

Unica Journey V12.1.8 System Schema



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Chapter 1. Introduction to Unica Journey system schema

This guide is a reference to the table and column structure, content, and semantics of the database system for Unica Journey.

As on version 12.1.5 of Unica Journey, there are 109 tables and these tables are documented in [System tables \(on page 3\)](#).

System tables

The following tables describe the system tables.

This table contains information about each template in Unica Journey.

Organisations - This table captures the organisations details within the customers that are using Journey. This is intended for future use where customers would want segregation between assets created on Journey across different units within.

For Now this is Not really being used and has been provisioned as and when required.

Table 1. Organisations

Contains the unica partitions. A new record is added to this table when a user logs in from UI into journey application.

Field	Type	Length	NULL?	Description
id (Primary key)	NUMBER		No	Generated by default on null as identity
organisationName	VARCHAR2	250	Yes	Display Organisation's name
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
organisationDescription	VARCHAR2	250	Yes	Display brief description of the organisation
version	NUMBER	20	No	Maintains updated count
partitionId	NUMBER	20		Captures id of platform partition with

Table 1. Organisations

Contains the unica partitions. A new record is added to this table when a user logs in from UI into journey application.

(continued)

Field	Type	Length	NULL?	Description
				which organization is associated
partitionName	VARCHAR2	250		Captures name of platform partition with which organization is associated
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch forma

Table 2. Users

Stores Journey user details.

Field	Type	Length	NULL?	Description
id (primary key)	NUMBER		No	Auto genrated unique value, work as a primary key
userName (foreign key) (references)	VARCHAR2	250	No	Display Platform user name
platformId	NUMBER	20	Yes	Display User's Platform ID
emailId	VARCHAR2	255	Yes	Display User's Platform email-id
firstName	VARCHAR2	255	Yes	Display first name of Platform user
lastName	VARCHAR2	255	Yes	Display last name of Platform user
locale	VARCHAR2	100	Yes	Display user's Platform locale

Table 2. Users**Stores Journey user details.****(continued)**

Field	Type	Length	NULL?	Description
organisationId	NUMBER	20	Yes	Display the Organization Id
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format

Table 3. Folders**Master table for folders.**

Field	Type	Length	NULL?	Description
id (primary key)			No	Auto generated unique value, work as a primary key
organisationId (foreign key) (references)	NUMBER	20	Yes	Foreign key of Organisation table, Reference column name ID
folderName	VARCHAR2	128	Yes	Display name of the folder
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy (foreign key) (references)	NUMBER	20	No	Foreign key of USER table. When a user adds a new folder, the system stores the corresponding user ID in this field. This field will be NULL only for four default entries.

Table 3. Folders**Master table for folders.****(continued)**

Field	Type	Length	NULL?	Description
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and time of records
lastModifiedBy (foreign key) (references)	NUMBER	20	Yes	Foreign key of USER table, which tells who modified the record
folderDescription	VARCHAR2	1024	Yes	Description for folder
parentFolderId	NUMBER	20	Yes	Id of parent folder for given folder which is foreign key of FOLDERS table, Reference column name ID
hitCount	NUMBER	20	Yes	Count that indicates how many times folder get referenced for creating/updating/moving entities inside it
folderType	NUMBER	20	Yes	Type of folder indicated by integer value Values can be: 0: DATA_DEFINITION 1: ENTRY_SOURCE, 2: JOURNEY
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
lastModifiedDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format.

Table 4. DataDefinitions**Master table for Data definitions.**

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key
organisationId (foreign key)	NUMBER	20	Yes	Foregin key of ORGANISATION table, Reference column name ID
folderId (foreign key)	NUMBER	20	Yes	Foregin key of FOLDER table, Reference column name ID
dataDefinitionName	VARCHAR2	250	Yes	Display Data Definition name
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy (foreign key)	NUMBER	20	Yes	Foregin key of USER table, displays who created this record
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and time of records
lastModifiedBy (foreign key)	NUMBER	20	Yes	Foregin key of USER table, displays who modified the record
dataDefinitionDescription	VARCHAR2	1024	Yes	Display description of Data Definition
version	NUMBER	20	Yes	Maintains updated count
code	VARCHAR2	11	Yes	Unique identifier for DD. every DD have a unique code for identification.
createdDateEpoch	NUMBER			Date time stamp when the record was added in UTC timezone and Epoch format

Table 4. DataDefinitions**Master table for Data definitions.****(continued)**

Field	Type	Length	NULL?	Description
lastModifiedDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format

Table 5. DataDefinitionFields**Stores the field information for the data definitions.**

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
fieldName	VARCHAR2	250	Yes	DataDefinition field name that tells what will be the field name inside EntrySource data when data will come to Unica Journey.
significantFieldType	NUMBER	20	Yes	Ordinal NUMBER that tells about the type of significant field of Journey, currently significant field supported by Journey with their ordinal value are as follows : 1. MOBILE_NUMBER - 0 (ordinal value) 2. EMAIL_ID - 1 (ordinal value)

Table 5. DataDefinitionFields**Stores the field information for the data definitions.****(continued)**

Field	Type	Length	NULL?	Description
fieldDataType	NUMBER	20	Yes	Ordinal NUMBER that tells about the data type of Datadefinition field, Currently datatype supported for DataDefinition field by Journey with their ordinal value are as follows 1. String - 0 (ordinal value) 2. Numeric - 1 (ordinal value) 2. Date - 2 (ordinal value)
fieldLength	NUMBER	20	Yes	Display size of Datadefinition Filed that tells what will be the length of entry source field data when it comes to Journey.
dateFormat	VARCHAR2	50	Yes	It contain a date format of Date type datadefinition field that tells in which format Date value will come in entry source data example (dd/MM/yyyy)
dataDefinitionId (Foreign key) (References)	NUMBER	20	Yes	Foregin key of Datadefinition table,Reference column ID.
required	NUMBER	1,0	No	A boolean value contain only 0 or 1, if it's

Table 5. DataDefinitionFields**Stores the field information for the data definitions.****(continued)**

Field	Type	Length	NULL?	Description
				1 then particular Data-Definition fields is require in EntrySource data and if it's value is 0 then that particular datadefinition filed is Not require in Entry-Source data
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format

Table 6. JourneyFiles**Contains information about the csv/tsv/json files that are uploaded to add the audiences in a journey.**

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
organisationId(Foreign key) (References)	NUMBER	20	Yes	Reference Id from Organisation Table
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
originalFileName	VARCHAR2	250	Yes	Display name of uploaded File
internalFileName	VARCHAR2	250	Yes	Display application created file Name
version	NUMBER	20	Yes	Maintains updated count

Table 6. JourneyFiles**Contains information about the csv/tsv/json files that are uploaded to add the audiences in a journey.****(continued)**

Field	Type	Length	NULL?	Description
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 7. EntrySources**Master table for entry sources.**

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
organisationId(Foreign key) (References)	NUMBER	20	Yes	Reference Id from Organisation Table
folderId(Foreign key) (References)	NUMBER	20	Yes	Reference Id from Folder Table
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy(Foreign key)	NUMBER	20	Yes	Foreign key of Entry Sources, which tell who created this record
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and time of records
lastModifiedBy(Foreign key)	NUMBER	20	Yes	Foreign key of Entry Sources table, which tells who modified the record - Last modified by

Table 7. EntrySources**Master table for entry sources.****(continued)**

Field	Type	Length	NULL?	Description
entrySourceDescription	VARCHAR2	1024	Yes	Textual Description given by User
entrySourceType	NUMBER	20	Yes	Type of Source REST FORM FILE KAFKA
entrySourceName	VARCHAR2	250	Yes	Display the entry source name given by User
version	NUMBER	20	Yes	Maintains updated count
code	VARCHAR2	11	Yes	Unique code generated by application
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.
lastModifiedDateEpoch	NUMBER			Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 8. FileEntrySource

Contains information about file type of entry sources e.g. csv, tsv, json. Audiences can be added by the user by uploading these types of files in UI against a given journey.

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto genrated unique value, work as a primary key
journeyFileId(Foreign key) (References)	NUMBER	20	Yes	Reference id of Journey File Table
entrySourceId(Foreign key) (References)	NUMBER	20	Yes	Reference id of Primary Parent Table
SUBENTRYSOURCETYPE	NUMBER	20,0	Yes	Type of Source CSV JSON TSV
version	NUMBER	20	Yes	Maintains updated count

Table 9. FileEntrySourceFile

Stores the association between the records in fileentrysource and the records in journeyfiles.

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto genrated unique value, work as a primary key
journeyFileId(Foreign key) (References)	NUMBER	20	Yes	Foreign key of EntrySource table, Reference column name ID
entrySourceId(Foreign key) (References)	NUMBER	20	Yes	Foreign key of ENTRYSOURCES table, Reference column ID.

Table 9. FileEntrySourceFile*Stores the association between the records in fileentrysource and the records in journeyfiles.***(continued)**

Field	Type	Length	NULL?	Description
version	NUMBER	20	Yes	Maintains updated count
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 10. URLEntrySource

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
urlPath	VARCHAR2	250	Yes	Display the complete url
securityId	NUMBER	20	Yes	Reference id of Security
entrySourceId(Foreign key) (References)	NUMBER	20	Yes	Reference id of Primary Parent Table
version	NUMBER	20	Yes	Maintains updated count

Table 11. KafkaEntrySource*Stores the mapping between entrysource and kafka topic name.*

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key

Table 11. KafkaEntrySource**Stores the mapping between entrysource and kafka topic name.****(continued)**

Field	Type	Length	NULL?	Description
entrySourceId (Foreign key) (References)	NUMBER	20	Yes	Foreign key of EntrySources table, Reference column ID
version	NUMBER	20	Yes	Maintains updated count

Table 12. journeys**Contains information about a journey designed on UI.**

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
name	VARCHAR2	250	Yes	Name of Journey
description	VARCHAR2	1024	Yes	Description of Journey
code	VARCHAR2	11	Yes	Unique identifier for Journey. Every Journey has a unique code for identification. e.g. JS-00000104
status	VARCHAR2	30	Yes	This contain ordinal NUMBER for Journey status as below: 0 - DRAFT 1 - PUBLISHED 2 - COMPLETED 3 - PAUSED

Table 12. journeys**Contains information about a journey designed on UI.****(continued)**

Field	Type	Length	NULL?	Description
marketingStage	VARCHAR2	30	Yes	This contain ordinal NUMBER for marketing stages as below: 0 - REFERRAL 1 - RETENTION 2 - CONVERSION 3 - ACTIVATION 4 - ACQUISITION 5 - AWARENESS
timeZone	VARCHAR2	50	Yes	Timezone in which Journey needs to run, e.g. (UTC-04:00) America/New_York
folderId(Foreign key) (References)	NUMBER	20	Yes	Foreign key of FOLDER table, Reference column name ID
journeyDesign CLOB			Yes	It stores the whole Journey design i.e. Journey canvas in JSON
conversions	NUMBER	20	Yes	Not in use
goalProgress	NUMBER	20	Yes	Not in use
dataDefinitionId (Foreign key) (References)	NUMBER	20	Yes	Foreign key of Datadefinition table, Reference column ID
publishDate	TIMESTAMP		Yes	Date and time when Journey was published

Table 12. journeys**Contains information about a journey designed on UI.****(continued)**

Field	Type	Length	NULL?	Description
version	NUMBER	20	Yes	Maintains updated count
createdBy(Foreign key)	NUMBER	20	Yes	Foreign key of USER table, which tell who created this record
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
lastModifiedBy(Foreign key)	NUMBER	20	Yes	Foreign key of USER table, which tells who modified the record
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and time of records
pausedDate	TIMESTAMP		Yes	Date and time at which Journey is paused
completedDate	TIMESTAMP		Yes	Date and time at which Journey is completed (if goal is completed or manually by mark Journey as complete)
deduplicationStatus	NUMBER	2	No	Contain ordinal values as below for how to deal with duplicate data from entry sources
keyFields	VARCHAR2	1500	Yes	It is array of required fields in data definition used for deduplication

Table 12. journeys***Contains information about a journey designed on UI.*****(continued)**

Field	Type	Length	NULL?	Description
isProcessed	NUMBER	1,0	No	By default, value is 0 and when logging in-teraction scheduler job runs it set its val-ue to 1
flagMilestoneAdded	NUMBER	1,0	No	Tells if milestone added for a journey. Indicated by boolean value
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch for-mat.
lastModifiedDateEpoch	NUMBER			Date time stamp when the record was added in UTC time-zone and Epoch for-mat.
publishDateEpoch	NUMBER			Captures date and time in milliseconds when journey gets published for 1st time
pausedDateEpoch	NUMBER			Captures date and time in milliseconds when journey gets paused
completedDateEpoch	NUMBER			The date time stamp when the journey was completed

Table 13. JourneyAssociations**Stroes mapping between Journey and Entry sources.**

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto genrated unique value, work as a primary key
journeyId(Foreign key)	NUMBER	20	Yes	Foreign key of Journeys table, Reference column ID.
entrySourceId	NUMBER	20	Yes	Foreign key of EntrySources table, Reference column ID.
version	NUMBER	20	Yes	Maintains updated count
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.
status	NUMBER	2		
active	INTEGER	4	No	Display Journey Associations active status

Table 14. Point**Base table for all journey controls, touch points and action points.**

Field	Type	Length	NULL?	Description
id (Primary key)	NUMBER		No	Auto genrated unique value, work as a primary key

Table 14. Point**Base table for all journey controls, touch points and action points.****(continued)**

Field	Type	Length	NULL?	Description
journeyId	NUMBER	20	Yes	Foreign key of Journeys table, Reference column ID
temporaryChildId	NUMBER	20	Yes	It is pointId of temporary point, created when this point is updated after Journey paused (to keep updated changes)
name	VARCHAR2	250	Yes	Display name of point
description	VARCHAR2	250	Yes	Description of point
hasTempData	NUMBER	1,0	Yes	Store value as 0 by default, it is 1 if this point has a temporary data (if user updates this point)
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Foreign key of USER table, which tell who created this record
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and time of records
lastModifiedBy	VARCHAR2	200	Yes	Foreign key of USER table, which tells who modified the record
version	NUMBER	20	Yes	Maintains updated count
isProcessed	NUMBER	1,0	No	By default value is 0 and when logging interaction scheduler

Table 14. Point**Base table for all journey controls, touch points and action points.****(continued)**

Field	Type	Length	NULL?	Description
				job runs it set it's value to 1
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.
lastModifiedDateEpoch	NUMBER			Date time stamp when the record was added in UTC time-zone and Epoch format.
status	NUMBER			Latest status of Journey point
active	INTEGER	4	No	Display Journey points active status

Table 15. DecisionSplitActionPoint**Contains DECISION SPLIT action point configuration while designing Journey.**

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)			No	Auto generated unique value, work as a primary key
conditions	VARCHAR2	3000	No	Decision split evaluation condition or criteria on which split processes incoming audiences and send them to Yes or No path
days	NUMBER	20		Value for days used while configuring De-

Table 15. DecisionSplitActionPoint**Contains DECISION SPLIT action point configuration while designing Journey.****(continued)**

Field	Type	Length	NULL?	Description
				cisionSplitAction-Point
hours	NUMBER	20		Value for hours used while configuring DecisionSplitAction-Point
minutes	NUMBER	20		Value for minutes used while configuring DecisionSplitActionPoint
delayTypeEnum	VARCHAR2	20	Organisations	Type of delay indicated by integer value Values can be: 0: DURATION 1: DATE
waitTillDate	NUMBER			Captures date and time till when delay is added for action-points
isExpression	BOOLEAN	1	NOT NULL DEFAULT 0	It describes if decision split have customize expression or not.
expression	CLOB		Yes	It holds if customize expression, if exists

Table 16. DelayActionPoint**Contains DELAY action point configuration while designing Journey.**

Field	Type	Length	NULL?	Description
id(Primary key) (Foreign key)			No	Auto generated unique value, work as a primary key
days	NUMBER	20	Yes	Value for days used while configuring delay action point
hours	NUMBER	20	Yes	Value for hours used while configuring delay action point
minutes	NUMBER	20	Yes	Value for minutes used while configuring delay action point
delayTypeEnum	VARCHAR2	20	Yes	Type of delay indicated by integer value Values can be: 0: DURATION 1: DATE
waitTillDate	TIMESTAMP		Yes	This field is valid only if DELAYTYPEENUM value is 1
waitTillDateEpoch	NUMBER			Captures date and time in milliseconds till when delay is added for action-points
useExpression	NUMBER	1		
delayExpression				

Table 17. EngagementSplitActionPoint**Contains ENGAGEMENT SPLIT action point configuration while designing the Journey.**

Field	Type	Length	NULL?	Description
id(Primary key) (Foreign key)			No	Auto generated unique value, work as a primary key
sourceTouchPointId(Foreign key)	NUMBER	20	Yes	Foreign key Touch-PointId (Email/SMS) for which ES is configured
event CLOB			Yes	It is a json who has List of EventsIds which configured for the source-TouchPoint and the linkid or linkurl in case of Link Event is configured.
days	NUMBER	20	Yes	Waiting time of ES to collect the responses, in terms of Days. Like 4 Days
hours	NUMBER	20	Yes	Waiting time of ES to collect the responses, in terms of Hours. Like 2 Hours
minutes	NUMBER	20	Yes	Waiting time of ES to collect the responses, in terms of Minutes. Like 10 Minutes
delayTypeEnum	VARCHAR2	20	Yes	Delay Type Enum indicates whether the waiting time of ES is a Duration (like days, hours, minutes) OR a Fixed Date(like 25th Dec 2020).
waitTillDate	TIMESTAMP		Yes	Waiting time of ES to collect the responses,

Table 17. EngagementSplitActionPoint**Contains ENGAGEMENT SPLIT action point configuration while designing the Journey.****(continued)**

Field	Type	Length	NULL?	Description
				in terms of Fixed Date. Like 25-12-2020
waitTillDateEpoch	NUMBER			Captures date and time in milliseconds till when delay is added for ac- tionpoints

Table 18. EmailTouchPoint**Contains EMAIL touchpoint configuration while designing the Journey.**

Field	Type	Length	NULL?	Description
id(Primary key) (Foreign key)			No	Auto genrated unique value, work as a primary key
isConnectorConfigured	NUMBER	1,0	Yes	0- Email Touch Point is Not configured Yet. 1- Email Touch Point is Successfully Config- ured with mandate val- ues.
connectorInfo	VARCHAR2	200	Yes	Connection Name (Like: MailChimp, Mandril)
dataFieldMapping	CLOB		Yes	It has the Json value of Fields Mapping(Jour- ney Fields Mapped with the Connector's Fields) based on Channel used to configure the Email Touch Point.
channelAgent	VARCHAR2	50	Yes	Channels Enum Val- ue which indicates through which Channel the touch point is con- figured.

Table 18. EmailTouchPoint**Contains EMAIL touchpoint configuration while designing the Journey.****(continued)**

Field	Type	Length	NULL?	Description
isEdited	NUMBER	1,0	No	A Boolean Flag to identify whether the Touch-Point is Edited after Publish the Journey or Not
offerType	VARCHAR2	50		Type of offer associated with email touch-point indicated by integer value Values can be: 0: NoOFFER 1: COM 2: NBO 3: DELIVER
landingPageDataFieldMapping	CLOB			For storing JSON data of landing page mapping information integrated with email template

Table 19. DeliverEmailMetaData**Contains Deliver metadata information when Touchpoint is configured with Deliver.**

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
touchPointId(Foreign key)	NUMBER	20	Yes	Foreign key Touch-Point for which Deliver is configured.

Table 19. DeliverEmailMetaData**Contains Deliver metadata information when Touchpoint is configured with Deliver.****(continued)**

Field	Type	Length	NULL?	Description
metadata	CLOB		Yes	Json used to save additional information of Journey-Deliver Association
state	VARCHAR2	20	Yes	Not in use
mailingCode	VARCHAR2	20	Yes	Associated attribute for Journey and Deliver at Run Time
documentID	NUMBER	20	Yes	Associated attribute for Journey and Deliver at Design Time
mailingID	NUMBER	20	Yes	Associated attribute for Journey and Deliver at Run Time
documentName	VARCHAR2	200	Yes	Associated attribute for Journey and Deliver at Design Time
mailingInstanceId	NUMBER	20	Yes	Associated attribute for Journey and Deliver at Run Time
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and Time of Record
VERSION	NUMBER	20,0	Yes	Maintains updated count

Table 20. SmsTouchPoint**Contains SMS touchpoint configuration while designing the Journey.**

Field	Type	Length	NULL?	Description
id(Primary key) (Foreign key)			No	Auto genrated unique value, work as a primary key
isConnectorConfigured	NUMBER	1,0	Yes	0- SMS Touch Point is Not configured Yet. 1-SMS Touch Point is Successfully Configured with mandate values.
connectorInfo	VARCHAR2	200	Yes	Connection Name (Like: Twilio) for which SMS touch Point is configured
dataFieldMapping	CLOB		Yes	It has the Json value of Fields Mapping(Journey Fields Mapped with the Connector's Fields) based on Channel used to configure the SMS Touch Point.
channelAgent	VARCHAR	50		Channels Enum Value which indicates through which Channel the touch point is configured.
isEdited	NUMBER	1,0		A Boolean Flag to identify whether the Touch-Point is Edited after Publish the Journey or Not

Table 21. WhatsAppTouchPoint***Contains WhatsApp touchpoint configuration while designing the Journey.***

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)	NUMBER			Auto generated unique value, work as a primary key
isConnectorConfigured	NUMBER	1,0		0- Email Touch Point is Not configured Yet. 1- Email Touch Point is Successfully Configured with mandate values.
connectorInfo	VARCHAR2	200		Connection Name (Like: MailChimp, Mandril)
dataFieldMapping	CLOB			Fields Mapped with the Connector's Fields) based on Channel used to configure the Email Touch Point.
channelAgent	VARCHAR	50		Channels Enum Value which indicates through which Channel the touch point is configured.
isEdited	NUMBER	1,0		No

Table 22. PushTouchPoint***Contains Push touchpoint configuration while designing the Journey.***

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)	NUMBER			Auto generated unique value, work as a primary key

Table 22. PushTouchPoint

Contains Push touchpoint configuration while designing the Journey.

(continued)

isConnectorConfigured	NUMBER	1,0		0- Email Touch Point is Not configured Yet. 1- Email Touch Point is Successfully Configured with mandate values.
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Table 23. LinkedInTouchPoint

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)	NUMBER		No	Auto genrated unique value, work as a primary key
isConnectorConfigured	NUMBER	1,0		0- Email Touch Point is Not configured Yet. 1- Email Touch Point is Successfully Configured with mandate values.

Table 24. JoinEndPoint

Field	Type	Length	NULL?	Description
id(Primary key) (Foreign key)			No	Auto genrated unique value, work as a primary key

Table 25. PublishActionPoint

Contains Publish action point configuration while designing the Journey.

Field	Type	Length	NULL?	Description
id(Primary key) (Foreign key)			No	Unique Id
publishType	VARCHAR2	20	No	Contains 0-CSV, 1-Kafka,

Table 25. PublishActionPoint**Contains Publish action point configuration while designing the Journey.****(continued)**

Field	Type	Length	NULL?	Description
				2-Kafka as Entry Source
publishTypeDetail	VARCHAR2	250	Yes	Name of CsvFile / Topic

Table 26. PointEntrySourceAssociation**Holds association between Touchpoint ID and Entry source.**

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
pointId(Foreign key)	NUMBER	20	Yes	Foreign key of Point-table, Reference column ID.
entrySourceId(Foreign key)	NUMBER	20	Yes	Foreign key of EntrySources table, Reference column ID
version	NUMBER	20	Yes	Maintains updated count
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 27. JourneyAudiences
Stores the audience data.

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto genrated unique value, work as a primary key
journeyId	NUMBER	20	Yes	Unique Identifier for Journey
entrySourceId	NUMBER	20	Yes	Unique Identifier for entrysource
mobileNUMBER	VARCHAR2	20	Yes	Contact NUMBER of audience
email	VARCHAR2	100	Yes	Email Id of audience
createdDate			Yes	Display the creation date and time of record
keyField	VARCHAR2	40	Yes	SHA256 of key field used for de-duplication
version	NUMBER	20	Yes	Maintains updated count
detail	CLOB		Yes	Journey audience details in Json string format
status	VARCHAR2	20	Yes	Latest status of Journey audience
goalStatus	VARCHAR2	100	Yes	Latest goal status of audience
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 28. JourneyDataErrors*Stores the error faced while execution of store procedures.*

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
entrysourceid	NUMBER	20	Yes	Unique Identifier for entrysource
journeyid	NUMBER	20	Yes	Unique Identifier for Journey
sourceTopic	VARCHAR2	250	No	Source kafka topic name for which error is recorded
jsondata	CLOB		No	Audience data in json format
errorMsg	VARCHAR2	500	No	Display the error message
state	VARCHAR2	20	Yes	State of the error
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	User who create/update Journey data errors
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 29. journeyState**Stores the state of each Journey.**

Field	Type	Length	NULL?	Description
id			No	Unique Id
journeyStatusEnum	NUMBER		Yes	Enum Int value for State of Journey DRAFT, PUBLISHED, COMPLETED, PAUSED, PARSED, MAPPED, DELETED, REPUBLISHED
journeyId	NUMBER	20	Yes	Id of Journey
createdDate	TIMESTAMP		Yes	Record creation date
version	NUMBER	20	Yes	Maintains updated count

Table 30. entrySourceJourneyMap**Stores information about association between Entry source, Journey, and Data definition.**

Field	Type	Length	NULL?	Description
id			No	Auto generated unique value, work as a primary key
journeyId	NUMBER	20	Yes	Display the Journey id
dataDefinitaionId	NUMBER	20	Yes	Display the Datadefinition id
entrySourceId	NUMBER	20	Yes	Display the entry source Id
status	VARCHAR2	20	Yes	Display whether the Journey is in Active state or Not
createdDate	TIMESTAMP		Yes	Display the creation date and time of record

Table 30. entrySourceJourneyMap**Stores information about association between Entry source, Journey, and Data definition.****(continued)**

Field	Type	Length	NULL?	Description
version	NUMBER	20	Yes	Maintains updated count

Table 31. PausedJourneys**Stores the information about paused journeys. Audiences cannot be added such journeys unless they are republished.**

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
journeyId(Foreign key)	NUMBER	20	Yes	Unique Identifier for Journey
topicName	VARCHAR2	50	Yes	Name of destination topic
pausedData	CLOB		Yes	Json Data to be pushed to topic
version	NUMBER	20	Yes	Maintains updated count
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 32. DeletedJourneys

Table contains only one column id which is journey id of deleted journey from UI. This table further used by engine cleanup task to remove all audience and related data of that deleted journey.

Field	Type	Length	NULL?	Description
id(Primary key)	INTEGER		No	id column holds integer values, and id is Primary key

Table 33. AudienceResponseEventMaster

Master table for audience response events.

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
displayName	VARCHAR2	250	Yes	Name of the event used for display
statisticsLabel	VARCHAR2	250	Yes	Label for given event used for statistics related processing
eventName	VARCHAR2	250	Yes	Display name of the event
eventDescription	VARCHAR2	250	Yes	Description for event
eventCategory	VARCHAR2	250	Yes	Category of events e.g. EMAIL/CRM/SMS
flagDisplayForGoal	NUMBER	1,0	Yes	Boolean value which indicates whether event is used in goal settings or Not
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Foreign key of Audience Response,

Table 33. AudienceResponseEventMaster
Master table for audience response events.
 (continued)

Field	Type	Length	NULL?	Description
				which tell who created this record
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format
flagDisplayForStats	NUMBER	1,0	No	To decide to display the event on Journey Canvas stats for the relative touchpoint indicated by boolean value
acceptMultiple	NUMBER	1,0	Yes	To decide whether we should log multiple responses. Default value is FALSE
maxResponses	NUMBER		Yes	Indicated by small integer, which is used ONLY if acceptMultiple is TRUE. Default is 0
actedUpon	NUMBER	1,0	Yes	This field is Not currently used
eventHandlingAction	VARCHAR	50	Yes	Tells action to be taken audience response. Indicated by string values among: NoACTION("No-ACTION"), UNSUBSCRIBE("UNSUBSCRIBE"),

Table 33. AudienceResponseEventMaster
Master table for audience response events.
 (continued)

Field	Type	Length	NULL?	Description
				UNSUBSCRIBE_- MAXRESPONSES("UNSUBSCRIBE_- MAXRESPONSES")

Table 34. AudienceResponse
Base table to persist audience response for different events.

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
touchPointId(Foreign Key)	NUMBER	20	No	Foreign key of Touch-Point ID, to whom response is related to
audienceId(Foreign Key)	NUMBER	20	No	Foreign key of Audience Id of Journey-Audience Table, to whom response is related to
eventId(Foreign Key)	NUMBER	20	No	Foreign key of Event Id, for which event the response is received
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Foreign key of Audience Response, which tell who created this record
version	NUMBER	20	Yes	Maintains updated count

Table 34. AudienceResponse**Base table to persist audience response for different events.****(continued)**

Field	Type	Length	NULL?	Description
isProcessed	NUMBER	1,0	No	A Flag which indicates whether the record been processed for Reporting or Not
logTimeStampEpoch	NUMBER			Captures date and time in milliseconds of arrival or exit at Node for given audience id
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format

Table 35. JourneyAudienceFlow**Contains information about audience flow from one node to another node in a Journey.**

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
audienceId	NUMBER	20	No	Display Id of audience record
NodeId	NUMBER	20	No	Display Id of point in Journey
edge	NUMBER	20	No	Display whether audience progressed on Yes path or No path of Node
direction	NUMBER	1,0	No	Display whether audience arrived at Node

Table 35. JourneyAudienceFlow

Contains information about audience flow from one node to another node in a Journey.

(continued)

Field	Type	Length	NULL?	Description
				or leaving from the Node
logTimeStamp	TIMESTAMP		Yes	Date and time of arrival or exit at Node for given audience id
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
version	NUMBER	20	Yes	Maintains updated count
isProcessed	NUMBER	1,0	No	Indicates whether record is picked by logging interaction scheduler job

Table 36. JourneyFlow

Contains aggregated audience count per (source) nodeid, audienceStage, and edge.

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
NodeId	NUMBER	20	No	Display id of point in Journey
audienceCount	NUMBER		Yes	Count of total audiences which are on given Node for given stage
audienceStage	NUMBER	20	No	Indicates stage of audiences for given Node for given audience count

Table 36. JourneyFlow**Contains aggregated audience count per (source) nodeid, audienceStage, and edge.****(continued)**

Field	Type	Length	NULL?	Description
edge	NUMBER	1,0	Yes	Display whether audiences progressed on Yes path or No path for given Node
isUpdated	NUMBER	1,0	Yes	Indicates whether record is up to date with audience count or Not
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 37. JourneyDiscardedData**Stores all the discarded audience data.**

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
data	CLOB		No	Message which is discarded in Journey
journeyId	NUMBER	20	Yes	Display Id of Journey for which message is discarded
entrysourceId	NUMBER	20	Yes	Display Id of entrysource

Table 37. JourneyDiscardedData**Stores all the discarded audience data.****(continued)**

Field	Type	Length	NULL?	Description
sourceTopic	VARCHAR2	250	No	Display Id of point in Journey for which message is discarded
reason	VARCHAR2	2000	No	Reason for message discard
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 38. StreamingDataLog**Initially designed to store the data which is coming to Streaming_Data_Import topic.**

Field	Type	Length	NULL?	Description
id(Parimary key)			No	Auto genrated unique value, work as a primary key
entrySourceCode(Foreign key)	VARCHAR2	11	Yes	Foreign key EntrySource Id, for which the data is pushed into STREAMING_IMPORT topic of Kafka
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
data	CLOB		Yes	The raw Json value which is pushed to the STREAMING_IMPORT topic for processing into Journey

Table 38. StreamingDataLog*Initially designed to store the data which is coming to Streaming_Data_Import topic.**(continued)*

Field	Type	Length	NULL?	Description
status	VARCHAR2	30	Yes	Maintain Status of pushed Data
version	NUMBER		Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format

Table 39. DataDefinitionSchema*Stores the data definition schema. Used to validate the audience input . If the input does not match, then a record is discarded.*

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
dataDefinitionId(Foreign key)	NUMBER	20	Yes	Unique Identifier for data definition
schema	CLOB		Yes	Json schema details for data definition
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	User who create/update data definition schema
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format

Table 40. ExternalAppConfiguration

Stores the client id and client secret pair generated from settings page. This pair is used to send the audience data through rest end point.

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto genrated unique value, work as a primary key
name	VARCHAR2	250	No	Name of the third party application which want to access the Journey
description	VARCHAR2	1024	Yes	Description of the third party application which want to access the Journey
clientid	VARCHAR2	148	No	Id by which third party application can login
clientsecret	VARCHAR2	148	No	Password by which third party application can login
status	VARCHAR2	30	No	Status of that application which active or inactive active -1, inactive-0
version	NUMBER	20	Yes	Maintains updated count
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy(Foreign key)	NUMBER	20	Yes	Foregin key of USER table, which tells who created this record
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and time of record

Table 40. ExternalAppConfiguration

Stores the client id and client secret pair generated from settings page. This pair is used to send the audience data through rest end point.

(continued)

Field	Type	Length	NULL?	Description
lastModifiedBy(Foreign key)	NUMBER	20	Yes	Foreign key of USER table, which tells who modified the record
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.
lastModifiedDateEpoch	NUMBER			Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 41. JourneyGoal

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key
journeyId (Foreign key)	NUMBER	20	No	Foreign key of ENTRIESOURCES table, Reference column ID.
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
version	NUMBER	20	Yes	Maintains updated count
goalType	NUMBER	20	No	0-Date based, 1-Count Based
flagMarkComplete	NUMBER	1,0	Yes	If this flag is set to TRUE, Journey will be marked as complet-

Table 41. JourneyGoal (continued)

Field	Type	Length	NULL?	Description
				ed as soon as goal is achieved.
targetDATETIME	TIMESTAMP		Yes	Display target date for date based goal.
targetTouchPointId	NUMBER	20	Yes	Display target touch point Id for Count based goal.
targetEventId	NUMBER	20	Yes	Display target event id for Count based goal.
targetAudienceCount	NUMBER	20	Yes	Display target audience count for Count based goal.

Table 42. DefaultConnection

Contains the default connection information (if any) for a given channel type e.g. email, sms, crm, adtech, whatsapp, custom, notify . A donnection can be marked as default from UI.

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key
CONNECTIONNAME	VARCHAR2	250	Yes	Link's connection name selected as default for Link integration
CONNECTIONTYPE	VARCHAR2	50	Yes	Type of that connection whether CRM, Email or SMS
CREATEDDATE	TIMESTAMP		Yes	Display the creation date and time of record
CREATEDBY	NUMBER		Yes	Foregin key of USER table, which tell who created this record

Table 42. DefaultConnection

Contains the default connection information (if any) for a given channel type e.g. email, sms, crm, adtech, whatsapp, custom, notify . A connection can be marked as default from UI.

(continued)

Field	Type	Length	NULL?	Description
LASTMODIFIEDDATE	TIMESTAMP		Yes	Display last modified date and time of record
LASTMODIFIEDBY	NUMBER	20	Yes	Foreign key of USER table, which tells who modified the record
VERSION	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format
lastModifiedDateEpoch	NUMBER			Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 43. AudienceResponseMetaData

Contains audience responses for link clicks.

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key
audienceResponseId (Foreign key)	NUMBER	20	Yes	Foreign key of the Audience-Response table of which record the extended information it relates to
linkURL	VARCHAR2	250	Yes	URL of the Link which is clicked by the audience related to the responseId

Table 43. AudienceResponseMetaData
Contains audience responses for link clicks.
 (continued)

Field	Type	Length	NULL?	Description
linkId	NUMBER	20	Yes	LinkId of the Link which is clicked by the audience related to the responseId
isProcessed	NUMBER	1,0	No	A Flag which indicates whether the record been processed for Reporting or Not
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
version	NUMBER	20	Yes	Maintains updated count
responseTimeEpoch	NUMBER		No	The date time stamp of the response
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format.

Table 44. AudienceCount
This table stores the audience count received from each Entry source.

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key
entrySourceId	NUMBER	20	No	Unique Identifier of entrysource
entrySourceType	VARCHAR2	250	No	Type of entrysource
entrySourceDetail	VARCHAR2	2000	Yes	Details of entrysource i.e. token for REST ES, file name for File ES, topic name for kafka ES etc

Table 44. AudienceCount*This table stores the audience count received from each Entry source.**(continued)*

Field	Type	Length	NULL?	Description
audienceCount	NUMBER	15	Yes	Total NUMBER of audiences entered in system for specific entrusource
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 45. TouchPointBatches*Stores the mapping of TouchpointId associated with linkBatchId - Used in case of Link only.*

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key
batchID	VARCHAR2	250	No	Unique batchId generated by Java Code
batchSize	NUMBER	20	Yes	Size of the Audience List which send in this current batch
touchPointID	NUMBER	20	No	Refrence TouchPoint Id for which audience is procedding Further to Deliver Channel

Table 45. TouchPointBatches

Stores the mapping of TouchpointId associated with linkBatchId - Used in case of Link only.

(continued)

Field	Type	Length	NULL?	Description
connectionType	NUMBER	20	No	Enum Type Value to refer the type of touch Point
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 46. BatchIDAudienceDataMap

Store the mapping of linkbatchId and offerhistoryId - Only for LINK

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key
touchPointBatchId (Foreign key)	NUMBER		No	Foreign key TouchPointId(E-mail/SMS/CRM) for which the Communication is going to send for an audience List
audienceID	NUMBER	20	No	ReferenceAudienceId related to the current batch
audienceMetaData	VARCHAR2	255	Yes	Significat Field value based on the touchPoint for which audience is proceeding to the Delivery Channel to send the Notifications.
version	NUMBER	20	Yes	Maintains updated count
createdDate	TIMESTAMP		Yes	Display the creation date and time of record

Table 46. BatchIDAudienceDataMap**Store the mapping of linkbatchId and offerhistoryId - Only for LINK****(continued)**

Field	Type	Length	NULL?	Description
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format.

Table 47. SalesforceTouchPoint**Configuration information of the CRM Touchpoint.**

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)			No	Auto generated unique value, work as a primary key
isConnectorConfigured	NUMBER	1,0	Yes	0- Sales Force Touch Point is Not configured Yet. 1-Sales Force Touch Point is Successfully Configured with mandate values.
connectorInfo	VARCHAR2	200	Yes	Connection Name (Like: Salesforce) for which CRM touch Point is configured
dataFieldMapping	CLOB		Yes	It has the Json value of Fields Mapping(Journey Fields Mapped with the Connector's Fields) based on Channel used to configure the CRM Touch Point.

Table 48. JourneyDateFormat

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key

Table 48. JourneyDateFormat (continued)

Field	Type	Length	NULL?	Description
format	VARCHAR2	20	No	Date format string e.g. dd-MM-yyyy
description	VARCHAR2	100	Yes	Information about date format if any
userCreated	NUMBER	1,0	Yes	Indicates whether date format is sys- tem created or user created. Can be 0/1. If format is user cre- ated, its 1. If format is system created, its 0
isValid	NUMBER	1,0	Yes	Display whether the given date format is valid or Not.
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Name of the user who created this record
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time- zone and Epoch for- mat.

Table 49. JourneyDeliverResponseMaster*To persist deliver responses created by 'contact' for email, sms, push.*

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a pri- mary key

Table 49. JourneyDeliverResponseMaster**To persist deliver responses created by 'contact' for email, sms, push.****(continued)**

Field	Type	Length	NULL?	Description
touchPointId	NUMBER	20	No	Id of point for which deliver response is received
audienceId	NUMBER	20	No	Id of audience for which deliver response is received
email	VARCHAR2	100	No	Display the email address
responseTime	TIMESTAMP		Yes	Response time received from deliver
mailingInstanceId	NUMBER	20	No	Mailing instance id received from Deliver
mailingSeqNum	NUMBER	20	No	Mailing sequence NUMBER received from Deliver
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Stores the Thread name of Deliver sending this record to Journey. The possible values are Contact, Inet, or LinkMaster. This field is Not related to the Deliver User, it is related to the Deliver Thread.
updatedAt	TIMESTAMP		Yes	Update date and time of record
version	NUMBER	20	Yes	Maintains updated count

Table 49. JourneyDeliverResponseMaster

To persist deliver responses created by 'contact' for email, sms, push.

(continued)

Field	Type	Length	NULL?	Description
responseTimeEpoch	NUMBER			The date time stamp of the response
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.
updatedDateEpoch	NUMBER			The date time stamp when the Goal was updated/edited

Table 50. JourneyDeliverResponseEvent

Not in user after 12.1.3

Field	Type	Length	NULL?	Description
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Note: From V12.1.3, Table JourneyDeliverResponseEvent is Not functional. This functionality is moved to ignite from database.

Table 51. JourneyDeliverResponseLink

To persist the link(urls) details for Deliver Touchpoints(email, sms, push).

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key
touchPointId	NUMBER	20	No	Id of point for which deliver response is received
mailingInstanceId	NUMBER	20	No	Mailing instance id received from Deliver

Table 51. JourneyDeliverResponseLink**To persist the link(urls) details for Deliver Touchpoints(email, sms, push).****(continued)**

Field	Type	Length	NULL?	Description
linkId	NUMBER	20	No	Display Id of Link for given event
linkUrl	VARCHAR2	500	Yes	Display Link url for given Link id
responseTime	TIMESTAMP		Yes	Response time received from Deliver
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Stores the Thread name of Deliver sending this record to Journey. The possible values are Contact, Inet, or LinkMaster. This field is Not related to the Deliver User, it is related to the Deliver Thread.
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format
responseTimeEpoch	NUMBER			The date time stamp of the response

Table 52. AudienceResponseInteraction

Contains audience response interaction for various audience response events.

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
engagementSplitPointId	NUMBER	20	No	Display EngagementSplitPointId
audienceResponseId(Foreign key)	NUMBER	20	No	Foregin key of AudienceResponse table, Refrence column is ID
audienceResponseMetaDataId (Foreign key)	NUMBER	20	Yes	Foregin key of JourneyAudiences table, Refrence column is ID
isProcessed	NUMBER	1,0	No	Foregin key of AudienceResponse-MetaData table, Refrence column is ID
eventId	NUMBER	20	No	Display id of AudienceResponse-EventMaster table
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format.

Table 53. CampaignEntrySource

Field	Type	Length	NULL?	Description
id (Primary key)				Auto generated unique value, work as a primary key
entrySourceId (Foreign key)	NUMBER	20		Reference id of Primary Parent Table
version	NUMBER	20		Maintains updated count

Table 54. TemplateLinks

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key.
touchPointId	NUMBER	20	No	Display TouchPointId
journeyId(Foreign key)	NUMBER	20	Yes	Foreign key of Journeys table, Reference column ID
linkUrl	VARCHAR2	2000	Yes	URL of the Link which is clicked by the audience related to the responseId
linkId	NUMBER	20	Yes	LinkId of the Link which is clicked by the audience related to the responseId
templateId	VARCHAR2	200	No	The id of the template
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Foreign key of USER table, which tell who created this record
version	NUMBER	20	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format

Table 55. JourneyTouchPoints

Maintains mapping between a Journey and all touchpoints and/or action points within that Journey.

Field	Type	Length	NULL?	Description
Id(Primary key)			No	Auto generated unique value, work as a primary key
journeyId(Foreign key)	NUMBER	20	Yes	Foreign key of Journeys table, Reference column ID.
touchPointTable	VARCHAR	32	Yes	The table which details of the Touch Point are available in
touchPointId	NUMBER	20	Yes	Foreign key TouchPoint for which Deliver is configured.

Table 55. JourneyTouchPoints**Maintains mapping between a Journey and all touchpoints and/or action points within that Journey.****(continued)**

Field	Type	Length	NULL?	Description
isDirty	NUMBER	1,0	Yes	The record has been updated/edited
status	VARCHAR	20	Yes	This contain ordinal NUMBER for Journey status as below: 0 - DRAFT 1 - PUBLISHED 2 - COMPLETED 3 - PAUSED
createdDate	TIMESTAMP			Display the creation date and time of record
version	NUMBER	20		Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format

Table 56. JourneyGoalMaster**Master table for Goals.**

Field	Type	Length	NULL?	Description
Id(Primary key)			No	Auto genrated unique value, work as a primary key
journeyId	NUMBER	20	Yes	Foreign key of Journeys table, Reference column ID.
name	VARCHAR2	250	Yes	Name of Journey
description	VARCHAR2	512	Yes	Description of Journey
goalType	NUMBER	20	No	0-Date based, 1-Count Based
completedDate	TIMESTAMP		Yes	Date and time at which journey is completed (if goal is completed or manually by mark Journey as complete)

Table 56. JourneyGoalMaster**Master table for Goals.****(continued)**

Field	Type	Length	NULL?	Description
flagMarkComplete	NUMBER	1,0	Yes	If this flag is set to TRUE, Journey will be marked as completed as soon as goal is achieved.
flagFrequencyEnabled	NUMBER	1,0	Yes	Indicates that the Goal is frequency based
frequency	NUMBER	20	Yes	The frequency of the Goal - daily, weekly, monthly, quarterly or yearly
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy(Foreign key)	NUMBER	20	Yes	Foreign key of USER table, which tell who created this record
updatedAt	TIMESTAMP		Yes	Update date and time of record
updatedAt(Foreign key)	NUMBER	20	Yes	Name of the user who updated this record
version	NUMBER	20		Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
updatedAtEpoch	NUMBER			The date time stamp when the Goal was updated/edited
completedDateEpoch	NUMBER		No	The date time stamp when the journey was completed

Table 57. JourneyGoalDate**Stores date based goals. It is a type of goal.**

Field	Type	Length	NULL?	Description
id(Primary key) (Foreign key)			No	Auto generated unique value, work as a primary key
targetDATETIME	TIMESTAMP		Yes	Display target date for date based goal.

Table 57. JourneyGoalDate**Stores date based goals. It is a type of goal.****(continued)**

Field	Type	Length	NULL?	Description
targetDATETIMEEpoch	NUMBER		No	The date time stamp when the Goal is valid until

Table 58. JourneyGoalContact**Stores contact based goals. It is a type of goal.**

Field	Type	Length	NULL?	Description
id(Primary key) (Foreign key)			No	Auto generated unique value, work as a primary key
targetTouchPointId	NUMBER	20	Yes	Display target touch point Id for Count based goal.
targetEventId	NUMBER	20	Yes	Display target event id for Count based goal.
targetLink	VARCHAR2	512	Yes	The link for which a contact Goal is defined
targetAudienceCount	NUMBER	20	Yes	Display target audience count for Count based goal.

Table 59. JourneyGoalSales**Stores sales based goal.**

Field	Type	Length	NULL?	Description
id(Primary key) (Foreign key)			No	Auto generated unique value, work as a primary key
targetTouchPointId	NUMBER	20	Yes	Display target touch point Id for Count based goal.
targetAudienceCount	NUMBER	20	Yes	Display target audience count for Count based goal.

Table 60. JourneyGoalContactVersions

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key
journeyGoalContactId(Foreign key)	NUMBER	20	Yes	A reference to JourneyGoalContact
targetAudienceCount	NUMBER`	20	Yes	Display target audience count for Count based goal.
updatedAtDate	TIMESTAMP		Yes	Updation date and time of record
updatedAtBy(Foreign key)	NUMBER	20	Yes	Name of the user who updated this record
createdDate	folderType	TIMES-TAMP		Display the creation date and time of record
version	NUMBER	20		Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
updatedAtDateEpoch	NUMBER			The date time stamp when the Goal was updated/edited

Table 61. JourneyGoalSalesVersions

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto generated unique value, work as a primary key.
journeyGoalSalesId(Foreign key)	NUMBER`	20		A reference to JourneyGoalSales
targetAudienceCount	NUMBER	20	Yes	Display target audience count for Count based goal.
updatedAtDate	TIMESTAMP		Yes	Updation date and time of record
updatedAtBy(Foreign key)	NUMBER	20	Yes	Name of the user who updated this record
createdDate	TIMESTAMP			Display the creation date and time of record
version	NUMBER	20		Maintains updated count

Table 61. JourneyGoalSalesVersions (continued)

Field	Type	Length	NULL?	Description
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
updatedDateEpoch	NUMBER			The date time stamp when the Goal was updated/edited

Table 62. JourneyGoalContactTransaction

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto genrated unique value, work as a primary key.
journeyGoalContactId(Foreign key)	NUMBER	20	Yes	A reference to JourneyGoalContact
startDate	DATE			Journey start date
endDate	DATE			Journey end date
currentAudienceCount	NUMBER	20		The current NUMBER of audiences that have achieved the Goal
percentage	NUMBER	6,2		Captures percentage of goal achieval
createdDate	TIMESTAMP			Display the creation date and time of record
version	NUMBER	20		Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format

Table 63. JourneyGoalSalesTransaction

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key.
journeyGoalSalesId (Foreign key)	NUMBER	20		A reference to JourneyGoalSales
startDate	DATE			Journey start date
endDate	DATE			Journey end date
currentAudienceCount	NUMBER	20		Display count of exiting audiences

Table 63. JourneyGoalSalesTransaction (continued)

Field	Type	Length	NULL?	Description
percentage	NUMBER	6,2		Captures percentage of goal achievement
createdDate	TIMESTAMP			Display the creation date and time of record
version	NUMBER	20		Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format

Table 64. JourneyAudienceGoal*Stores mapping between Journey and Goals.*

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
audienceId (Foreign key)	NUMBER	20	No	Foreign key of Audience Id of JourneyAudience Table, to whom response is related to
goalId (Foreign key)	NUMBER	20		Display goal id
goalStatus	VARCHAR2	100	Yes	Latest goal status of audience
createdDate	TIMESTAMP			Display the creation date and time of record
responsetime	TIMESTAMP		Yes	Response time received from deliver
version	NUMBER	20		Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
responsetimeEpoch	NUMBER			

Table 65. InteractEntrySource

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.

Table 65. InteractEntrySource (continued)

Field	Type	Length	NULL?	Description
entrySourceId (Foreign key)	NUMBER	20	Yes	Foreign key of Entrysources table, Reference column ID.
version	NUMBER	20		Maintains updated count

Table 66. DiscoverEntrySource

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key.
entrySourceId (Foreign key)	NUMBER	20	Yes	Foreign key of Entrysources table, Reference column ID.
version	NUMBER	20		Maintains updated count

Table 67. AdtechTouchPoint

Stores the configuration details for the AdTech Touchpoint.

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key.
isConnectorConfigured	NUMBER	1,0	Yes	0- Sales Force Touch Point is Not configured Yet. 1-Sales Force Touch Point is Successfully Configured with mandate values.
connectorInfo	VARCHAR2	200	Yes	Connection Name (Like: Salesforce) for which CRM touch Point is configured
dataFieldMapping	CLOB		Yes	It has the Json value of Fields Mapping(Journey Fields Mapped with the Connector's Fields) based on Channel used to configure the CRM Touch Point.
channelAgent	VARCHAR2	50	Yes	Channels Enum Value which indicates through which Channel the touch point is configured.

Table 67. AdtechTouchPoint**Stores the configuration details for the AdTech Touchpoint.****(continued)**

Field	Type	Length	NULL?	Description
isEdited	NUMBER	1,0	No	A Boolean Flag to identify whether the TouchPoint is Edited after Publish the Journey or Not

Table 68. AudienceBulkResponse**AdTech systems provides consolidated response rather than individual audience response. This table stores the bulk response received from AdTech systems.**

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
touchPointId (Foreign key)	NUMBER	20	Yes	Foreign key TouchPoint for which Deliver is configured.
batchID	NUMBER	20	No	Unique batchId generated by Java Code
eventId (Foreign key)	NUMBER	20	No	Display id of AudienceResponse-EventMaster table
responseJson	CLOB			The JSON of the response for a request
audienceCount	NUMBER	20	No	Count of total audiences which are on given Node for given stage
responseTime	TIMESTAMP		Yes	Response time received from deliver
updateCount	NUMBER	20		Display updated audience response count
createdDate	TIMESTAMP			Display the creation date and time of record
modifiedDate	TIMESTAMP		Yes	Display last modified date and time of record
createdBy (Foreign key)	NUMBER	20	Yes	Foreign key of USER table, which tell who created this record
version	NUMBER	20		Maintains updated count

Table 68. AudienceBulkResponse

AdTech systems provides consolidated response rather than individual audience response. This table stores the bulk response received from AdTech systems.

(continued)

Field	Type	Length	NULL?	Description
isProcessed	NUMBER	1,0	No	A Flag which indicates whether the record been processed for Reporting or Not
responseTimeEpoch	NUMBER		No	The date time stamp of the response
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
modifiedDateEpoch	NUMBER			The date time stamp of when the data was modified

Table 69. ContextSensitiveUrls

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
menuId	NUMBER		No	Display the menu id
locale	VARCHAR2	32	Yes	Display user's Platform locale
linkUrl	VARCHAR2	250	Yes	URL of the Link which is clicked by the audience related to the response-Id
createdDate	TIMESTAMP			Display the creation date and time of record
createdBy	VARCHAR2	100	Yes	Foreign key of USER table, which tell who created this record
modifiedDate	TIMESTAMP		Yes	Display last modified date and time of records
modifiedBy	VARCHAR2	100	Yes	Foreign key of USER table, which tells who modified the record
version	NUMBER	20		Maintains updated count

Table 69. ContextSensitiveUrls (continued)

Field	Type	Length	NULL?	Description
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
modifiedDateEpoch	NUMBER			The date time stamp of when the data was modified

Table 70. JourneyMilestone**Master table for Milestones.**

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
journeyId (Foreign key)	NUMBER	20	Yes	Foreign key of Journeys table, Reference column ID.
name	VARCHAR2	64	No	Name of Journey
description	VARCHAR2	512	Yes	Description of Journey
milestoneCondition	CLOB		No	The condition JSON for the Milestone
milestoneType	NUMBER	20	No	The type of the MileStone
targetCount	NUMBER	20	No	The target for the MileStone
currentCount	NUMBER	20	No	The current count for the MileStone
status	NUMBER	20		This contain ordinal NUMBER for Journey status as below: 0 - DRAFT 1 - PUBLISHED 2 - COMPLETED 3 - PAUSED
createdBy (Foreign key)	NUMBER	20	Yes	Foreign key of USER table, which tell who created this record

Table 70. JourneyMilestone
Master table for Milestones.
 (continued)

Field	Type	Length	NULL?	Description
createdDate	TIMESTAMP			Display the creation date and time of record
targetAchievedDate	TIMESTAMP		No	The date that the target was achieved (will be deprecated in the future)
version	NUMBER	20		Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
targetAchievedDateEpoch	NUMBER		No	The date time stamp when the target was achieved

Table 71. MilestoneAssociation

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
milestoneId	NUMBER	20	Yes	Display set milestone id
entrySourceId	NUMBER	20	Yes	Foreign key of Entrysources table, Reference column ID.
version	NUMBER	20		Maintains updated count
createdDate	TIMESTAMP			Display the creation date and time of record
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format

Table 72. LinkMetaData

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.

Table 72. LinkMetaData (continued)

Field	Type	Length	NULL?	Description
touchPointId (Foreign key)	NUMBER	20	Yes	Foreign key TouchPoint for which Deliver is configured.
metadata	CLOB		Yes	Json used to save additional information of Journey-Deliver Association
state	VARCHAR2	20	Yes	Not in use
deploymentId	NUMBER	20		The deployment ID used with Link
documentID	NUMBER	20	Yes	Associated attribute for Journey and Deliver at Design Time
documentName	VARCHAR	200	Yes	Associated attribute for Journey and Deliver at Design Time
createdDate	TIMESTAMP			Display the creation date and time of record
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and Time of Record
VERSION	NUMBER	20,0	Yes	Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
lastModifiedDateEpoch	NUMBER			Date time stamp when the record was added in UTC timezone and Epoch format.

Table 73. JourneyAudienceMilestone*Stores mapping between Journey and Milestones.*

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
audienceId	NUMBER	20	No	Display Id of audience record
milestoneId	NUMBER	20		Display the set milestone id
journeyId	NUMBER	20	Yes	Foreign key of Journeys table, Reference column ID.

Table 73. JourneyAudienceMilestone
Stores mapping between Journey and Milestones.
 (continued)

Field	Type	Length	NULL?	Description
achievedDate	TIMESTAMP		No	The date the MileStone was achieved
journeyEnteredDate	TIMESTAMP		No	The date when the audience entered the Journey
averageTimeTaken	NUMBER	20	No	The average time taken for the audience to complete the Journey
createdDate	TIMESTAMP			Display the creation date and time of record
version	NUMBER	20		Maintains updated count
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
achievedDateEpoch	NUMBER			Captures date and time in milliseconds when given audience id achieves given milestone in a journey
journeyEnteredDateEpoch	NUMBER			Captures date and time in milliseconds when given audience id entered the Journey

Table 74. JDBCtouchPoint

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)			No	Auto generated unique value, work as a primary key.
isConnectorConfigured	NUMBER	1,0	Yes	0- Sales Force Touch Point is Not configured Yet. 1-Sales Force Touch Point is Successfully Configured with mandate values.
connectorInfo	VARCHAR2	200	Yes	Connection Name (Like: Salesforce) for which CRM touch Point is configured
dataFieldMapping	CLOB		Yes	It has the Json value of Fields Mapping(Journey Fields Mapped with the Connector's Fields) based on Chan-

Table 74. JDBC TouchPoint (continued)

Field	Type	Length	NULL?	Description
				nel used to configure the CRM Touch Point.
channelAgent	VARCHAR2	50	Yes	Channels Enum Value which indicates through which Channel the touch point is configured.
isEdited	NUMBER	1,0	No	A Boolean Flag to identify whether the TouchPoint is Edited after Publish the Journey or Not

Table 75. RestTouchPoint

Contains REST Touchpoint configuration while designing the Journey.

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)			No	Auto generated unique value, work as a primary key.
isConnectorConfigured	NUMBER	1,0	Yes	0- Sales Force Touch Point is Not configured Yet. 1-Sales Force Touch Point is Successfully Configured with mandate values.
requestPayloadType	NUMBER	1,0	No	The type of the request payload in the REST touchpoint
requestPayload	CLOB			The request payload in the REST touchpoint
responseFieldMapping	CLOB		Yes	The field mapping for the response field
authId	NUMBER	20	No	The ID for the authentication mechanism used by the REST touchpoint
requestHeaders	JSON			It is used to store the request headers key value pairs that were specified while configuring the rest touchpoint.
requestParams	JSON			It is used to store the request parameters (or query parameters) key val-

Table 75. RestTouchPoint

Contains REST Touchpoint configuration while designing the Journey.

(continued)

Field	Type	Length	NULL?	Description
				ue pairs that were specified while configuring the rest touchpoint.

Table 76. AuthDetail

This is a master table for the authentication information configured in the REST Touchpoint.

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key.
restUrl	VARCHAR2	1000	No	The URL for the REST touchpoint
apiMethod	NUMBER	1,0	No	The verb to be used with the REST touchpoint
authType	NUMBER	1,0	NULL	The authorization type for the REST touchpoint
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
version	NUMBER	20		Maintains updated count

Table 77. BasicAuthDetail

Stores the basic authentication details for the REST Touchpoint.

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)			No	Auto genrated unique value, work as a primary key.
userName	VARCHAR2	250	No	Display Platform user name
password	VARCHAR2	250	No	Display Platform password

Table 78. ApiKeyAuthDetail**Stores the api keys information.**

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)			No	Auto generated unique value, work as a primary key.
keyName	VARCHAR2	250		The key name field used with the REST touchpoint for authentication
header	VARCHAR2	250		The header field used with the REST touchpoint for authentication

Table 79. OAuthDetail**Stores OAuth details for the REST Touchpoint.**

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)			No	Auto generated unique value, work as a primary key.
clientId	VARCHAR2	250	No	Id by which third party application can login
clientSecret	VARCHAR2	250	No	Password by which third party application can login
accessTokenUrl	VARCHAR2	1000		The access token url for OAuth used with the REST touchpoint
userName	VARCHAR2	250	No	Display Platform user name
Password	VARCHAR2	250	No	Display Platform password

Table 80. ResponseEventMasterHTTPCode**Master table to store events related the various http status codes e.g. 200(ok), 201(created), 400 (bad request) etc.**

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
audienceResponseId (Foreign key)	NUMBER	10	Yes	Foreign key of the AudienceResponse table of which record the extended information it relates to

Table 80. ResponseEventMasterHTTPCode

Master table to store events related the various http status codes e.g. 200(ok), 201(created), 400 (bad request) etc.

(continued)

Field	Type	Length	NULL?	Description
httpresponsecode	NUMBER	4		The HTTP response code
errorMessage	VARCHAR2	3000		The error message associated with a HTTP response
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
version	NUMBER	20		Maintains updated count

Table 81. AudienceResponseHTTPDetail

Contains audience responses for REST Touchpoints.

Field	Type	Length	NULL?	Description
id (Primary key)				Auto genrated unique value, work as a primary key
audienceResponseId (Foreign key)	NUMBER	10		Foregin key of AudienceResponse table, Refrence column is ID
httpresponsecode	NUMBER	4		The HTTP response code
errorMessage	VARCHAR2	3000		The error message associated with a HTTP response
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format
version	NUMBER	20		Maintains updated count

Table 82. CacheBackup

This table is used for storing the cache data in the database table as backup. If something goes wrong in cache, cache will be filled up from this backup table.

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
cacheName	VARCHAR2	255	No	The name of the cache used by the Journey application
cacheKey	VARCHAR2	255	No	The key used by the cache
cacheValue	CLOB			The value associated with the key
sourcePoint	VARCHAR2	255		The point which uses the cache
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
lastModifiedEpochDate	NUMBER			
version	NUMBER	20		Maintains updated count
active	INTEGER	4	No	Display cache backup active status
cacheKeyNameHash	NUMBER	30	No	The had used for the name and key of the cache

Table 83. AudienceResponseExtended

Contains additional information on audience responses or end audience reply message for WhatsApp.

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
audienceResponseId (Foreign key)	NUMBER	20	No	Foreign key of the AudienceResponse table of which record the extended information it relates to
associatedAttributes	CLOB			The attributes available with an audience response
isProcessed	NUMBER	1,0	No	A Flag which indicates whether the record been processed for Reporting or Not

Table 83. AudienceResponseExtended**Contains additional information on audience responses or end audience reply message for WhatsApp.****(continued)**

Field	Type	Length	NULL?	Description
createdDate	TIMESTAMP			Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Foreign key of USER table, which tell who created this record
version	NUMBER	20		Maintains updated count
responseTimeEpoch	NUMBER		No	The date time stamp of the response
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format

Table 84. EmailUnsubscribedList**To register the unsubscription of the Email for Journey.**

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key.
emailId	VARCHAR2	200	No	Display User's Platform email-id
status	VARCHAR2	200	Yes	This contain ordinal NUMBER for Journey status as below: 0 - DRAFT 1 - PUBLISHED 2 - COMPLETED 3 - PAUSED
channelAgent	VARCHAR2	50	Yes	Channels Enum Value which indicates through which Channel the touch point is configured.
eventID	NUMBER	20	No	Foriegn key of Event Id, for which event the response is received

Table 84. EmailUnsubscribedList**To register the unsubscription of the Email for Journey.****(continued)**

Field	Type	Length	NULL?	Description
audienceResponseId	NUMBER	20	Yes	Foreign key of the AudienceResponse table of which record the extended information it relates to
audienceResponseExtendedId	NUMBER	20	No	The ID of the audience response extended data
createdBy	VARCHAR2	200	No	Foreign key of USER table, which tell who created this record
version	NUMBER	20	Yes	Maintains updated count
createdDate	TIMESTAMP			Display the creation date and time of record
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
modifiedDATETIMEEpoch	NUMBER			

Table 85. Template**Contains Journey(s) saved as template, so this table has many columns identical to the Journeys table.**

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
name	VARCHAR2	250	Yes	Name of Journey
description	VARCHAR2	1024	Yes	Description of Journey
code	VARCHAR2	11	Yes	Unique identifier for DD. every DD have a unique code for identification.
timeZone	VARCHAR2	50	Yes	Timezone in which journey needs to run, e.g. (UTC-04:00) America/New-York
journeyDesign	CLOB		Yes	It stores the whole Journey design i.e. Journey canvas in JSON

Table 85. Template**Contains Journey(s) saved as template, so this table has many columns identical to the Journeys table.****(continued)**

Field	Type	Length	NULL?	Description
dataDefinitionId (Foreign key)	NUMBER	20	Yes	Foreign key of Datadefinition table, Reference column ID
version	NUMBER	20		Maintains updated count
deduplicationStatus	NUMBER	2	No	Contain ordinal values as below for how to deal with duplicate data from entry sources
keyfields	VARCHAR2	1500	Yes	It is array of required fields in data definition used for deduplication
link	CLOB		Yes	Link which is clicked by the audience related to the responseld
sourceJourneyId	NUMBER	20	Yes	Unique Identifier for source Journey
folderId (Foreign key)	NUMBER	20	Yes	Foregin key of FOLDER table, Reference column name ID
status	NUMBER	20	Yes	This contain ordinal NUMBER for Journey status as below: 0 - DRAFT 1 - PUBLISHED 2 - COMPLETED 3 - PAUSED
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
createdBy (Foreign key)	NUMBER	20	Yes	Foreign key of USER table, which tell who created this record
lastModifiedDateEpoch	NUMBER			Date time stamp when the record was added in UTC timezone and Epoch format.
lastModifiedBy (Foreign key)	NUMBER	20	Yes	Foregin key of USER table, which tells who modified the record

Table 86. JourneyPartitionSettings**Stores association between Journey and Partition.**

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
journeyId (Foreign key)	NUMBER	20	Yes	Foreign key of Journeys table, Reference column ID.
mappingJSON	CLOB			The JSON used for mapping of the partition settings
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
lastModifiedDateEpoch	NUMBER			Date time stamp when the record was added in UTC timezone and Epoch format.
createdBy (Foreign key)	NUMBER	20	Yes	Foreign key of USER table, which tell who created this record
lastModifiedBy (Foreign key)	NUMBER	20	Yes	Foreign key of USER table, which tells who modified the record
version	NUMBER	20		Maintains updated count

Table 87. OfferMetaData**Mapping information of the offers associated with Email Touchpoint.**

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
touchPointId (Foreign key)	NUMBER	20	Yes	Foreign key TouchPoint for which Deliver is configured.
offerId	NUMBER	20	No	The ID of the offer
variantId	VARCHAR2	200		The ID of the variant used by the offer
offerCode	VARCHAR2	200	No	The offer code
offerName	VARCHAR2	200		The offer name

Table 87. OfferMetaData**Mapping information of the offers associated with Email Touchpoint.****(continued)**

Field	Type	Length	NULL?	Description
offerURL	VARCHAR2	500	No	The offer url
offerLinkId	NUMBER	20	Yes	The ID of the Link URL associated with the offer
offerAttributeJson	CLOB		Yes	The JSON of the offer attributes
offerStaticAttributeJson	CLOB			The JSON of the static attributed of the offer
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
lastModifiedDateEpoch	NUMBER			Date time stamp when the record was added in UTC timezone and Epoch format.
VERSION	NUMBER	20,0	Yes	Maintains updated count
communicationChannel	VARCHAR2	500		For storing value of Communication channel in case of Offer integration for REST, Publish and JDBC touch-points

Table 88. OffersHistory**Contains the offer history along with CRC.**

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key.
offerMetaDataId (Foreign key)	NUMBER	20	No	The ID of the metadata associated with the offer
offerId	NUMBER	20	No	The ID of the offer
offerCRC	NUMBER	20	Yes	The CRC generated for CHRH
treatmentCode	VARCHAR2	200		The treatment code generated used for Contact History, Response History (CHRH) tracking

Table 88. OffersHistory**Contains the offer history along with CRC.****(continued)**

Field	Type	Length	NULL?	Description
offerAttributeJson	CLOB		Yes	The JSON of the offer attributes
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
VERSION	NUMBER	20,0	Yes	Maintains updated count

Table 89. BatchOfferHistoryMap

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
batchId (Foreign key)	NUMBER	20	No	Unique batchId generated by Java Code
offerHistoryId (Foreign key)	NUMBER	20	No	The ID for the offer history
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
VERSION	NUMBER	20,0	Yes	Maintains updated count

Table 90. NBOMetaData**Stores the configuration with respect to Interact integration.**

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto generated unique value, work as a primary key.
touchPointId (Foreign key)	NUMBER	20	Yes	Foreign key TouchPoint for which Deliver is configured.
channel	VARCHAR2	250		Name of interactive channel associated with NBO (Next Best Offer)
audienceLevel	VARCHAR2	250		The audience level used for Next Best Offer (NBO)

Table 90. NBOMetaData

Stores the configuration with respect to Interact integration.

(continued)

Field	Type	Length	NULL?	Description
interactionPoint	VARCHAR2	250		The interaction point associated with NBO
event	VARCHAR2	250	No	It is a json who has List of EventsIds which configured for the source-TouchPointand the linkid or linkurl in case of Link Event is configured.
runtimeUrl	VARCHAR2	250		the runtime URL associated with NBO
interactFieldMapping	CLOB			The field mapping used for NBO
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC timezone and Epoch format
lastModifiedDate	NUMBER		Yes	Display last modified date and time of records
VERSION	NUMBER	20,0	Yes	Maintains updated count

Table 91. TemplateEntrySourceAssociation

Journey Template and Entry source association.

Field	Type	Length	NULL?	Description
id (Primary key)	NUMBER			Auto genrated unique value, work as a primary key
templateId (Foreign key)	NUMBER	20		
entrySourceId (Foreign key)	NUMBER	20		Reference id of Primary Parent Table
version	NUMBER	20		Maintains updated count
status	INT			
createdDateEpoch	NUMBER		No	Date time stamp when the record was

Table 91. TemplateEntrySourceAssociation***Journey Template and Entry source association.*****(continued)**

				added in UTC time-zone and Epoch format.
--	--	--	--	--

```
CREATE INDEX IDX_CB_CACHENAME ON CACHEBACKUP(CACHENAME);
```

```
CREATE INDEX INDEX_JA_JOURNEYID_STATUS ON JOURNEYAUDIENCES ("JOURNEYID", "STATUS");
```

```
CREATE INDEX INDEX_JAF_NoDEID_DIR_ISPROC ON JOURNEYAUDIENCEFLOW ("NoDEID", "DIRECTION", "ISPROCESSED");
```

```
CREATE INDEX JGM_JOURNEYID ON JOURNEYGOALMASTER(JOURNEYID);
```

```
CREATE INDEX JGCV_JOURNEYGOALCONTACTID ON JOURNEYGOALCONTACTVERSIONS(JOURNEYGOALCONTACTID);
```

```
CREATE INDEX JGCT_JOURNEYGOALCONTACTID ON JOURNEYGOALCONTACTTRANSACTION(JOURNEYGOALCONTACTID);
```

```
CREATE INDEX JGSV_JOURNEYGOALSALLESID ON JOURNEYGOALSALLESVERSIONS(JOURNEYGOALSALLESID);
```

```
CREATE INDEX JGST_JOURNEYGOALSALLESID ON JOURNEYGOALSALLESTRANSACTION(JOURNEYGOALSALLESID);
```

```
CREATE INDEX JAG_GOALID ON JOURNEYAUDIENCEGOAL(GOALID);
```

```
CREATE INDEX IDX_JAM_MID_AUDID ON JOURNEYAUDIENCEMILESTONE(MILESTONEID, AUDIENCEID);
```

```
CREATE INDEX IDX_JAM_MID ON JOURNEYAUDIENCEMILESTONE(MILESTONEID);
```

```
CREATE INDEX IDX_EUL_EID ON EmailUnsubscribedList(status,emailId);
```

Table 92. NotificationTouchPoint***Stores the configuration details for the push notification Touchpoint.***

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)	NUMBER		No	Auto generated unique value, work as a primary key
isConnectorConfigured	NUMBER	1,0		0- Email Touch Point is Not configured Yet. 1- Email Touch Point is Successfully Con-

Table 92. NotificationTouchPoint

Stores the configuration details for the push notificaiton Touchpoint.

(continued)

				figured with mandate values.
connectorInfo	VARCHAR2	200		Connection Name (Like: MailChimp, Mandril)
dataFieldMapping	CLOB			Fields Mapped with the Connector's Fields) based on Channel used to configure the Email Touch Point.
channelAgent	VARCHAR	50		Channels Enum Value which indicates through which Channel the touch point is configured.
isEdited	NUMBER	1,0	No	A Boolean Flag to identify whether the TouchPoint is Edited after Publish the Journey or Not

Table 93. AudienceWaitState

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)	NUMBER		No	Auto genrated unique value, work as a primary key
touchPointId	NUMBER	20	No	Id of touchpoint
audienceId	NUMBER	20	No	Id of audience
reason	VARCHAR2	2000	No	Shows why audience is in wait state for particular touchpoint
createdDateEpoch	NUMBER		No	Captures date and time in milliseconds

Table 93. AudienceWaitState (continued)

				when record is created
version	NUMBER	20	No	Maintains updated count

EndJourneyAudience - This table is used to save audience details of completed or ended journeys. When journey ends or is completed, audiences belong to that journey get deleted from journeyaudiences table and saved to endjourneyaudience table.

Table 94. EndJourneyAudience

The audience for which the journey is ended, is moved to this table.

Field	Type	Length	NULL?	Description
Id			No	Auto generated unique value, work as a primary key
journeyId	NUMBER	20	Yes	Foreign key of Journeys table,Reference column ID
entrySourceId	NUMBER	20	Yes	Unique Identifier for entry source
mobileNUMBER	VARCHAR2	20	Yes	Contact NUMBER of audience
email	VARCHAR2	100	Yes	Email of audience
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
keyField	VARCHAR2	40	Yes	SHA256 of key field used for de-duplication
version	NUMBER	20	Yes	Maintains updated count

Table 94. EndJourneyAudience

The audience for which the journey is ended, is moved to this table.

(continued)

Field	Type	Length	NULL?	Description
detail	JSON		Yes	Journeyaudience details in Json string format
status	VARCHAR2	20	Yes	Latest status of Journeyaudience
goalStatus	VARCHAR2		Yes	Latest goal status of audience
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 95. DeliverMetaData

Contains Deliver metadata information when touchpoint is configured with Deliver.

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	-
touchPointId (MUL)	BIGINT	20	Yes	-
metadata	LONGTEXT		Yes	-
state	VARCHAR	20	Yes	-
mailingCode	VARCHAR	20	Yes	-
documentID	BIGINT	20	Yes	-
mailingID	BIGINT	20	Yes	-
documentName	VARCHAR	200	Yes	-
mailingInstanceId	BIGINT	20	Yes	-
createdDate	DATETIME	6	Yes	-
lastModifiedDate	DATETIME	6	Yes	Display last modified date and time of records

Table 95. DeliverMetaData*Contains Deliver metadata information when touchpoint is configured with Deliver.**(continued)*

Field	Type	Length	NULL?	Description
VERSION	DECIMAL	20,0	Yes	-
appId	BIGINT	20	Yes	-
appName	VARCHAR	200	Yes	-
appKey	VARCHAR	200	Yes	-
thumbnailURL	VARCHAR	500	Yes	-
createdDateEpoch	BIGINT	20	No	Date time stamp when the record was added in UTC time-zone and Epoch format
lastModifiedDateEpoch	BIGINT	20	No	Date time stamp when the record was added in UTC time-zone and Epoch format.

Table 96. jaf_seq*Sequence number used to generate id for new record to be added into journeyaudienceflow table.*

Field	Type	Length	NULL?	Description
next_Not_cached_value	BIGINT	21	No	-
minimum_value	BIGINT	21	No	-
maximum_value	BIGINT	21	No	-
start_value	BIGINT	21	No	-
increment	BIGINT	21	No	-
cache_size	BIGINT	21 (unsigned)	No	-
cycle_option	TINYINT	1 (unsigned)	No	-
cycle_count	BIGINT	21	No	-

Table 97. ja_seq**Sequence number used to generate id for new record to be added into journeyaudiences table.**

Field	Type	Length	NULL?	Description
next_Not_cached_value	BIGINT	21	No	-
minimum_value	BIGINT	21	No	-
maximum_value	BIGINT	21	No	-
start_value	BIGINT	21	No	-
increment	BIGINT	21	No	-
cache_size	BIGINT	21 (unsigned)	No	-
cycle_option	TINYINT	1 (unsigned)	No	-
cycle_count	BIGINT	21	No	-

Table 98. jdrm_seq**Sequence number used to generate id for new record to be added into JourneyDeliverResponseMaster table.**

Field	Type	Length	NULL?	Description
next_Not_cached_value	BIGINT	21	No	-
minimum_value	BIGINT	21	No	-
maximum_value	BIGINT	21	No	-
start_value	BIGINT	21	No	-
increment	BIGINT	21	No	-
cache_size	BIGINT	21 (unsigned)	No	-
cycle_option	TINYINT	1 (unsigned)	No	-
cycle_count	BIGINT	21	No	-

Table 99. JourneyAudienceView

This is a view which is a union of the tables journeyaudiences, endjourneyaudience and pausedaudiences. gives the total number of audiences entered into journey. Used to show the counts on canvas.

Field	Type	Length	NULL?	Description
id	BIGINT	20	No	-
journeyId	BIGINT	20	Yes	Display the Journey id
entrySourceId	BIGINT	20	Yes	-
mobileNUMBER	VARCHAR	20	Yes	-
email	VARCHAR	100	No	Email Id of audience
createdDate	DATETIME	6	Yes	-
keyField	VARCHAR	40	Yes	-
version	BIGINT	20	Yes	-
detail	LONGTEXT	-	Yes	Journeyaudience details
status	VARCHAR	20	Yes	-
goalStatus	VARCHAR	100	Yes	-
createdDateEpoch	BIGINT	20	No	Date time stamp when the record was added in UTC time-zone and Epoch format

Table 100. JourneyPauseRuleExecution

Contains information about the execution state of a given pause rule. Different states are audience count calculation in progress, audience count calculation is complete, audience count calculation is failed, audience pause in progress, audience pause is complete, audience pause is failed.

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	-
ruleId (MUL)	BIGINT	20	No	-
exStatus	BIGINT	20	No	-
adCount	DOUBLE	-	No	-

Table 100. JourneyPauseRuleExecution

Contains information about the execution state of a given pause rule. Different states are audience count calculation in progress, audience count calculation is complete, audience count calculation is failed, audience pause in progress, audience pause is complete, audience pause is failed.

(continued)

Field	Type	Length	NULL?	Description
executedBy (MUL)	BIGINT	20	No	-
executedOn	BIGINT	20	No	-
createdDateEpoch	BIGINT	20	No	Date time stamp when the record was added in UTC time-zone and Epoch format
version	BIGINT	20	Yes	-

Table 101. JourneyPauseRules

Contains information about the pause audience rule details. This rule is used to pause certain audience which match the criteria specified in the rule definition. e.g. age > 60 and name starts with 'A'.

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	-
ruleName	VARCHAR	500	Yes	-
description	VARCHAR	1024	Yes	-
conditions	LONGTEXT	-	Yes	-
journeyId (MUL)	BIGINT	20	Yes	Display the Journey id
contactsAffected	DOUBLE	-	Yes	-
createdDateEpoch	BIGINT	20	No	Date time stamp when the record was added in UTC time-zone and Epoch format
createdBy (MUL)	BIGINT	20	Yes	-
version	BIGINT	20	Yes	-

Table 102. laf_seq**Sequence to generate the primary key(id) of LoopAudienceFlow table.**

Field	Type	Length	NULL?	Description
next_Not_cached_value	BIGINT	21	No	-
minimum_value	BIGINT	21	No	-
maximum_value	BIGINT	21	No	-
start_value	BIGINT	21	No	-
increment	BIGINT	21	No	-
cache_size	BIGINT	21 (unsigned)	No	-
cycle_option	TINYINT	1 (unsigned)	No	-
cycle_count	BIGINT	21	No	-

Table 103. LoopActionPoint**To persist loop start node configuration, such as loop count limit.**

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	-
loopCountLimit	int	11	Yes	-

Table 104. LoopAudienceFlow**Maintains repeated audience flow through the loop node. "iteration" represents how many times audiences visited loop node.**

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	-
audienceId	BIGINT	20	No	Display Id of audience record
NodeId (MUL)	BIGINT	20	No	-
iteration	NUMBER	20	No	-
createdDate	DATETIME	6	Yes	-
version	BIGINT	20	Yes	-

Table 104. LoopAudienceFlow

Maintains repeated audience flow through the loop node. "iteration" represents how many times audiences visited loop node.

(continued)

Field	Type	Length	NULL?	Description
logTimeStampEpoch	BIGINT	20	Yes	-
createdDateEpoch	BIGINT	20	No	Date time stamp when the record was added in UTC time-zone and Epoch format

Table 105. PausedAudiences

Contains the paused audiences. When a pause rule is executed, the audiences to be paused are moved from journeyaudience table to this table.

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	-
journeyId (MUL)	BIGINT	20	Yes	Display the Journey id
entrySourceId	BIGINT	20	Yes	-
mobileNUMBER	VARCHAR	20	Yes	-
email	VARCHAR	100	No	Email Id of audience
createdDate	DATETIME	6	Yes	-
keyField	VARCHAR	40	Yes	-
version	BIGINT	20	Yes	-
detail	LONGTEXT	-	Yes	Journeyaudience details
status	VARCHAR	20	Yes	-
goalStatus	VARCHAR	100	Yes	-
createdDateEpoch	BIGINT	20	No	Date time stamp when the record was added in UTC time-zone and Epoch format

Table 105. PausedAudiences

Contains the paused audiences. When a pause rule is executed, the audiences to be paused are moved from journeyaudience table to this table.

(continued)

Field	Type	Length	NULL?	Description
pausedOn	BIGINT	20	Yes	-
ruleExecutionId	BIGINT	20	Yes	-
NodeId	BIGINT	20	No	-

Journey Reports schema

The following tables describe the reports tables.

Table 106. PointReports

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
primaryTouchPointId	NUMBER	20		
name	VARCHAR2	250		
journeyId	NUMBER	20	Yes	Display the Journey id
pointType	VARCHAR2	250		
createdDate	TIMESTAMP			
createdDateEpoch	NUMBER		No	Date time stamp when the record was added in UTC time-zone and Epoch format

Table 107. JourneyReports

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
primaryJourneyId	NUMBER	20	Yes	Display the Journey id
name	VARCHAR2	250	Yes	Name of Journey

Table 107. JourneyReports (continued)

Field	Type	Length	NULL?	Description
code	VARCHAR2	11	Yes	Unique identifier for Journey. Every Journey has a unique code for identification. e.g. JS-00000104
journeyStatus	VARCHAR2	30	Yes	This contain ordinal NUMBER for Journey status as below: 0 - DRAFT 1 - PUBLISHED 2 - COMPLETED 3 - PAUSED
createdDate	TIMESTAMP	10	Yes	Display the creation date and time of record
lastModifiedDate	TIMESTAMP	10	Yes	Display last modified date and time of records
publishDate	TIMESTAMP	10	Yes	Date and time when Journey was published
pausedDate	TIMESTAMP	10	Yes	Date and time at which Journey is paused
completedDate	TIMESTAMP	10	Yes	Date and time at which Journey is completed (if goal is completed or manually by mark Journey as complete)
journeyCreatedDate	TIMESTAMP	10	Yes	Displays the Journey creation date.

Table 107. JourneyReports (continued)

Field	Type	Length	NULL?	Description
createdDateEpoch	DECIMAL	15	No	Date time stamp when the record was added in UTC time-zone and Epoch format
lastModifiedDateEpoch	DECIMAL	15	No	Date time stamp when the record was added in UTC time-zone and Epoch format.
publishDateEpoch	DECIMAL	15	Yes	Captures date and time in milliseconds when journey gets published for 1st time
pausedDateEpoch	DECIMAL	15	Yes	Captures date and time in milliseconds when journey gets paused
completedDateEpoch	DECIMAL	15	Yes	The date time stamp when the journey was completed
journeyCreatedDateEpoch	DECIMAL	15	No	Date time stamp when the record was added in UTC time-zone and Epoch format

Table 108. AudienceReports

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
primaryAudienceId	NUMBER	20	No	Display Id of audience record
email	VARCHAR2	250	Yes	Email Id of audience

Table 108. AudienceReports (continued)

Field	Type	Length	NULL?	Description
mobile	VARCHAR2	250	Yes	Displays Audience mobile number
journeyId	NUMBER	20	Yes	Unique Identifier for Journey
pointId	BIGINT	8	Yes	Displays the touch-point ID.
detail	CLOB	1048576	Yes	Journeyaudience details
eventRequestDate	TIMESTAMP	10	Yes	
createdDate	TIMESTAMP	10	Yes	Display the creation date and time of record
eventRequestDateEpoch	DECIMAL	15	Yes	Date time stamp when the record was added in UTC time-zone and Epoch format
createdDateEpoch	DECIMAL	15	No	Date time stamp when the record was added in UTC time-zone and Epoch format

Table 109. AudienceResponseReports

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
primaryAudienceResponseId	BIGINT	8	Yes	Displays the primary Audience Response Id.
audienceId	NUMBER	20	No	Display Id of audience record
eventName	VARCHAR2	250	Yes	Display name of the event

Table 109. AudienceResponseReports (continued)

Field	Type	Length	NULL?	Description
eventId	NUMBER	20	No	Display id of AudienceResponseReports
journeyId	NUMBER	20	Yes	Display the Journey id
pointId	BIGINT	8	Yes	Displays the touch-point ID.
eventResponseDate	TIMESTAMP	10	Yes	
createdDate	TIMESTAMP	10	Yes	Display the creation date and time of record
eventResponseDateEpoch	DECIMAL	15	Yes	Date time stamp when the record was added in UTC time-zone and Epoch format
createdDateEpoch	DECIMAL	15	No	Date time stamp when the record was added in UTC time-zone and Epoch format

Table 110. AudienceRespMetaDataReports

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
primaryAudienceResp- MetaDataId	NUMBER	20	Yes	Displays the primary audience response meta data id.
audienceResponseId	NUMBER	20	Yes	Foreign key of the AudienceResponse table of which record the extended information it relates to

Table 110. AudienceRespMetaDataReports (continued)

Field	Type	Length	NULL?	Description
linkURL	VARCHAR2	250	Yes	URL of the Link which is clicked by the audience related to the responseld
linkId	NUMBER	20	Yes	LinkId of the Link which is clicked by the audience related to the responseld
createdDate	TIMESTAMP	10	Yes	Display the creation date and time of record
createdDateEpoch	DECIMAL	15	No	Date time stamp when the record was added in UTC time-zone and Epoch format

Table 111. AudienceRespInteractionReports

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
primaryAudienceResp- IntId	NUMBER	20	Yes	Displays the primary audience response interaction id.
engagementSplit- PointId	NUMBER	20	NO	Display Engagement-SplitPointId
audienceResponseId	NUMBER	20	NO	Foreign key of AudienceResponse table, Reference column is ID
audienceRespMeta- DataId	NUMBER	20	Yes	Displays the audience response meta data id.

Table 111. AudienceResplnteractionReports (continued)

Field	Type	Length	NULL?	Description
eventId	NUMBER	20	No	Display id of AudienceResplnteraction-Reports
createdDate	TIMESTAMP	10	Yes	Display the creation date and time of record
createdDateEpoch	DECIMAL	15	No	Date time stamp when the record was added in UTC time-zone and Epoch format

Table 112. EmailPerformanceSent

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
journeyId	NUMBER	20,0	Yes	Display the Journey id
pointId	BIGINT	8	Yes	Displays the touch-point ID.
pointName	VARCHAR2	250	Yes	Displays the touch-point name
audienceId	NUMBER	20	No	Display Id of audience record
audienceEmail	VARCHAR	250	No	Email Id of audience
template	VARCHAR2	100	Yes	Displays the selected email template id.
channel	VARCHAR2	50	Yes	Name of interactive channel associated with NBO (Next Best Offer)
sentTimeStamp	TIMESTAMP	10	Yes	Displays the time when email was sent.

Table 112. EmailPerformanceSent (continued)

Field	Type	Length	NULL?	Description
sentTimeStampEpoch	DECIMAL	15	Yes	Date time stamp when the record was added in UTC time-zone and Epoch format
active	INTEGER	4	No	Display Journey Associations active status
iteration	NUMBER	20	No	

Table 113. EmailPerformanceDelivery

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
journeyId	NUMBER	20,0	Yes	Display the Journey id
pointId	BIGINT	8	Yes	Displays the touch-point ID.
pointName	VARCHAR2	250	Yes	Displays the touch-point name
audienceId	NUMBER	20	No	Display Id of audience record
audienceEmail	VARCHAR	250	No	Email Id of audience
template	VARCHAR	100	Yes	Displays the selected email template id.
channel	VARCHAR	50	Yes	Name of interactive channel associated with NBO (Next Best Offer)
deliveryTimeStamp	TIMESTAMP	10	Yes	Displays the time when email was delivered.
deliveryTimeStampEpoch	DECIMAL	15	Yes	Date time stamp when the record was

Table 113. EmailPerformanceDelivery (continued)

Field	Type	Length	NULL?	Description
				added in UTC time-zone and Epoch format.
active	INTEGER	4	No	Display Journey Associations active status
iteration	NUMBER	20	No	

Table 114. EmailPerformanceOpen

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
journeyId	NUMBER	20,0	Yes	Display the Journey id
pointId	BIGINT	8	Yes	Displays the touch-point ID.
pointName	VARCHAR2	250	Yes	Displays the touch-point name
audienceId	NUMBER	20	No	Display Id of audience record
audienceEmail	VARCHAR	250	No	Email Id of audience
template	VARCHAR2	100	Yes	Displays the selected email template id.
channel	VARCHAR2	50	Yes	Name of interactive channel associated with NBO (Next Best Offer)
openTimeStamp	TIMESTAMP	10	Yes	Displays the time when email was opened.
openTimeStampEpoch	DECIMAL	15	Yes	Date time stamp when the record was added in UTC time-

Table 114. EmailPerformanceOpen (continued)

Field	Type	Length	NULL?	Description
				zone and Epoch format.
averageOpenInteractionTime	NUMBER	10	Yes	Displays the average email opening time.
active	INTEGER	4	No	Display Journey Associations active status
iteration	NUMBER	20	No	

Table 115. EmailPerformanceLinkClick

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
journeyId	NUMBER	20,0	Yes	Display the Journey id
pointId	BIGINT	8	Yes	Displays the touch-point ID.
pointName	VARCHAR2	250	Yes	Displays the touch-point name
audienceId	NUMBER	20	No	Display Id of audience record
audienceEmail	VARCHAR	250	No	Email Id of audience
template	VARCHAR2	100		Displays the selected email template id.
channel	VARCHAR2	50	Yes	Name of interactive channel associated with NBO (Next Best Offer)
linkId	NUMBER	10	Yes	LinkId of the Link which is clicked by the audience related to the responseld

Table 115. EmailPerformanceLinkClick (continued)

Field	Type	Length	NULL?	Description
linkUrl	VARCHAR	250	Yes	URL of the Link which is clicked by the audience related to the responseId
clickTimeStamp	TIMESTAMP	10	Yes	Displays the time when email was clicked.
clickTimeStampEpoch	DECIMAL	15	Yes	Date time stamp when the record was added in UTC time-zone and Epoch format.
averageclickinteractionTime	NUMBER	10	Yes	Displays the average email click time.
active	INTEGER	4	No	Display Journey Associations active status
iteration	NUMBER	20	No	

Table 116. SmsPerformanceSent

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
journeyId	NUMBER	20	Yes	Display the Journey id
pointId	BIGINT	8	Yes	Displays the touch-point ID.
pointName	VARCHAR2	250	Yes	Displays the touch-point name
audienceId	NUMBER	20	No	Display Id of audience record
audienceMobileNumber	VARCHAR	20	Yes	Displays audience mobile number.

Table 116. SmsPerformanceSent (continued)

Field	Type	Length	NULL?	Description
template	VARCHAR2	100	Yes	Displays the selected sms template id.
channel	VARCHAR2	50	Yes	Name of interactive channel associated with NBO (Next Best Offer)
sentTimeStamp	TIMESTAMP	10	Yes	Displays the time when sms was sent.
sentTimeStampEpoch	DECIMAL	15	Yes	Date time stamp when the record was added in UTC time-zone and Epoch format.
active	INTEGER	4	No	Display Journey Associations active status
iteration	NUMBER	20	No	

Table 117. SmsPerformanceDelivery

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
journeyId	NUMBER	20	Yes	Display the Journey id
pointId	BIGINT	8	Yes	Displays the touch-point ID.
pointName	VARCHAR2	250	Yes	Displays the touch-point name
audienceId	NUMBER	20	No	Display Id of audience record
audienceMobileNumber	VARCHAR	20		Displays audience mobile number.

Table 117. SmsPerformanceDelivery (continued)

Field	Type	Length	NULL?	Description
template	VARCHAR2	100	Yes	Displays the selected sms template id.
channel	VARCHAR2	50	Yes	Name of interactive channel associated with NBO (Next Best Offer)
deliveryTimeStamp	TIMESTAMP	10	Yes	Displays the time when sms was delivered.
deliveryTimeStampEpoch	DECIMAL	15	Yes	Date time stamp when the record was added in UTC time-zone and Epoch format.
active	INTEGER	4	No	Display Journey Associations active status
iteration	NUMBER	20	No	

Table 118. SmsPerformanceLinkClick

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity
journeyId	NUMBER	20	Yes	Display the Journey id
pointId	BIGINT	20	Yes	Displays the touch-point ID.
pointName	VARCHAR2	250	Yes	Displays the touch-point name
audienceId	NUMBER	20	No	Display Id of audience record
audienceMobileNumber	VARCHAR	20	Yes	Displays audience mobile number.

Table 118. SmsPerformanceLinkClick (continued)

Field	Type	Length	NULL?	Description
template	VARCHAR2	100	Yes	Displays the selected sms template id.
channel	VARCHAR2	50	Yes	Name of interactive channel associated with NBO (Next Best Offer)
linkId	NUMBER	10	Yes	LinkId of the Link which is clicked by the audience related to the responseld
linkUrl	VARCHAR	250	Yes	URL of the Link which is clicked by the audience related to the responseld
clickTimeStamp	TIMESTAMP	10	Yes	Displays the time when sms was clicked.
clickTimeStampEpoch	DECIMAL	15	Yes	Date time stamp when the record was added in UTC time-zone and Epoch format.
averageclickinteractionTime	NUMBER	10	Yes	Displays the average sms click time.
active	INTEGER	4	No	Display Journey Associations active status
iteration	NUMBER	20	No	

Table 119. PushPerformanceSent

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity

Table 119. PushPerformanceSent (continued)

Field	Type	Length	NULL?	Description
journeyId	NUMBER	20	Yes	Display the Journey id
pointId	BIGINT	8	Yes	Displays the touch-point ID.
pointName	VARCHAR2	250	Yes	Displays the touch-point name
audienceId	NUMBER	20	No	Display Id of audience record
audienceMobileNumber	VARCHAR	20		Displays audience mobile number.
template	VARCHAR2	100	Yes	Displays the selected push template id.
channel	VARCHAR2	50	Yes	Name of interactive channel associated with NBO (Next Best Offer)
sentTimeStamp	TIMESTAMP	10	Yes	Displays the time when push was sent.
sentTimeStampEpoch	DECIMAL	15	Yes	Date time stamp when the record was added in UTC time-zone and Epoch format.
active	INTEGER	4	No	Display Journey Associations active status
iteration	NUMBER	20	No	

Table 120. PushPerformanceDelivery

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity

Table 120. PushPerformanceDelivery (continued)

Field	Type	Length	NULL?	Description
journeyId	NUMBER	20	Yes	Display the Journey id
pointId	BIGINT	8	Yes	Displays the touch-point ID.
pointName	VARCHAR2	250	Yes	Displays the touch-point name
audienceId	NUMBER	20	No	Display Id of audience record
audienceMobileNumber	VARCHAR	20	Yes	Displays audience mobile number.
template	VARCHAR2	100	Yes	Displays the selected push template id.
channel	VARCHAR2	50	Yes	Name of interactive channel associated with NBO (Next Best Offer)
deliveryTimeStamp	TIMESTAMP	10	Yes	Displays the time when push was delivered.
deliveryTimeStampEpoch	DECIMAL	15	Yes	Date time stamp when the record was added in UTC time-zone and Epoch format.
active	INTEGER	4	No	Display Journey Associations active status
iteration	NUMBER	20	No	

Table 121. PushPerformanceOpen

Field	Type	Length	NULL?	Description
id (Primary Key)	BIGINT	20	No	Generated by default on null as identity

Table 121. PushPerformanceOpen (continued)

Field	Type	Length	NULL?	Description
journeyId	NUMBER	20	Yes	Display the Journey id
pointId	BIGINT	8	Yes	Displays the touch-point ID.
pointName	VARCHAR2	250	Yes	Displays the touch-point name
audienceId	NUMBER	20	No	Display Id of audience record
audienceMobileNumber	VARCHAR	20		Displays audience mobile number.
template	VARCHAR2	100	Yes	Displays the selected push template id.
channel	VARCHAR2	50	Yes	Name of interactive channel associated with NBO (Next Best Offer)
openTimeStamp	TIMESTAMP	10	Yes	Displays the time when push was opened.
openTimeStampEpoch	DECIMAL	15	Yes	Date time stamp when the record was added in UTC time-zone and Epoch format.
averageOpenInteractionTime	NUMBER	10	Yes	Displays the average push opening time.
active	INTEGER	4	No	Display Journey Associations active status
iteration	NUMBER	20	No	