicable only for getOffers.
RelyOnExistingSession	INT32		false	The value of the RelyOnExistingSession flag as supplied in the request. It is applicable only for startSession
OfferRequested	INT32		false	The maximum number of request offers as supplied in the request. It is applicable only for getOffers
Event	VARCHAR	100	true	The name of the event as supplied in the request. It is applicable only for postEvent.
OfferRequest	VARCHAR	200	true	The details of the offer request as supplied in the request. It is applicable only

Field	Type	Length	Null?	Description
				for getOffersForMultipleInteractionPoints.
ParameterCount	INT		false	The number of parameters in the request. It counts only those specifically in EventParameters field.
Parameters	VARCHAR	4000	true	The details of parameters. The length of this column must be increased by users if many or long parameters are expected.
Response	VARCHAR	4000	true	The API response. The length of this column must be increased by users if long responses are expected.
RESPONSECLOB	CLOB		true	CLOB column to store large API response.
REQUESTID	BIGINT		false	A unique ID for every API request.

UACI_APIRequestAttr

Field	Type	Length	Null?	Description
ATTRRECORDID	BIGINT		False	Autogenerated Primary Key of table.
REQUESTID	BIGINT		False	Foreign key from UACI_APIRequestInfo.

Field	Type	Length	Null?	Description
ATTRCATEGORY	INT64		False	Attribute category to define the type of attributes. Valid values are: <ol style="list-style-type: none"> 1. Profile Attributes 2. Session Attributes 3. Event Pattern States
ATTRIBUTENAME	VARCHAR	512	False	Name of the attribute.
STRINGVALUE	VARCHAR	512	True	Value of the attribute if attribute type is Text.
NUMBERVALUE	FLOAT		True	Value of the attribute if attribute type is Numeric.
DATETIMEVALUE	DATETIME		True	Value of the attribute if attribute type is Date.

Unica Interact Contact and Response History Tables

When you install the Unica Interact design time server, you also run a SQL scripts to set up the required tables in your data source that Unica Interact needs to track contact and response history data. This document provides a data dictionary describing the structure and content of the contact and response history tables.

UACI_XSessResponse

This table is a staging table for cross-session responses coming in through the system. Because a cross-session response needs additional processing, the client thread that handles the posted event does the minimum, and that is to pass the response to a service which just logs to this table. A background thread will query against this table, and reconcile accordingly. Any processed records will be removed from the UACI_XSessResponse table from that same background thread.

Field	Type	Length	Null?	Description
SeqNumber	INT64		false	Unique ID for a record in this table. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICID	INT64		false	Unique ID for the interactive channel. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CustomerID	INT64		false	Audience ID for the audience level Customer.
TrackingCode	VARCHAR	64	false	A code submitted by CFS to represent the treatment to which the response should be associated.
TrackingCodeType	INT32		false	The type of TrackingCode submitted by the CFS (such as TreatmentCode, OfferCode, alternateCode). Must be 1,2 and up.
OfferID	INT64		true	Unique ID of an offer. Must be a globally unique positive integer within the internalIDLowerLimit and internal-

Field	Type	Length	Null?	Description
				IDUpperLimit configuration parameter values for generated values.
ResponseType	INT32		false	A type that indicates whether this is an accept or reject. Valid values are Undefined(0), Accept(1), Reject(2).
ResponseTypeCode	VARCHAR	64	true	Additional code to distinguish the user-defined response type code to which this response is associated. For valid values, see ResponseTypeCode in the UA_Usr-ResponseType table in the Unica Campaign System Tables guide.
ResponseDate	DATETIME		false	Timestamp of the response.
Mark	INT64		true	A field used by the system to indicate a state so that the system knows which records to process. Valid values are NULL, -1, 0, 2.
UserDefinedFields	CHAR	18	true	This field represents an arbitrary field customizable by the user. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit

Field	Type	Length	Null?	Description
				configuration parameter values for generated values

UACI_CRHTAB_Ver

Contains the version information of the current Interact CH/RH tables installation.

Field	Type	Length	Null?	Description
VersionID	INT64		false	pk, unique id of version table. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
VersionNumber	VARCHAR	50	false	Full version (major, minor, point, and build)
Parameters	VARCHAR	255	false	Optional parameters. This string value is currently not used and is here for future use.
CreateDate	DATETIME		false	The date when the Interact CH/RH tables were installed.

Unica Interact Event Pattern Report Tables

This section describes the database schema design for the Unica Interact Event Pattern report. To improve the Event Pattern report execution time, the report is designed to run on the aggregated data. The aggregation process is to collect the transactional ETL data and store it in separate tables from which the report is generated. The tables in which the aggregated data is stored are described here.

UARI_PATTERN_COUNTER

This table contains the aggregated data for Counter Pattern type.

Field	Type	Length	Null?	Description
PATTERNID	BIGINT			Pattern ID
PATTERNSTATEINSTANCES	BIGINT			Number of pattern state instances
TYPE	INT			Type-2 for Counter type
AUDIENCELEVEL	VAR-CHAR(192)			Audience level
TOTALCOUNTSCORE	BIGINT			Total count score
EXPECTEDCOUNTSCORE	BIGINT			Expected count score after which pattern is said to be triggered
COUNTSCORE	BIGINT			Count score of the event hits
MINCOUNTSCORE	BIGINT			Minimum count score value
MINROW	INT			Row indicating the minimum count data for the pattern

UARI_PATTERN_MATCHALL

This table contains the aggregated data for MatchAll Pattern type.

Field	Type	Length	Null?	Description
PATTERNID	BIGINT			Pattern ID
PATTERNSTATEINSTANCES	BIGINT			Number of pattern state instances
TYPE	INT			Type-1 for match All type

Field	Type	Length	Null?	Description
AUDIENCELEVEL	VAR-CHAR(192)			Audience level
NOOFEVENTS	BIGINT			Number of event hits for that pattern state instance
TOTALEVENTS	BIGINT			Total events in the pattern

UARI_PATTERN_WC

This table contains the aggregated data for Weighted Counter Pattern type.

Field	Type	Length	Null?	Description
PATTERNID	BIGINT			Pattern ID
PATTERNSTATEINSTANCES	BIGINT			Number of pattern state instances
TYPE	INT			Type-3 for weighted counter type
AUDIENCELEVEL	VAR-CHAR(192)			Audience level
TOTALCOUNTSCORE	BIGINT			Total count score
EXPECTEDCOUNTSCORE	BIGINT			Expected count score after which pattern is said to be triggered
COUNTSCORE	BIGINT			Count score of the event hits

UARI_PATTERN_EVENTHITS

This table contains the aggregated data for Event Hits for the Patterns.

Field	Type	Length	Null?	Description
PATTERNID	BIGINT			Pattern ID
EVENTID	BIGINT			Event ID
TYPE	INT			Type may be one of the following: <ul style="list-style-type: none"> • 1-MatchAll • 2-Counter • 3-Weighted Counter
AUDIENCELEVEL	VAR-CHAR(192)			Audience level
EVENTNAME	VAR-CHAR(192)			Event Name
EVENTWEIGHT	BIGINT			Event weight
EVENTHITS	BIGINT			Event hits for the event

UARI_PROCESSED_PATTERNS

This table tracks the processing of patterns and stores the processed time for the patterns.

Field	Type	Length	Null?	Description
PATTERNID	BIGINT			Pattern ID
PROCESSEDTIME	TIMESTAMP			Processed time for the pattern ID
REGENFLAG	CHAR(1)			Regeneration flag: <ul style="list-style-type: none"> • Y-Yes (process for aggregation) • N-No (Do not process for aggregation)

Field	Type	Length	Null?	Description
RUNID	BIGINT			Run ID
PATTERNTYPE	VAR-CHAR(2)			Pattern Type: <ul style="list-style-type: none"> • MA-MatchAll • C-Counter • WC-Weighted Counter
PARALLEL_DEGREE	INT			Number of patterns to process in particular pattern type at a time
PROCESS_FLAG	CHAR(1)			Process flag for new/delta patterns for aggregation: <ul style="list-style-type: none"> • N-New • U-updated • D-deleted

UARI_DELTA_PATTERNS

This table is updated by ETL table with the update/delete flag for modified patterns, and is used for identifying delta patterns.

Field	Type	Length	Null?	Description
PATTERNID	BIGINT			Pattern ID
UPDATEFLAG	CHAR(1)			Update Flag: <ul style="list-style-type: none"> • U-updated • D-deleted • P-Processed
PATTERNTYPE	VAR-CHAR(2)			Pattern Type:

Field	Type	Length	Null?	Description
				<ul style="list-style-type: none"> • MA-MatchAll • C-Counter • WC-Weighted Counter

UARI_RUNS

This table contains the runid, which is generated for each new run.

Field	Type	Length	Null?	Description
RUNID	BIGINT			Run ID

UARI_DELTA_REFRESH_LOG

This table logs what has been done for each run. It shows the number of patterns processed. It also captures errors, if any occur during the runs.

Field	Type	Length	Null?	Description
RUNID	BIGINT			Run ID
OBJECT	VAR-CHAR(100)			Name of Procedure
MESSAGE_LINE	VAR-CHAR(1000)			Appropriate message line for the run
TOTALPATTERNS	INT			Total number of patterns processed
PATTERNID	BIGINT			Failed Pattern ID
INSERTTIME	TIMESTAMP			Record creation time
PARALLEL_DEGREE	INT			Number of patterns to process in particular pattern type at a time

UARI_RUN_LOG

This table logs all run history from the UARI_Pattern_Lock table.

Field	Type	Length	Null?	Description
RUNID	BIGINT			Run ID
PATTERNTYPE	VAR-CHAR(2)			Pattern Type <ul style="list-style-type: none"> • MA-MatchAll • C-Counter • WC-Weighted Counter
ISLOCK	CHAR(1)			<ul style="list-style-type: none"> • Y-aggregation is in process/failed • N-aggregation completed/not started
STARTTIME	TIMESTAMP			Start time of aggregation run
ENDTIME	TIMESTAMP			End time of aggregation run
PARALLEL_DEGREE	INT			Number of patterns to process in particular pattern type at a time
DBMS_JOBID	BIGINT			Database job ID

UARI_PATTERNSTATE_INFO

This materialized view is to get the state and audience level information for each pattern for the interactive channel (IC) and category. For Oracle and DB2 only. Because Microsoft SQL Server does not support a materialized view, this view is not included in the Microsoft SQL Server DDL scripts.

Field	Type	Length	Null?	Description
PATTERNID	INT64		false	The ID of this pattern.
PATTERNNAME	VARCHAR	64	false	The name of the pattern. Can be any text characters, minus standard disallowed special name characters.
CATEGORYID	INT64		false	The unique ID of the category that contains the pattern. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CATEGORYNAME	VARCHAR	64	false	The name of the category. Can be any text characters, minus standard disallowed special name characters.
ICID	INT64		false	The unique ID of the Interact Channel to which the pattern belongs. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICNAME	VARCHAR		true	The name of the Interact Channel to which the pattern belongs.

Field	Type	Length	Null?	Description
TYPE	INT32		true	The type of pattern.
STATE	INT32		false	The current state of the pattern indicated by PatternID, from one of the following values: <ul style="list-style-type: none"> • 1: pattern triggered • 0: not triggered • -1: expired • -2: disabled
AUDIENCELEVEL	VARCHAR	128	false	The audience level associated with this pattern state instance. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values

UARI_PATTERN_INFO

This view is to get the state and audience level information, along with the processed time of the aggregation process.

Field	Type	Length	Null?	Description
PATTERNID	INT64		false	The ID of this pattern.
PATTERNNAME	VARCHAR	64	false	The name of the pattern. Can be any text characters, minus standard disallowed special name characters.

Field	Type	Length	Null?	Description
CATEGORYID	INT64		false	Unique ID of the category that contains the pattern. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CATEGORYNAME	VARCHAR	64	false	Name of the category. Can be any text characters, minus standard disallowed special name characters.
ICID	INT64		false	The unique ID of the Interact Channel to which the pattern belongs. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
ICNAME	VARCHAR	64	false	The name of the Interact Channel to which the pattern belongs.
TYPE	INT32		true	The type of pattern.
STATE	INT32		false	The current state of the pattern indicated by PatternID, from one of the following values:

Field	Type	Length	Null?	Description
				<ul style="list-style-type: none"> • 1: pattern triggered • 0: not triggered • -1: expired • -2: disabled
AUDIENCELEVEL	VARCHAR	128	false	The audience level associated with this pattern state instance. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
PROCESSEDTIME	TIMESTAMP			The time this entry was processed by the pattern state ETL.

UARI_PATTERN_LOCK

This table is to ensure that there is only one run at a time in the system, and to track the parallel degree for aggregation process.

Field	Type	Length	Null?	Description
RUNID	BIGINT			Run ID
PATTERNTYPE	VARCHAR(2)			Pattern Type: <ul style="list-style-type: none"> • MA-MatchAll • C-Counter • WC-Weighted Counter

Field	Type	Length	Null?	Description
ISLOCK	CHAR(1)			<ul style="list-style-type: none"> • Y-aggregation is in process/failed • N-aggregation completed/not started
STARTTIME	TIMES-TAMP			Start time of the aggregation run.
ENDTIME	TIMES-TAMP			End time of the aggregation run.
PARALLEL_DEGREE	INT			Number of patterns to process in particular pattern type at a time.
DBMS_JOBID	BIGINT			If this field contains the database job ID, it is to check the status of DB jobs.

UARI_TRIGGER_STATE

This view is used to find the current trigger state.

Field	Type	Length	Null?	Description
TRIG_CONF				<ul style="list-style-type: none"> • 0-Trigger Valid • 1-Trigger Invalid

Unica Interact Event Pattern ETL Tables

When you install the Unica Interact Event Pattern ETL process, you also run a SQL script to set up the required event pattern tables in your data source that Unica Interact needs to operate. This document provides a data dictionary describing the structure and content of the event pattern tables.

UACI_ETLPatternEventInfo

This table contains the most recent event information for each specified event pattern, such as whether the pattern is enabled, the start and end time, and so on.

Field	Type	Length	Null?	Description
PatternEventId	INT64		false	The ID of this event pattern.
Name	VARCHAR	64	false	The name of the event pattern. Can be any text characters, minus standard disallowed special name characters.
CategoryId	INT64		false	Unique ID of the category that contains the event. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
CategoryName	VARCHAR	64	false	Name of the category. Can be any text characters, minus standard disallowed special name characters.
ICId	INT64		false	The unique ID of the Interact Channel to which the event pattern belongs. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration param-

Field	Type	Length	Null?	Description
				ter values for generated values.
ICName	VARCHAR	64	false	The name of the Interact Channel to which the event pattern belongs.
SourceDB	VARCHAR	128	true	The data source from which this event pattern was transferred by the ETL process. This is usually the Interact runtime data source as specified in the ETL configuration file.
Type	INT32		true	The type of event pattern.
UpdateTime	INT64		false	The date and time in the format of yyyyMMddhhmmss that this event pattern record was last updated.
StartTime	INT64		true	The date and time in the format of yyyyMMddhhmmss at which this event pattern starts to be in effect.
EndTime	INT64		true	The date and time in the format of yyyyMMddhhmmss at which this event pattern stops being in effect.
resetDuration	INT64		true	The extended time span during which the pattern retains its true state before it re-

Field	Type	Length	Null?	Description
				sets and begins evaluating events again.
isEnabled	INT32		true	Boolean value indicating whether the event pattern is active or not.

UACI_ETLPatternStateItem

This table contains pattern state instance details.

Field	Type	Length	Null?	Description
PatternStateInstanceId	INT64		false	Unique ID of the event pattern state instance. Must be a globally unique positive integer within the internal-IDLowerLimit and internal-IDUpperLimit configuration parameter values for generated values.
EventId	INT64		false	Unique ID of the event. Must be a globally unique positive integer within the internal-IDLowerLimit and internal-IDUpperLimit configuration parameter values for generated values.
EventCount	INT32		false	The number of times the event has been detected.
EventWeight	INT64		true	The score (significance assigned to a specific

Field	Type	Length	Null?	Description
				event) for an event used in a Weighted Counter event pattern.

UACI_ETLPatternStateRun

This table tracks the details of each ETL run.

Field	Type	Length	Null?	Description
Starttime	DATETIME		false	The date and time in the format of yyyyMMddhhmmss that this event pattern state run began.
Endtime	DATETIME		true	The date and time in the format of yyyyMMddhhmmss that this event pattern state run was completed.
Status	INT32		false	Indicates the current status of the given ETL operation, with values matching one of the following: <ul style="list-style-type: none"> • 0: Preparing • 1: In Progress • 2: Completed with failures • 3: Completed Successfully

UACI_ETLPatternState

Holds pattern states instances for a given AudienceID.

Field	Type	Length	Null?	Description
PatternStateInstanceid	INT64		false	Unique ID of the event pattern state instance. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
Audienceid	VARCHAR	128	false	Unique ID of the audience associated with this pattern state instance. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.
AudienceLevel	VARCHAR	64	false	The audience level to which the audience specified by AudienceID belongs.
PatternId	INT64		false	Unique ID of the event pattern associated with this ETL process. Must be a globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.

Field	Type	Length	Null?	Description
State	INT32		false	<p>The current state of the event pattern indicated by PatternID, from one of the following values:</p> <ul style="list-style-type: none"> • 1: pattern triggered • 0: not triggered • -1: expired • -2: disabled
TotalCountScore	INT64		false	The total number of times that the specific event has been detected. The TotalCountScore is used to determine when the event pattern is triggered.
ExpectedCountScore	INT64		false	The total number of times the specific event must be detected for the event pattern to be triggered (State set to 1).
UpdateTime	INT64		false	The date and time in the format of yyyyMMddhhmmss that this pattern state ETL was last updated.
ActivationTime	INT64		true	The date and time in the format of yyyyMMddhhmmss that this pattern state ETL was activated. A value of -1

Field	Type	Length	Null?	Description
				indicates that activation has not yet occurred.