IBM Unica Optimize
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System Tables

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Unica Optimize 8.6.x Data Model

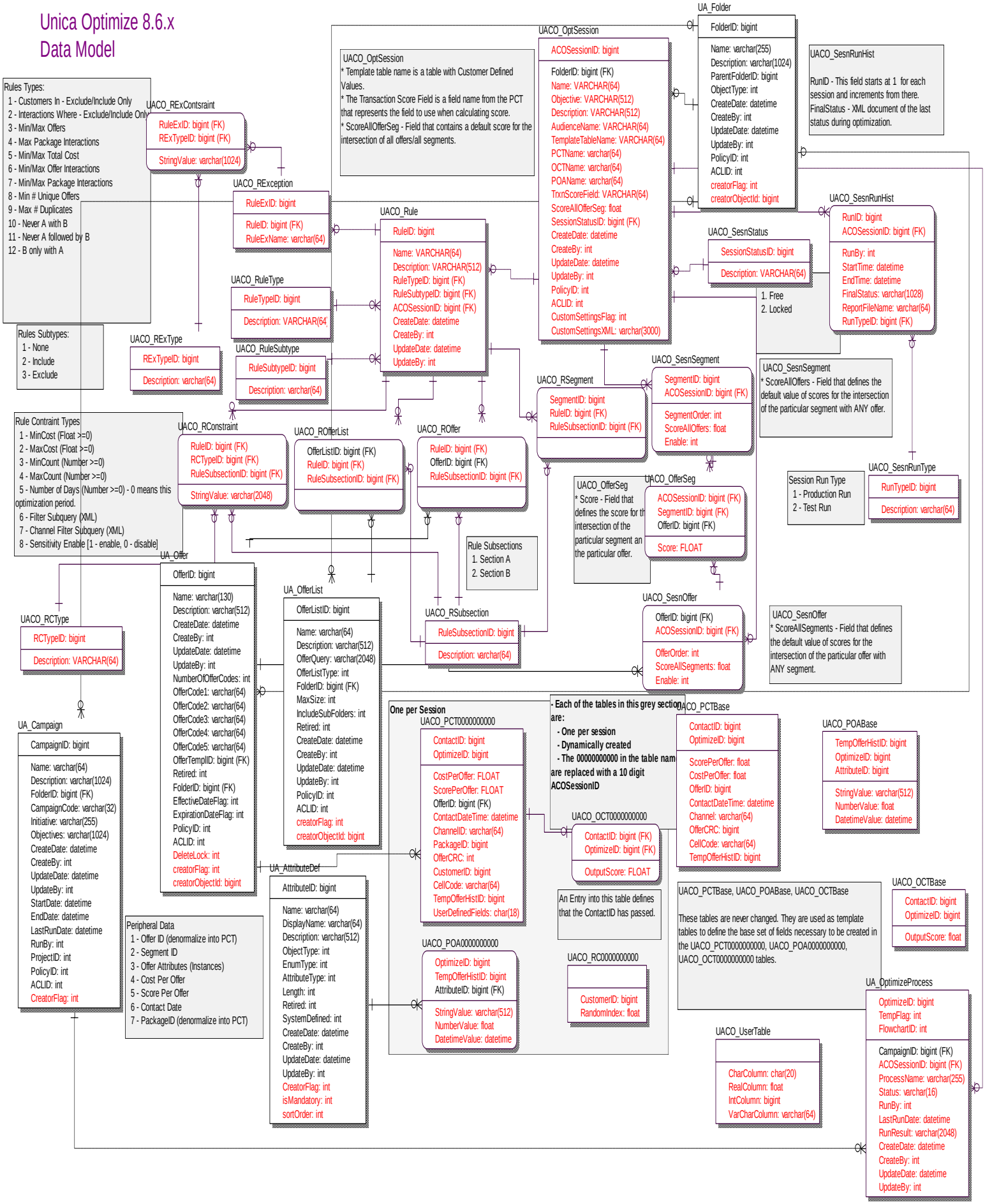

Table	
Name	**Comment**
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are still stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Currently Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions. This table is written to when the Save button is invoked from the Custom attribute definition page. Each attribute creates one row in this table, identified by the unique ID AttributeID. After an attribute is initially created, some fields like the AttributeType and Length fields cannot be modified (see individual fields for further info).
UA_Campaign	This table contains campaign meta data provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record will only be created when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.
UA_OfferList	This table stores both internal and user-created offer lists. User-created offer lists can be static (fixed list of offers) or smart (dynamic; based on a query). Internally generated offer lists are used to group together the actual list of offers assigned to a specific cell in a CSP when multiple offers are assigned. Internal offer lists may reference user-created offer lists (only one level of nesting supported).
UA_OptimizeProcess	An entry in this table represents a single optimize process box as seen in Campaign flowcharts.
UACO_OCT0000000000	This is an example table, built per ACO session, based on the UACO_OCTBase table.
UACO_OCTBase	This table contains all of the columns that are used to create an Optimized Contacts Table (OCT) for a session.
UACO_OfferSeg	This table contains the scores used at the intersection of an offer and segment in the score matrix.
UACO_OptSession	An entry in this table represents a single ACO session with all of its meta-data.
UACO_PCT0000000000	This is an example table, built per ACO session, based on the UACO_PCTBase table.
UACO_PCTBase	This is the base table that is used to generate the PCT. All columns in this table will automatically appear in the PCT.
UACO_POA0000000000	This is an example table, built per ACO session, based on the UACO_POABase table.
UACO_POABase	This table contains all of the columns that are used to create the Parameterized Offer Attributes (POA) table for a session.
UACO_RC0000000000	The UACO_RC00000010000X tables are created to allow randomization of the customers as they are processed and put into chunks. This was introduced in ACO 7.3. Each unique audience key appears in the table with a random #. The table is generated when the ACO session is first run. Thereafter, it is evaluated to see if any participating campaigns have subsequently run, in which case the RC table is re-generated (to pick up new CustIDs and drop old ones no longer included).
UACO_RConstraint	This table contains the set of generic rule constraints types with their values for each rule as associated to their specific subsections.
UACO_RCType	This table contains a lookup of valid values for the Rule Constraints. The contents of this table are fixed with the expected values for any particular release of ACO.
UACO_RException	Used to store list of exceptions rules added by user

Table	
Name	**Comment**
UACO_RExConstraint	Used to store list of exception constraints and its values
UACO_RExType	Used to store list of supported exception constraint types
UACO_ROffer	This table contains the set of offers that contraint the given rule for the given subsection.
UACO_ROfferList	This table contains the set of offer lists that contraint the given rule for the given subsection.
UACO_RSegment	This table contains the set of segments that contraint the given rule for the given subsection.
UACO_RSubsection	This table contains a lookup of valid subsection values. The contents of this table are fixed with the expected values for any particular release of ACO.
UACO_Rule	This table contains the basic description of the rule used in an ACO session.
UACO_RuleSubtype	This table contains a lookup of rule sub types that are used to describe the rule. The contents of this table are fixed with the expected values for any particular release of ACO.
UACO_RuleType	This table contains a lookup of rule types used to enforce data-integrity for the rule created within a session. The contents of this table are fixed with the expected values for any particular release of ACO.
UACO_SesnOffer	This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.
UACO_SesnRunHist	This table contains the history of session runs that were executed. It references the report files that were generated by the specific runs.
UACO_SesnRunType	This table contains a lookup of valid run types. The contents of this table are fixed with the expected values for any particular release of ACO.
UACO_SesnSegment	This table contributes to the definition of two items: the score matrix and the "displayed segments" used in the session.
UACO_SesnStatus	This table contains a lookup of valid values for the status of an ACO session. The contents of this table are fixed with the expected values for any particular release of ACO.
UACO_UserTable	This is an example of a user table that can be specified by the user to define the appended columns to the PCT during session creation time.

Column(s) of "UA_AttributeDef" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
AttributeID	bigint	NOT NULL	Globally unique identifier of the attribute. This ID is assigned by the system when an attribute is created. Custom attribute IDs start at either 100 or the value of internalIDLowerLimit config parameter, whichever is higher.	Yes	No	Yes	Yes	No	No		Yes	No	No	No
Name	varchar(64)	NOT NULL	Internal name of the attribute, must be globally unique. The name is user-provided for custom attributes and is the name used in any Affinium query expression when the field is used as an AGF. The internal name is automatically provided for system-defined attributes and cannot be modified. **Changing this value after it has been used will break any query expressions referencing the prior name."	No	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special Affinium query language name characters	Yes	Yes	No	No
DisplayName	varchar(64)	NULL	Name of attribute, should be unique with offer attributes or unique within cell attribute names. The name is user-provided	No	No	Yes	No	No	Yes	Any text characters, minus standard	Yes	Yes	No	No

Column(s) of "UA_AttributeDef" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
			for custom attributes and is the label displayed to the user in forms and reports (e.g., the Custom attributes definition page).							disallowed special name characters				
Description	varchar(512)	NULL	Optional, user-entered, free-form description of the attribute.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
ObjectType	int	NULL	System-generated value specifying the type of object for which this attribute is defined.	No	No	Yes	Yes	No	No	1=Session, 2=Campaign, 3=Segment, 4=Offer, 5=Product, 6=Cube, 7=ACOSession, 8=CustomMacro, 9=DerivedField, 10=Trigger, 11=TargetCell	Yes	No	No	No
EnumType	int	NULL	User specified behavior on whether an attribute is a free-form text box (user enters value), a drop-down list with fixed entries, or whether the user can choose from a drop-down list OR add an additional value. Additional values are checked for uniqueness (case-insensitive compare) and will be available in the drop-down list for all users. Type can be only be changed from 1 to 2 and vice versa after initial creation. *This option is currently available only for enumerated text strings (not for date, numeric, or currency data types).	No	No	Yes	No	No	Yes	0=Edit Only, 1=Enumeration Only, 2=Enum with Dynamic Add	Yes	Yes	No	No
AttributeType	int	NULL	User-specified data type for a custom attribute (not editable for a system-defined attribute). Types 5 and 6 can only be created from UMO or DM. **This value cannot be changed after initial creation of a custom attribute.	No	No	Yes	No	No	Yes	1=String, 2=Number, 3=DateTime, 4=Currency, 5=Boolean, 6=Integer	Yes	No	No	No
Length	int	NULL	User-specified value for length of text string data type and precision (# of decimal places to the right of the decimal point)	No	No	Yes	No	No	Yes	Positive integer; limit of maximum 16 digits	Yes	Yes	No	No

Column(s) of "UA_AttributeDef" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
			displayed for numbers and currency data types. Not used for datetime data type. **After initial creation of a text-string custom attribute, this value can only be increased, not decreased. It can be changed at any time for a numeric or currency data type.							of precision available for numeric values				
Retired	int	NULL	Reserved for future use.	No	No	Yes	Yes	Yes	No	0 = active; 1 = retired	No	No	No	No
SystemDefined	int	NULL	Specifies whether an attribute is a predefined attribute shipped with AC. All custom attributes have a value of 0. System-defined attributes cannot be deleted from the system and cannot have the Internal name or data type edited (description and length can be edited).	No	No	Yes	Yes	No	No	0 = custom attribute, user-defined, 1 = system-defined	Yes	No	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP user ID for the user who created the object.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved).	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
CreatorFlag	int	NULL	Specifies the application that created the custom attribute	No	No	No	Yes	No	No	NULL/0 = Campaign 1 = Unica Marketing Operations (UMO) 2 = Unica Distributed Marketing	Yes	No	No	No

Child Relationship(s) of "UA_AttributeDef" Table	
Child Table	
Name	**Comment**
UA_OfferTemplAttr	This table stores the offer attribute values associated with a particular offer template and specifies whether each attribute is hidden, parameterized, its default value, and display order. Note that only one of the fields StringValue, NumberValue and DatetimeValue contain the value for the attribute based on the attributeType defined in the UA_AttributeDef table.
UA_CellAttribute	This table stores the custom cell attribute values for a particular cell. These values are data-entered by the user in the Target Cell Spreadsheet (TCS). Only one of the fields (StringValue, NumberValue, DatetimeValue) is populated for any given row, depending on the data type of the custom attribute (as specified in UA_AttributeDef). Attributes are displayed in the Target Cell spreadsheet in alphabetical order.
UA_OfferHistAttrib	This table stores the actual values used for parameterized (only) offer attributes when an offer is used (given out in a flowchart production run with logging to CH enabled). It is populated at flowchart run time.
UA_EnumAttrValues	This table holds all the drop-down list (enumerated) data values for custom attributes where UA_AttributeDef.EnumType = 1 or 2.
UA_OfferAttribute	This table stores the values of the static attributes and default values of the parameterized attributes associated with an offer (system-generated and custom).
UACO_POA0000000000	This is an example table, built per ACO session, based on the UACO_POABase table.
UA_CampToCellAttr	This table is a mapping of cell custom attributes to Campaign. The AttributeIDs in that table are all of cell attributes. This table is populated only in campaigns created in Unica Marketing Operations.
UA_CampAttribute	This table stores the values of the campaign custom attributes for each campaign.

Parent Relationship(s) of "UA_AttributeDef" Table

Column(s) of "UA_Campaign" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
CampaignID	bigint	NOT NULL	Globally unique, system-generated identifier of a campaign, assigned by the system when a campaign is created. AC uses the next available value (assumed unique) from the UA_IDSByType table for campaigns.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system	Yes	No	No	No

Column(s) of "UA_Campaign" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
										using sesutil)				
Name	varchar(64)	NOT NULL	Name of campaign; not required to be unique (but is a best practice to be unique).	No	No	Yes	Yes	Yes	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(1024)	NULL	Optional, user-entered, free-form description of the campaign.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
FolderID	bigint	NULL	Folder ID for the folder where the campaign is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder.	No	Yes	Yes	Yes	No	No	Any valid FolderID value existing in UA_Folder table	Yes	Yes	No	No
CampaignCode	varchar(32)	NOT NULL	Globally unique code for the campaign. By default a campaign code is generated by the system using the configured campaign code generator (campCodeGenProgFile) when creating a new campaign. The length and format of the campaign code is specified at implementation time (campCodeFormat). (Both of these configuration parameters can be found in the server > systemCodes config section). The campaign code can be changed by the user to any unique value satisfying the code format (enforced by Campaign). **Changing this value after a campaign is run may cause response tracking problems if campaign code is used.	No	No	Yes	Yes	Yes	Yes	Depends on campaign code format specified: n = 0-9 a = A-Z c = A-Z, 0-9 x = any character	Yes	Yes	No	No
Initiative	varchar(255)	NULL	Optional initiative associated with this campaign.	No	No	No	No	No	Yes	Any value from the UA_Initiatives table **If values are subsequently deleted from UA_Initiatives, it is possible to have values here that	Yes	Yes	No	No

Column(s) of "UA_Campaign" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
										do not appear in that table.				
Objectives	varchar(1024)	NULL	Optional, free-form text description of the campaign objective(s).	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
CreateDate	datetime	NULL	Date and time the Campaign is created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP userId of the user who created the Campaign.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved).	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
StartDate	datetime	NULL	Date the campaign is effective. In the UI, this is the campaign Effective Date. Default value is today.	No	No	Yes	Yes	Yes	Yes	Valid datetime	Yes	Yes	No	Yes
EndDate	datetime	NULL	Date the campaign expires. In the UI, this is the campaign Expiration Date. Default value is one month from start date.	No	No	Yes	Yes	Yes	Yes	Valid datetime	Yes	Yes	No	Yes
LastRunDate	datetime	NULL	Date and time the campaign was last run (any flowchart, branch, process run of any flowchart within the campaign). This value is NULL if never run. Test runs do NOT update this value.	No	No	No	Yes	No	No	Valid datetime	No	No	Yes	Yes
RunBy	int	NULL	UMP user ID for the user who last ran the campaign; updated whenever LastRunDate is updated. This value is NULL if never run. Test runs do NOT update this value.	No	No	No	Yes	No	No	Valid UserID in UMP **Value may be invalid if UMP user is subsequently deleted.	No	No	Yes	No
ProjectID	int	NULL	Affinium Plan project ID. This field is populated when a campaign is created from Plan. By default, this value is NULL. When a project in plan is disassociated with this campaign, the system writes a NULL to this field (based on	No	No	No	Yes	No	No	NULL, 0, or valid ProjectID from Affinium Plan	Yes	Yes	No	No

Column(s) of "UA_Campaign" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
			UnlinkProjectNotification campaign service call).											
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices).	No	No	Yes	Yes	Yes	Yes	Any valid PolicyID from Unica Manager Platform's usm_policy table	Yes	Yes	No	No
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No
CreatorFlag	int	NULL	Specifies the application that created the custom campaign	No	No	No	Yes	No	No	NULL/0 = Campaign 1 = Unica Marketing Operations (UMO) 2 = Unica Distributed Marketing	Yes	No	No	No

Child Relationship(s) of "UA_Campaign" Table	
Child Table	
Name	**Comment**
UA_Flowchart	This table stores information for all flowcharts. It has one row for each flowchart in the system and is also used for reporting on the running flowcharts (status) in the system.
UA_CampToSegment	This table stores top-down defined relationships between a campaign and its related segments (specified by the user from the Campaign summary page by clicking on "Add/Remove Segments" link). This can be a many-to-many mapping.

Child Relationship(s) of "UA_Campaign" Table	
Child Table	
Name	**Comment**
	**Bottom-up segments (strategic segments used in a flowchart of the campaign) are not stored in this table.
UA_CampToOffer	This table stores top-down defined relationships between a campaign and its related offers (specified by the user from the Campaign summary page by clicking on "Add/Remove Offers" link). This can be a many-to-many mapping. **Bottom-up offers (offers used in a flowchart of the campaign) are not stored in this table.
UA_TargetCells	This table stores information on target cells created in all flowcharts. Target cells are defined as cells that are attached to an output process (Mail List, Call List, Recommend, eMessage, Snapshot, or Optimize). It stores meta data information (name, code), source info (campaign, flowchart and cell IDs), treatment data (list of assigned offers/offer lists and whether it is a control cell), and whether the cell was created top-down in the Target Cell Spreadsheet (TCS) or bottom-up from within a flowchart.
UA_Treatment	Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there will be multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, there a treatment will be created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.
UA_OptimizeProcess	An entry in this table represents a single optimize process box as seen in Campaign flowcharts.
UA_CampToCellAttr	This table is a mapping of cell custom attributes to Campaign. The AttributeIDs in that table are all of cell attributes. This table is populated only in campaigns created in Unica Marketing Operations.
UA_CampAttribute	This table stores the values of the campaign custom attributes for each campaign.

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

Column(s) of "UA_Folder" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
FolderID	bigint	NOT NULL	Unique identifier of the folder. This ID is assigned by the system when a new folder is created. Folder IDs start at either 100 or the value of internalIDLowerLimit config parameter, whichever is higher.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	Yes	No	No	No
Name	varchar(255)	NULL	Name of the folder; must be unique within the parent folder.	No	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(1024)	NULL	Optional description of the folder.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
ParentFolderID	bigint	NULL	FolderID of the parent folder. This field is used to trace backwards to get the absolute path name of the current folder. Only the top-level folder should have a NULL in this field. User chooses the parent folder when creating a folder.	No	No	Yes	Yes	No	Yes	Any valid FolderID from UA_Folder table	Yes	Yes	No	No
ObjectType	int	NULL	Type of system object stored in this folder.	No	No	Yes	Yes	No	No	1=Session, 2=Campaign, 3=Segment, 4=Offer, 5=Product, 6=Cube, 7=ACOSession, 8=CustomMacro, 9=DerivedField, 10=Trigger, 11=TargetCell	Yes	No	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP UserID of the user who created the folder	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes

Column(s) of "UA_Folder" Table													
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices).	No	No	Yes	Yes	Yes	Yes	Any valid PolicyID from Unica Manager PLatform's usm_policy table	Yes	Yes	No	No
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No

Child Relationship(s) of "UA_Folder" Table	
Child Table	
Name	**Comment**
UA_Campaign	This table contains campaign meta data provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record will only be created when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.
UA_Segment	This table stores information on the strategic segments created by the Create Seg process. It is populated when a CreateSeg process is created and saved in a flowchart and subsequently updated when the CreateSeg process is run. A temporary copy of the row is created (with TempFlag=1) when the flowchart containing the CreateSeg process box is being edited or run.
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

Child Relationship(s) of "UA_Folder" Table	
Child Table	
Name	**Comment**
UA_OfferList	This table stores both internal and user-created offer lists. User-created offer lists can be static (fixed list of offers) or smart (dynamic; based on a query). Internally generated offer lists are used to group together the actual list of offers assigned to a specific cell in a CSP when multiple offers are assigned. Internal offer lists may reference user-created offer lists (only one level of nesting supported).
UA_Session	Stores information on sessions created in Campaign.
UA_Triggerlist	This table stores a name, a definition, and a note for each outbound trigger sent through the Schedule and Contact processes. A trigger executes a command line, which can be a batch file or a script file.
UA_DerivedField	This table stores derived fields for reuse across users and flowcharts. It stores the name, definition, and description. New derived fields created within the campaign are stored in this table by using the Create Derived Field window. Long predicate expressions may span multiple rows using the Description field as a numeric index to stitch together the multiple rows.
UA_CustomMacros	This table stores custom macros for reuse across users and flowcharts. It stores the query name, query (which can be raw SQL or the Affinium macro language) and description. The custom macro can take input parameters and return a data value with each audience ID.
UA_TableCatalog	This table stores information on all table catalogs available in Affinium Campaign.
UA_FlowchartTmpl	This table stores meta data for flowchart templates. It is populated when a user chooses Tools->Stored Templates from the flowchart menu.
UACO_OptSession	An entry in this table represents a single ACO session with all of its meta-data.

Parent Relationship(s) of "UA_Folder" Table

Column(s) of "UA_Offer" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
OfferID	bigint	NOT NULL	Unique identifier of the offer. This ID is assigned by the system when a new offer is created.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	Yes	No	No	No

Column(s) of "UA_Offer" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
Name	varchar(130)	NOT NULL	Name of the offer; does not have to be unique.	No	No	Yes	Yes	Yes	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(512)	NULL	Optional description of offer.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP UserID of the user who created the Offer.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
NumberOfOfferCodes	int	NULL	This field specifies the number of parts in the offer code (up to a maximum of 5). He OfferCodeX fields are populated where X <= this value (e.g., if the NumberOfOfferCodes = 2, then OfferCode1 and OfferCode2 fields will be populated; the remaining offer codes 3-5 will be NULL). The offer code (all N parts) should be globally unique, though any individual part is not guaranteed to be unique. **There is no enforcement of global uniqueness on save (it is possible to have duplicate offer codes if users override these values).	No	No	Yes	Yes	Yes	Yes	A whole number between 1-5	Yes	No	No	No
OfferCode1	varchar(64)	NOT	This is the first part of the offer code and	No	No	Yes	Yes	Yes	Yes	Valid string according to	Yes	Ye	No	No

Column(s) of "UA_Offer" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
		NULL	is always populated. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode1CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer.							UA_OfferTemplate.OfferCode1CodeFrmt		s		
OfferCode2	varchar(64)	NULL	This is the first part of the offer code and is populated if NumberOfOfferCodes >=2. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode2CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer.	No	No	Yes	Yes	Yes	Yes	Valid string according to UA_OfferTemplate.OfferCode2CodeFrmt	Yes	Yes	No	No
OfferCode3	varchar(64)	NULL	This is the first part of the offer code and is populated if NumberOfOfferCodes >=3. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode3CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer.	No	No	Yes	Yes	Yes	Yes	Valid string according to UA_OfferTemplate.OfferCode3CodeFrmt	Yes	Yes	No	No
OfferCode4	varchar(64)	NULL	This is the first part of the offer code and is populated if NumberOfOfferCodes >=4. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode4CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer.	No	No	Yes	Yes	Yes	Yes	Valid string according to UA_OfferTemplate.OfferCode4CodeFrmt	Yes	Yes	No	No

Column(s) of "UA_Offer" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
OfferCode5	varchar(64)	NULL	This is the first part of the offer code and is populated if NumberOfOfferCodes =5. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode5CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer.	No	No	Yes	Yes	Yes	Yes	Valid string according to UA_OfferTemplate.OfferCode5CodeFrmt	Yes	Yes	No	No
OfferTemplID	bigint	NULL	The OfferTemplID of the offer template used to generate this offer (chosen by the user when creating the offer). This value cannot be changed once the offer has been created.	No	Yes	Yes	Yes	Yes	Yes	Valid OfferTemplID value from UA_OfferTemplate table	Yes	No	No	No
Retired	int	NULL	Specifies whether an offer has been "retired," which means it can no longer be given out in any campaigns/flowcharts. Newly created offers are not retired by default. Retired offers do not appear for selection when assigning offers. The user can choose to retire an offer at any time. Offers that cannot be deleted are automatically retired instead. **There is no way in the GUI to "unretire" an offer.	No	No	Yes	Yes	Yes	Yes	0=active; 1=retired	Yes	Yes	No	No
FolderID	bigint	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder.	No	Yes	Yes	Yes	No	No	Any valid FolderID value existing in UA_Folder table	Yes	Yes	No	No
EffectiveDateFlag	int	NULL	Specifies whether the first date when this offer will be valid is based on an absolute	No	No	Yes	Yes	Yes	Yes	0=Absolute date, 1=Flowchart run date	Yes	Yes	Yes	No

Column(s) of "UA_Offer" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
			date or whether it will be the flowchart run date.											
ExpirationDateFlag	int	NULL	Specifies whether the last date when this offer will be valid is based on an absolute date or whether it will be some duration (# of days) after the effective date.	No	No	Yes	Yes	Yes	Yes	0=Absolute date, 1=Duration after contact, 2=End of month after contact (not used)	Yes	Yes	Yes	No
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices).	No	No	Yes	Yes	Yes	Yes	Any valid PolicyID from Unica Manager Platform's usm_policy table	Yes	Yes	No	No
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No
DeleteLock	int	NOT NULL		No	No	Yes	Yes	No	No	0 = not in use, 1 = locked/offer in use	Yes	Yes	Yes	No
creatorFlag	int	NULL	Number indicating which Application created the Offer	No	No	No	No	No	No	Positive Integer	No	Yes	No	No
creatorObjectId	bigint	NULL	ID of the corresponding Object in the creator Application	No	No	No	No	No	No	Positive Long	No	Yes	No	No

Child Relationship(s) of "UA_Offer" Table	
Child Table	
Name	**Comment**
UA_OfferAttribute	This table stores the values of the static attributes and default values of the parameterized attributes associated with an offer (system-generated and custom).
UA_CampToOffer	This table stores top-down defined relationships between a campaign and its related offers (specified by the user from the Campaign summary page by clicking on "Add/Remove Offers" link). This can be a many-to-many mapping. **Bottom-up offers (offers used in a flowchart of the campaign) are not stored in this table.
UA_OfferListMember	This table stores the members of an offer list. For a user-defined static offer list, this contains the list of OfferIDs and their display order and is populated when the offer list is saved. For a user-defined smart offer list, this table contains the list of folders to which the smart query has been scoped (if any). For an internal offer list, this tables stores any referenced (nested) offer lists. The members can be any of these: o an individual offer o an offerList o a folder Each offer list member must be exactly one of the above.
UA_ProductIndex	This table stores the many-to-many relationship between products and offers based on the ProductIDs that match the "product query" associated with an offer (from the Related Offers field). It is used to quickly resolve the set of products associated with a particular offer for response tracking without having to re-run the UA_OfferToProduct.Condition query. This table is periodically populated/updated by a java program, interval configured in Unica Manager Platform (list parameters).
UA_Treatment	Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there will be multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, there a treatment will be created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.
UA_OfferToProduct	This table stores the information about the relationship between offers and products, specified by the "Relevant offers" field (required for an offer). It is only populated if the user specifies a value for the Relevant Offers field of an offer.
UA_OfferHistory	This table stores all offer versions that have been given out to customers. It determines if a particular combination of parameterized offer attributes (offer version identified by OfferHistoryID) for a given offer (offerID) has already been created (using the CRC value). The UA_OfferHistory table is populated only once for each unique offer version. If the UA_OfferHistory table is already populated for an offer, it will not be populated again if contact history is updated for the same offer.
UACO_ROffer	This table contains the set of offers that contraint the given rule for the given subsection.
UACO_PCT0000000000	This is an example table, built per ACO session, based on the UACO_PCTBase table.
UACO_SesnOffer	This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.

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

Column(s) of "UA_OfferList" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
OfferListID	bigint	NOT NULL	Unique identifier for the offer list generated by the system when an offer list is created.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	Yes	No	No	No
Name	varchar(64)	NULL	For user-created offer lists, this is the user-specified offer list name, which must be unique within the offer folder. For internally generated offer lists, this value is "Internal offer list".	No	No	Yes	Yes	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(512)	NULL	For user-created offer lists, this is the optional user-specified offer list description. For internally generated offer lists, this value is "Internal offer list".	No	No	No	Yes	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
OfferQuery	varchar(2048)	NULL	If OfferListType = 2 (dynamic), this field contains the offer query used to generate the smart offer list.	No	No	No	No	No	Yes	Valid query expression	Yes	Yes	No	No
OfferListType	int	NULL	Specifies the type of user-defined offer list: static (fixed list of offers) or smart/dynamic (matching offers generated by resolving a query based on	No	No	Yes	Yes	No	Yes	1=Static, 2=Dynamic, 3=Internal	Yes	Yes	No	No

Column(s) of "UA_OfferList" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
			offer attributes) or whether the offer list is an internally generated list used to group together multiple offers/offer lists assigned to the same cell in a CSP.											
FolderID	bigint	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder.	No	Yes	Yes	Yes	No	No	Any valid FolderID value existing in UA_Folder table	Yes	Yes	No	No
MaxSize	int	NULL	If OfferListType = 2 (dynamic), this field specifies the maximum number of offers that can be returned as a result of running the offer query. A value of 0 means an unlimited number of offers can be returned.	No	No	Yes	No	No	Yes	Non-negative integer	Yes	Yes	No	No
IncludeSubFolders	int	NULL	If OfferListType = 2 (dynamic), this field specifies whether any scoping of returned offers based on folder location(s) will include subfolders or not. **It is not possible to include subfolders for some folders and not for others.	No	No	Yes	No	No	Yes	0=does not include subfolders; 1=includes subfolders	Yes	Yes	No	No
Retired	int	NULL	Specifies whether an offer list has been "retired," which means it can no longer be given out in any campaigns/flowcharts. Newly created offer lists are not retired by default. Retired offers lists do not appear for selection when assigning offers. The user can choose to retire an offer list at any time. **There is no way in the GUI to "unretire" an offer list.	No	No	Yes	Yes	Yes	No	0=active; 1=retired	Yes	Yes	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes

Column(s) of "UA_OfferList" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
CreateBy	int	NULL	UMP UserId of the user who created the list.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices).	No	No	Yes	Yes	Yes	Yes	Any valid PolicyID from Unica Manager Platform's usm_policy table	Yes	Yes	No	No
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No

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

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

Column(s) of "UA_OptimizeProcess" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
OptimizeID	bigint	NOT NULL	This is an internal identifier for the Optimize Process Box that uniquely identifies it within a campaign.	Yes	No	Yes	Yes	Yes	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	Yes	No	No	No
TempFlag	int	NOT NULL	The temporary state of this box.	Yes	No	Yes	Yes	No	No	0 = not temporary 1 = temporary	Yes	Yes	No	No
FlowchartID	int	NOT NULL	Unique identifier of the flowchart containing the Optimize process box. This ID is assigned by the system when a flowchart is created.	Yes	No	Yes	Yes	Yes	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	Yes	No	No	No
CampaignID	bigint	NOT NULL	Unique identifier of the campaign containing the flowchart containing the Optimize process box. This ID is assigned by Affinium Campaign when a campaign is created. It uses the next available value (assumed unique) from the UA_IDSByType table for campaigns.	No	Yes	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	Yes	No	No	No
ACOSessionID	bigint	NOT NULL	Unique identifier for each ACO session.	No	Yes	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	Yes	No	No	No
ProcessName	varchar(255)	NOT NULL	The name given by the user for this process box (in the General tab of the process box, inside the flowchart)..	No	No	Yes	Yes	Yes	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Status	varchar(16)	NULL	The status of this Optimize process box.	No	No	Yes	Yes	No	No	'Free' or 'Busy'	Yes	Yes	Yes	No
RunBy	int	NULL	The ID of the user that last ran this process box.	No	No	Yes	Yes	No	No	Valid ASM User ID	Yes	Yes	Yes	No
LastRunDate	datetime	NULL	Date and time the Optimize process box was last run (any flowchart, branch, process run). This value is NULL if never run. Test runs do NOT update this value.	No	No	Yes	Yes	No	No	Valid datetime.	Yes	Yes	Yes	Yes
RunResult	varchar(2048)	NULL	The results of the last run. This is an XML field that contains metadata about the results of the run.	No	No	Yes	Yes	No	No	Well-formatted XML string containing Optimize process run results.	No	No	Yes	No
CreateDate	datetime	NULL	The date this process box was created.	No	No	Yes	Yes	No	No	Valid datetime.	Yes	No	No	Yes
CreateBy	int	NULL	The ID of the user that created this box.	No	No	Yes	Yes	No	No	Valid ASM User ID	Yes	No	No	No
UpdateDate	datetime	NULL	The last date/time this process box was changed.	No	No	Yes	Yes	No	No	Valid datetime.	No	Yes	No	Yes

Column(s) of "UA_OptimizeProcess" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
UpdateBy	int	NULL	The user that last updated this process box.	No	No	Yes	Yes	No	No	Valid ASM User ID	No	Yes	No	No

Child Relationship(s) of "UA_OptimizeProcess" Table

Parent Relationship(s) of "UA_OptimizeProcess" Table	
Parent Table	
Name	**Comment**
UACO_OptSession	An entry in this table represents a single ACO session with all of its meta-data.
UA_Campaign	This table contains campaign meta data provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record will only be created when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.

Column(s) of "UACO_OCT0000000000" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
ContactID	bigint	NOT NULL	See UACO_OCTBase table	Yes	Yes	Yes	Yes	No	No	See UACO_OCTBase table	Yes	Yes	No	No
OptimizeID	bigint	NOT NULL	See UACO_OCTBase table	Yes	Yes	Yes	Yes	No	No	See UACO_OCTBase table	Yes	Yes	No	No
OutputScore	FLOAT	NULL	See UACO_OCTBase table	No	No	Yes	Yes	No	No	See UACO_OCTBase table	Yes	Yes	No	No

Child Relationship(s) of "UACO_OCT0000000000" Table

Parent Relationship(s) of "UACO_OCT0000000000" Table	
Parent Table	
Name	**Comment**
UACO_PCT0000000000	This is an example table, built per ACO session, based on the UACO_PCTBase table.

Column(s) of "UACO_OCTBase" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
ContactID	bigint	NOT NULL	A unique identifier of a potential contact that is originated from a particular flow chart. This number will be unique across a flow chart. An entry in this table means that the contact has been optimized and accepted by ACO. This field will appear in the OCT.	Yes	No	Yes	Yes	No	No	Any numeric value.	Yes	No	Yes	No
OptimizeID	bigint	NOT NULL	The unique identifier for the Optimize process box that generated this particular transaction. This field will appear in the OCT.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	Yes	No	Yes	Yes
OutputScore	float	NOT NULL	The score that was used by ACO during optimization. Since the score that was passed in from Affinium Campaign can be overridden by the score matrix, this score must be recorded here. This field will appear in the OCT.	No	No	Yes	Yes	No	No	Any numeric value.	Yes	No	Yes	Yes

Child Relationship(s) of "UACO_OCTBase" Table

Parent Relationship(s) of "UACO_OCTBase" Table

Column(s) of "UACO_OfferSeg" Table															
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
ACOSessionID	bigint	NOT NULL	A unique identifier for the ACO session	Yes	Yes	Yes	Yes	No	No	Any valid ACOSessionID from the UACO_OptSession table.	Yes	No	No	No
SegmentID	bigint	NOT NULL	Unique ID for a strategic segment in the score matrix.	Yes	Yes	Yes	Yes	No	No	Any SegmentID from the UA_Segment table.	Yes	Yes	No	No
OfferID	bigint	NOT NULL	Unique identifier of an offer in the score matrix.	Yes	Yes	Yes	Yes	No	No	Any valid OfferID in UA_Offer table.	Yes	Yes	No	No
Score	FLOAT	NOT NULL	This is the score that is used when the Offer ID and the Segment ID in this particular Row matches the transaction's offer/segment.	No	No	Yes	No	No	Yes	Any positive numeric value.	Yes	Yes	No	No

Child Relationship(s) of "UACO_OfferSeg" Table

Parent Relationship(s) of "UACO_OfferSeg" Table	
Parent Table	
Name	**Comment**
UACO_SesnSegment	This table contributes to the definition of two items: the score matrix and the "displayed segments" used in the session.
UACO_SesnOffer	This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.

Column(s) of "UACO_OptSession" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
ACOSessionID	bigint	NOT NULL	A unique identifier for each ACO session	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	Yes	No	No	No
FolderID	bigint	NOT NULL	Unique identifier of the folder. This ID is assigned by the system when a new folder is created. Folder IDs start at either 100 or the value of internalIDLowerLimit config parameter, whichever is higher.	No	Yes	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Yes	Yes	No	No
Name	VARCHAR(64)	NOT NULL	Name of the ACO session.	No	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Objective	VARCHAR(512)	NULL	Optional, user-entered, free-form objective of the session.	No	No	No	No	No	Yes	Any text characters	Yes	Yes	No	No
Description	VARCHAR(512)	NULL	Optional, user-entered, free-form description of the session.	No	No	No	No	No	Yes	Any text characters	Yes	Yes	No	No
AudienceName	VARCHAR(64)	NOT NULL	The audience level of the session. Once the session has been created the value of this should not be changed. It is with this audience level that the OCT/PCT/POA are generated. Valid values for this are stored in the configuration system.	No	No	Yes	No	No	Yes	Any audience level.	Yes	No	No	No
TemplateTableName	VARCHAR(64)	NULL	This is the name of a table used as a template for any user-defined fields. Each of the fields in this table is added to the PCT during generation so the user can customize the PCT to include fields to be used in rules. Once the session has been created,	No	No	No	No	No	Yes	Any table listed in the configuration for template table names.	Yes	No	No	Valid values from configuration.

Column(s) of "UACO_OptSession" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
			the value of this column should not change. 1) This table must be part of the system tables. 2) This value can be NULL, which means that no user-defined columns will be used in the session.											
PCTName	varchar(64)	NOT NULL	This is the name of the PCT table associated with this session. This table should live in the same schema as the system tables. This table contains all of the proposed contacts from participating campaigns.	No	No	Yes	Yes	No	No	The format of this table name is defined in the software using the format: UACO_PCTXXXXXXXXXX Where 'XXXXXXXXXX' is the 10 digit 0 padded ACOSessionID.	Yes	No	No	Yes
OCTName	varchar(64)	NOT NULL	This is the name of the OCT table for this session. The OCT contains all of the transactions that ACO has accepted out of the PCT. This field cannot be NULL.	No	No	Yes	Yes	No	No	The format of this table name is defined in the software using the format: UACO_OCTXXXXXXXXXX Where 'XXXXXXXXXX' is the 10 digit 0 padded ACOSessionID.	Yes	No	No	Yes
POAName	varchar(64)	NOT NULL	This is the proposed offer attribute table for this session. It contains the value of the attributes for the offers being proposed in the PCT.	No	No	Yes	Yes	No	No	The format of this table name is defined in the software using the format: UACO_POAXXXXXXXXXX Where 'XXXXXXXXXX' is the 10 digit 0 padded ACOSessionID.	Yes	No	No	Yes
TrxnScoreField	VARCHAR(64)	NOT NULL	Stores the name of the score field in the PCT associated to this session (see PCTName) that will be used as the score field for the transactions in the PCT.	No	No	Yes	Yes	Yes	Yes	Any numeric column from the User Template Table or ScorePerOffer Column or a special internal value to indicate score matrix.	Yes	Yes	No	No

Column(s) of "UACO_OptSession" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
			By default the value of this column will be the "ScorePerOffer" column from the PCT.											
ScoreAllOfferSeg	float	NOT NULL	This is the score from the score matrix used by default for any offer/segment combination that does not have a value assigned for it.	No	No	No	No	No	Yes	Any positive numeric score.	Yes	Yes	No	No
SessionStatusID	bigint	NOT NULL	The status of the session. See the UACO_SesnStatus table for valid value for this column.	No	Yes	Yes	Yes	No	No	See the UACO_SesnStatus table for valid values for this column.	Yes	Yes	Yes	Assigned during DDL execution.
CreateDate	datetime	NOT NULL	The date and time this session was created.	No	No	Yes	Yes	No	No	Valid datetime.	Yes	No	No	Yes
CreateBy	int	NOT NULL	ASM userId of the user who created the session.	No	No	Yes	Yes	No	No	Valid ASM User ID	Yes	No	No	No
UpdateDate	datetime	NOT NULL	The last server date and time the object was updated (edited and saved)..	No	No	Yes	Yes	No	No	Valid datetime.	Yes	Yes	No	Yes
UpdateBy	int	NOT NULL	ASM user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid ASM UserID	Yes	Yes	No	No
PolicyID	int	NOT NULL	Identifier of the security policy that this current session belongs to.	No	No	Yes	Yes	Yes	No	Any valid PolicyID from Affinium Manager's usm_policy table	Yes	Yes	No	No
ACLID	int	NOT NULL	For future use.	No	No	No	No	No	No		No	No	No	No
CustomSettingsFlag	int	NULL		No	No	Yes	No	No	Yes		Yes	Yes	No	No
CustomSettingsXML	varchar(3000)	NULL		No	No	Yes	No	No	Yes		Yes	Yes	No	No

Child Relationship(s) of "UACO_OptSession" Table	
Child Table	
Name	**Comment**
UACO_Rule	This table contains the basic description of the rule used in an ACO session.
UACO_SesnSegment	This table contributes to the definition of two items: the score matrix and the "displayed segments" used in the session.
UACO_SesnOffer	This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.
UACO_SesnRunHist	This table contains the history of session runs that were executed. It references the report files that were generated by the specific runs.
UA_OptimizeProcess	An entry in this table represents a single optimize process box as seen in Campaign flowcharts.

Parent Relationship(s) of "UACO_OptSession" Table	
Parent Table	
Name	**Comment**
UACO_SesnStatus	This table contains a lookup of valid values for the status of an ACO session. The contents of this table are fixed with the expected values for any particular release of ACO.
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

Column(s) of "UACO_PCT0000000000" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
ContactID	bigint	NOT NULL	See UAC_PCTBase table.	Yes	No	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	Yes	No	No
OptimizeID	bigint	NOT NULL	See UAC_PCTBase table.	Yes	No	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	Yes	No	No
CostPerOffer	FLOAT	NOT NULL	See UAC_PCTBase table.	No	No	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	Yes	No	No
ScorePerOffer	FLOAT	NOT NULL	See UAC_PCTBase table.	No	No	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	Yes	No	No
OfferID	bigint	NOT NULL	See UAC_PCTBase table.	No	Yes	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	No	No	No
ContactDateTime	datetime	NOT NULL	See UAC_PCTBase table.	No	No	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	Yes	No	No
ChannelID	varchar(64)	NOT NULL	See UAC_PCTBase table.	No	No	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	Yes	No	No
PackageID	bigint	NOT NULL	See UAC_PCTBase table.	No	No	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	Yes	No	No
OfferCRC	int	NULL	See UAC_PCTBase table.	No	No	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	Yes	No	No
CustomerID	bigint	NOT NULL	See UAC_PCTBase table.	No	No	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	Yes	No	No
CellCode	varchar(64)	NOT NULL	See UAC_PCTBase table.	No	No	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	Yes	No	No
TempOfferHistID	bigint	NOT NULL	See UAC_PCTBase table.	No	No	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	Yes	No	No
UserDefinedFields	char(18)	NULL	See UAC_PCTBase table.	No	No	Yes	Yes	No	No	See UAC_PCTBase table.	Yes	Yes	No	No

Child Relationship(s) of "UACO_PCT0000000000" Table	
Child Table	
Name	**Comment**
UACO_OCT0000000000	This is an example table, built per ACO session, based on the UACO_OCTBase table.

Parent Relationship(s) of "UACO_PCT0000000000" Table	
Parent Table	
Name	**Comment**
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

Column(s) of "UACO_PCTBase" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
ContactID	bigint	NOT NULL	A unique identifier of a potential contact (assigned by ACO) that is originated from a particular flow chart. This number will be unique across a flow chart. This field will appear in the PCT.	Yes	No	Yes	Yes	No	No	Incrementing positive number unique to the Optimize ID.	Yes	No	Yes	No
OptimizeID	bigint	NOT NULL	The process box ID for the Optimize process that generated this transaction. This field will appear in the PCT.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	Yes	No	Yes	No
ScorePerOffer	float	NOT NULL	This field contains the score for a particular transaction as provided by Campaign. This field will appear in the PCT.	No	No	Yes	No	No	Yes	Any non-negative number.	Yes	No	Yes	No

Column(s) of "UACO_PCTBase" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
CostPerOffer	float	NOT NULL	This field contains the Cost for a particular transaction as provided by Campaign. This field will appear in the PCT.	No	No	Yes	No	No	Yes	Any non-negative number.	Yes	No	Yes	No
OfferID	bigint	NOT NULL	The ID of the offer being proposed. This field will appear in the PCT.	No	No	Yes	No	No	Yes	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	Yes	No	Yes	No
ContactDateTime	datetime	NOT NULL	The date and time that this transaction is scheduled to reach the recipient. This field will appear in the PCT.	No	No	Yes	Yes	Yes	Yes	Valid datetime.	Yes	No	Yes	Yes
Channel	varchar(64)	NOT NULL	The channel that this offer will be delivered by. EveThe channel that this offer will be delivered by. (Even though channel is an offer attribute, it is denormalized into this table as it is required by ACO to optimize transactions, since rules can be built based on the channel.) This field will appear in the PCT.	No	No	Yes	No	No	Yes	Any text characters.	Yes	No	Yes	No
OfferCRC	bigint	NOT NULL	This is a CRC that is generated on the offer and all of its attributes. It is a quick way to identify the difference between one offer version and another. This is currently only used for reporting.	No	No	Yes	Yes	No	No	Any numeric value.	Yes	No	Yes	No
CellCode	varchar(64)	NOT NULL	The cell code assigned in Affinium Campaign for this recipient.	No	No	Yes	Yes	Yes	Yes	Any string satisfying the cell code format specified by the server>system codes>CellCodeFormat config parameter	Yes	No	Yes	Yes
TempOfferHistID	bigint	NOT NULL	This id is used to correlate a unique set of offer attributes as many offers may end up having the same offer history id.	No	No	Yes	Yes	Yes	No	Any numeric value.	Yes	No	Yes	No

Child Relationship(s) of "UACO_PCTBase" Table

Parent Relationship(s) of "UACO_PCTBase" Table

Column(s) of "UACO_POA0000000000" Table															
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
OptimizeID	bigint	NOT NULL	See UACO_POABase table.	Yes	No	Yes	Yes	No	No	See UACO_POABase table.	Yes	Yes	No	No
TempOfferHistID	bigint	NOT NULL	See UACO_POABase table.	Yes	No	Yes	Yes	No	No	See UACO_POABase table.	Yes	Yes	No	No
AttributeID	bigint	NOT NULL	See UACO_POABase table.	Yes	Yes	Yes	Yes	No	No	See UACO_POABase table.	Yes	No	No	No
StringValue	varchar(512)	NULL	See UACO_POABase table.	No	No	No	Yes	No	No	See UACO_POABase table.	Yes	Yes	No	No
NumberValue	float	NULL	See UACO_POABase table.	No	No	No	Yes	No	No	See UACO_POABase table.	Yes	Yes	No	No
DatetimeValue	datetime	NULL	See UACO_POABase table.	No	No	No	Yes	No	No	See UACO_POABase table.	Yes	Yes	No	No

Child Relationship(s) of "UACO_POA0000000000" Table

Parent Relationship(s) of "UACO_POA0000000000" Table	
Parent Table	
Name	**Comment**
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are still stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Currently Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions. This table is written to when the Save button is invoked from the Custom attribute definition page. Each attribute creates one row in this table, identified by the unique ID AttributeID. After an attribute is initially created, some fields like the AttributeType and Length fields cannot be modified (see individual fields for further info).

Column(s) of "UACO_POABase" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
TempOfferHistID	bigint	NOT NULL	A unique identifier of a potential contact that is originated from a particular flow chart. This number will be unique across a flowchart. This field will appear in the POA for a particular session.	Yes	No	Yes	Yes	No	No	Any numerica value.	Yes	No	Yes	No
OptimizeID	bigint	NOT NULL	This is the same as the OptimizeID in the PCTBase but has been denormalized into this table for faster delete operations.	Yes	No	Yes	Yes	No	No		Yes	Yes	Yes	No
AttributeID	bigint	NOT NULL	The ID of the offer attribute. Every offer in the PCT will have 0 or more attributes in this table. Every attribute of every offer that is in the PCT will have a unique value in this table. This field will appear in the POA for a particular session.	Yes	No	Yes	Yes	No	No		Yes	Yes	Yes	No
StringValue	varchar(512)	NULL	Only one of these 3 fields, StringValue, NumberValue, or DatetimeValue is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. This field will appear in the POA for a particular session.	No	No	No	Yes	No	No	Any text characters.	Yes	No	Yes	No
NumberValue	float	NULL	Only one of these 3 fields, StringValue, NumberValue, or DatetimeValue is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. This field will appear in the POA for a particular session.	No	No	No	Yes	No	No	Any numeric value.	Yes	No	Yes	No
DatetimeValue	datetime	NULL	Only one of these 3 fields, StringValue, NumberValue, or DatetimeValue is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. This field will appear in the POA for a particular session.	No	No	No	Yes	No	No	Valid datetime.	Yes	No	Yes	Yes

Child Relationship(s) of "UACO_POABase" Table

Parent Relationship(s) of "UACO_POABase" Table

Column(s) of "UACO_RC0000000000" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
CustomerID	bigint	NOT NULL	This field represents the audience level (which actually may comprise one or more fields). These fields are automatically output based on the current incoming audience level of the input cell(s).	No	No	Yes	Yes	No	No	Any valid audience ID value	Yes	Yes	No	No
RandomIndex	float	NOT NULL	It is used to allow customer data to be retrieved in random order.	No	No	Yes	Yes	No	No	Any real value	Yes	No	No	No

Child Relationship(s) of "UACO_RC0000000000" Table

Parent Relationship(s) of "UACO_RC0000000000" Table

Column(s) of "UACO_RConstraint" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
RuleID	bigint	NOT NULL	System-generated unique ID used to identify an instance of a Rule.	Yes	Yes	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	Yes	No	No	No
RCTypeID	bigint	NOT NULL	The type of the Rule Constraint.	Yes	Yes	Yes	Yes	No	No	1 = MinCost (float >=0) 2 = MaxCost (float >=0) 3 = MinCount (number >= 0) 4= MaxCount (number >=0) 5=Number of days (0 = this opt.	Yes	No	No	Created during DDL execution time.

Column(s) of "UACO_RConstraint" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
										period) 6 = Filter subquery (XML) 7 = Channel filter subquery (XML) 8 = sensitivity enabled? (1 = enable, 0 = disable)				
RuleSubsectionID	bigint	NOT NULL	An ID that identifies which part of a Rule the particular constraint is part of. For instance a rule constraint that only has one part will always have its constraints part of the Section A, where as a rule that has multiple parts (A/B rules) will have constraints on both A and B.	Yes	Yes	Yes	Yes	No	No	1= Section A 2 = Section B	Yes	No	No	Created during DDL execution time.
StringValue	varchar(2048)	NOT NULL	Every constraint type has its own valid set of values. Some constraints will store XML in this field while others will store numbers in this field. For example a MinCost contraint may have a value of 10.12 so the column will contain a string that says "10.12".	No	No	Yes	Yes	Yes	Yes	Varies based on the Rule Contraint Type (for details, see the RCTypeID valid values).	Yes	Yes	No	No

Child Relationship(s) of "UACO_RConstraint" Table

Parent Relationship(s) of "UACO_RConstraint" Table	
Parent Table	
Name	**Comment**
UACO_Rule	This table contains the basic description of the rule used in an ACO session.
UACO_RCType	This table contains a lookup of valid values for the Rule Constraints. The contents of this table are fixed with the expected values for any particular release of ACO.
UACO_RSubsection	This table contains a lookup of valid subsection values. The contents of this table are fixed with the expected values for any particular release of ACO.

Column(s) of "UACO_RCType" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
RCTypeID	bigint	NOT NULL	The type of the Rule Constraint.	Yes	No	Yes	No	No	No	1 = MinCost (float >=0) 2 = MaxCost (float >=0) 3 = MinCount (number >= 0) 4= MaxCount (number >=0) 5=Number of days (0 = this opt. period) 6 = Filter subquery (XML) 7 = Channel filter subquery (XML) 8 = sensitivity enabled? (1 = enable, 0 = disable)	No	No	No	Created during DDL execution time.
Description	VARCHAR(64)	NULL	A description of the Rule Constraint type.	No	No	Yes	No	No	No	Any text characters.	No	No	No	Created during DDL execution time.

Child Relationship(s) of "UACO_RCType" Table	
Child Table	
Name	**Comment**
UACO_RConstraint	This table contains the set of generic rule constraints types with their values for each rule as associated to their specific subsections.

Parent Relationship(s) of "UACO_RCType" Table

Column(s) of "UACO_RException" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
RuleExID	bigint	NOT NULL	Exception Rule ID	Yes	No	Yes	No	Yes	Yes	Positive Integer	No	Yes	No	No

Column(s) of "UACO_RException" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
RuleID	bigint	NOT NULL	System-generated unique ID used to identify an instance of a Rule.	No	Yes	Yes	No	Yes	Yes	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	No	Yes	No	No
RuleExName	varchar(64)	NULL	Name of exception rule	No	No	Yes	No	Yes	Yes	Text	No	Yes	No	No

Child Relationship(s) of "UACO_RException" Table	
Child Table	
Name	**Comment**
UACO_RExConstraint	Used to store list of exception constraints and its values

Parent Relationship(s) of "UACO_RException" Table	
Parent Table	
Name	**Comment**
UACO_Rule	This table contains the basic description of the rule used in an ACO session.

Column(s) of "UACO_RExConstraint" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
RuleExID	bigint	NOT NULL	Exception Rule ID	Yes	Yes	Yes	No	Yes	Yes	Positive Integer	No	Yes	No	No
RExTypeID	bigint	NOT NULL	Exception Constraint Type ID	Yes	Yes	Yes	Yes	Yes	Yes	Positive Integer	No	Yes	No	No
StringValue	varchar(1024)	NOT NULL	Value of exception constraint	No	No	No	No	Yes	Yes	Text	No	Yes	No	No

Child Relationship(s) of "UACO_RExConstraint" Table

Parent Relationship(s) of "UACO_RExConstraint" Table

Parent Table	
Name	**Comment**
UACO_RException	Used to store list of exceptions rules added by user
UACO_RExType	Used to store list of supported exception constraint types

Column(s) of "UACO_RExType" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
RExTypeID	bigint	NOT NULL	Exception Constraint Type ID	Yes	No	Yes	Yes	No	No	Positive Integer	Yes	No	No	No
Description	varchar(64)	NULL	Description of Exception Constraint Type	No	No	No	Yes	No	No	Text	Yes	No	No	No

Child Relationship(s) of "UACO_RExType" Table

Child Table	
Name	**Comment**
UACO_RExConstraint	Used to store list of exception constraints and its values

Parent Relationship(s) of "UACO_RExType" Table

Column(s) of "UACO_ROffer" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
RuleID	bigint	NOT NULL	System-generated unique ID used to identify an instance of a Rule.	Yes	Yes	Yes	Yes	No	No	Any valid RuleID from the UACO_RConstraint table	Yes	No	No	No
OfferID	bigint	NOT NULL	Unique identifier of the offer to which this rule applies.	Yes	Yes	Yes	No	No	Yes	Any valid OfferID in the UA_Offer table	Yes	Yes	No	No
RuleSubsectionID	bigint	NOT NULL	An ID that identifies which part of a Rule the particular constraint is part of. For instance a rule constraint that only has one part will	Yes	Yes	Yes	Yes	No	No	1= Section A 2 = Section B	No	No	No	No

Column(s) of "UACO_ROffer" Table															
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
			always have its constraints part of the Section A, where as a rule that has multiple parts (A/B rules) will have constraints on both A and B.											

Child Relationship(s) of "UACO_ROffer" Table

Parent Relationship(s) of "UACO_ROffer" Table	
Parent Table	
Name	**Comment**
UACO_Rule	This table contains the basic description of the rule used in an ACO session.
UACO_RSubsection	This table contains a lookup of valid subsection values. The contents of this table are fixed with the expected values for any particular release of ACO.
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

Column(s) of "UACO_ROfferList" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
OfferListID	bigint	NOT NULL	The identifier for the offer list used in the scope of this rule.	Yes	Yes	Yes	No	No	Yes	Any valid OfferListID from the UA_OfferList table	Yes	Yes	No	No

Column(s) of "UACO_ROfferList" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
RuleID	bigint	NOT NULL	System-generated unique ID used to identify an instance of a Rule.	Yes	Yes	Yes	Yes	No	No	Any valid RuleID from the UACO_RConstraint table	Yes	No	No	No
RuleSubsectionID	bigint	NOT NULL	An ID that identifies which part of a Rule the particular constraint is part of. For instance a rule constraint that only has one part will always have its constraints part of the Section A, where as a rule that has multiple parts (A/B rules) will have constraints on both A and B.	Yes	Yes	Yes	No	No	No	1= Section A 2 = Section B	No	No	No	Created during DDL execution time.

Child Relationship(s) of "UACO_ROfferList" Table

Parent Relationship(s) of "UACO_ROfferList" Table	
Parent Table	
Name	**Comment**
UACO_Rule	This table contains the basic description of the rule used in an ACO session.
UACO_RSubsection	This table contains a lookup of valid subsection values. The contents of this table are fixed with the expected values for any particular release of ACO.
UA_OfferList	This table stores both internal and user-created offer lists. User-created offer lists can be static (fixed list of offers) or smart (dynamic; based on a query). Internally generated offer lists are used to group together the actual list of offers assigned to a specific cell in a CSP when multiple offers are assigned. Internal offer lists may reference user-created offer lists (only one level of nesting supported).

Column(s) of "UACO_RSegment" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
SegmentID	bigint	NOT NULL	The identifier of a strategic segment that scopes the rule	Yes	No	Yes	No	No	Yes	Any valid SegmentID from the UA_Segment table.	Yes	Yes	No	No

Column(s) of "UACO_RSegment" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
RuleID	bigint	NOT NULL	System-generated unique ID used to identify an instance of a Rule.	Yes	Yes	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	Yes	No	No	No
RuleSubsectionID	bigint	NOT NULL	An ID that identifies which part of a Rule the particular constraint is part of. For instance a rule constraint that only has one part will always have its constraints part of the Section A, where as a rule that has multiple parts (A/B rules) will have constraints on both A and B.	Yes	Yes	Yes	No	No	No	1= Section A 2 = Section B	Yes	No	No	No

Child Relationship(s) of "UACO_RSegment" Table

Parent Relationship(s) of "UACO_RSegment" Table

Parent Table

Name	Comment
UACO_Rule	This table contains the basic description of the rule used in an ACO session.
UACO_RSubsection	This table contains a lookup of valid subsection values. The contents of this table are fixed with the expected values for any particular release of ACO.

Column(s) of "UACO_RSubsection" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
RuleSubsectionID	bigint	NOT NULL	An ID that identifies which part of a Rule the particular constraint is part of. For instance a rule constraint that only has one part will always have its constraints part of the Section A, where as a rule that has multiple parts (A/B rules) will have constraints on both A and B.	Yes	No	Yes	No	No	No	1= Section A 2 = Section B	No	No	No	Created during DDL execution time.

Column(s) of "UACO_RSubsection" Table															
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
Description	varchar(64)	NULL	A description of the rule subsections.	No	No	Yes	No	No	No	Any text characters.	No	No	No	Created during DDL execution time.

Child Relationship(s) of "UACO_RSubsection" Table	
Child Table	
Name	**Comment**
UACO_RSegment	This table contains the set of segments that contraint the given rule for the given subsection.
UACO_ROffer	This table contains the set of offers that contraint the given rule for the given subsection.
UACO_ROfferList	This table contains the set of offer lists that contraint the given rule for the given subsection.
UACO_RConstraint	This table contains the set of generic rule constraints types with their values for each rule as associated to their specific subsections.

Parent Relationship(s) of "UACO_RSubsection" Table

Column(s) of "UACO_Rule" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
RuleID	bigint	NOT NULL	System-generated unique ID used to identify an instance of a Rule.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	Yes	No	No	No
Name	VARCHAR(64)	NOT NULL	The name of this Rule. Rule names must be unique within the same session.	No	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters Must be a unique name in the session.	Yes	Yes	No	No
Description	VARCHAR(512)	NULL	Optional description of the rule.	No	No	No	No	No	Yes	Any text characters	Yes	Yes	No	No
RuleTypeID	bigint	NOT NULL	The type of the rule.	No	Yes	Yes	Yes	No	No	1 = Customers In, Include/Exclude only 2 = Interactions Where, Include/Exclude only 3 = Min/max offers	Yes	No	No	No

Column(s) of "UACO_Rule" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
										4 = Max packages 5 = Min/max total cost 6 = Min/max offers 7 = Not used 8 = Min # unique offers 9 = Max # duplicates 10 = Never A with B 11 = Never A followed by B 12 = B only with A				
RuleSubtypeID	bigint	NOT NULL	An identifier to further qualify the rule type.	No	Yes	Yes	Yes	No	No	1 = None 2 = Include 3 - Exclude	Yes	No	No	No
ACOSessionID	bigint	NOT NULL	Identifier that uniquely identifies the session in which the rule belongs	No	Yes	Yes	Yes	No	No	Any valid ACOSessionID in UACO_OptSession table.	Yes	No	No	No
CreateDate	datetime	NOT NULL	Server date and time the rule was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NOT NULL	ASM UserID of the user that created this rule.	No	No	Yes	Yes	No	No	Valid ASM User ID	Yes	No	No	No
UpdateDate	datetime	NOT NULL	Last server date and time the rule was updated (edited and saved); same as CreateDate for initial rule creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NOT NULL	ASM user ID for the user who last updated the rule; same as CreateBy for initial rule creation.	No	No	Yes	Yes	No	No	Valid ASM User ID	Yes	Yes	No	No

Child Relationship(s) of "UACO_Rule" Table	
Child Table	
Name	**Comment**
UACO_ROfferList	This table contains the set of offer lists that contraint the given rule for the given subsection.
UACO_RConstraint	This table contains the set of generic rule constraints types with their values for each rule as associated to their specific subsections.
UACO_RSegment	This table contains the set of segments that contraint the given rule for the given subsection.
UACO_ROffer	This table contains the set of offers that contraint the given rule for the given subsection.
UACO_RException	Used to store list of exceptions rules added by user

Parent Relationship(s) of "UACO_Rule" Table	
Parent Table	
Name	**Comment**
UACO_OptSession	An entry in this table represents a single ACO session with all of its meta-data.
UACO_RuleType	This table contains a lookup of rule types used to enforce data-integrity for the rule created within a session. The contents of this table are fixed with the expected values for any particular release of ACO.
UACO_RuleSubtype	This table contains a lookup of rule sub types that are used to describe the rule. The contents of this table are fixed with the expected values for any particular release of ACO.

Column(s) of "UACO_RuleSubtype" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
RuleSubtypeID	bigint	NOT NULL	An identifier to further qualify the rule type.	Yes	No	Yes	No	No	No	1 = None 2 = Include 3 = Exclude	No	No	No	Created during DDL execution time.
Description	varchar(64)	NOT NULL	A description of this rule sub type.	No	No	Yes	No	No	No	Any text characters.	No	No	No	Created during DDL execution time.

Child Relationship(s) of "UACO_RuleSubtype" Table	
Child Table	
Name	**Comment**
UACO_Rule	This table contains the basic description of the rule used in an ACO session.

Parent Relationship(s) of "UACO_RuleSubtype" Table

Column(s) of "UACO_RuleType" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
RuleTypeID	bigint	NOT NULL	The ID of the Rule Type.	Yes	No	Yes	No	No	No	1 = Customers In, Include/Exclude only 2 = Interactions Where, Include/Exclude only 3 = Min/max offers 4 = Max packages 5 = Min/max total cost 6 = Min/max offers 7 = Not used 8 = Min # unique offers 9 = Max # duplicates 10 = Never A with B 11 = Never A followed by B 12 = B only with A	No	No	No	Created during DDL execution Time.
Description	VARCHAR(64)	NULL	A description of the Rule Type.	No	No	No	No	No	No	Any character string.	No	No	No	Created during DDL execution time.

Child Relationship(s) of "UACO_RuleType" Table	
Child Table	
Name	**Comment**
UACO_Rule	This table contains the basic description of the rule used in an ACO session.

Parent Relationship(s) of "UACO_RuleType" Table

Column(s) of "UACO_SesnOffer" Table															
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
OfferID	bigint	NOT NULL	The unique identifier of an offer included in the optimization session.	Yes	Yes	Yes	Yes	No	No	Any valid OfferID from the UA_Offer table.	Yes	Yes	No	No
ACOSessionID	bigint	NOT NULL	Identifier that uniquely identifies the optimization session.	Yes	Yes	Yes	Yes	No	No	Any valid ACOSessionID from the UACO_OptSession table.	Yes	No	No	No
OfferOrder	int	NOT NULL	This value is used to specify the display order of offers in the reports.	No	No	Yes	Yes	Yes	Yes	Unique number across all entries for this ACOSessionID. Must be a non-zero positive increasing number.	Yes	Yes	No	No
ScoreAllSegments	float	NOT NULL	This is the score for all segments that don't have a score value in the UACO_OfferSeg for the specified OfferID in the current row. When evaluating the score matrix, this score is used when the offer/segment combination does not yield an explicit value in the UACO_OfferSeg table.	No	No	Yes	No	No	Yes	Any positive numeric value.	Yes	Yes	No	No
Enable	int	NOT NULL	This value is used as in indicate that the value stored in the ScoreAllSegments is valid. If this value is set to 1, then the value in ScoreAllSegments is used. Otherwise it is ignored when determining the score of the Offer and Segment intersection.	No	No	Yes	No	No	No	0 or 1	Yes	Yes	No	No

Child Relationship(s) of "UACO_SesnOffer" Table	
Child Table	
Name	**Comment**
UACO_OfferSeg	This table contains the scores used at the intersection of an offer and segment in the score matrix.

Parent Relationship(s) of "UACO_SesnOffer" Table	
Parent Table	
Name	**Comment**
UACO_OptSession	An entry in this table represents a single ACO session with all of its meta-data.
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

Column(s) of "UACO_SesnRunHist" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
RunID	bigint	NOT NULL	The ID of the Session Run. This number is automatically incremented after each run for a particular session.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	Yes	No	No	No
ACOSessionID	bigint	NOT NULL	The identifier that uniquely identifies each session.	Yes	Yes	Yes	Yes	No	No	Any valid ACOSessionID from the UACO_OptSession table.	Yes	No	No	No
RunBy	int	NOT NULL	The ASM userID of the user that last ran the session.	No	No	Yes	Yes	No	No	Valid ASM UserID	Yes	No	No	No
StartTime	datetime	NOT NULL	The date and time that the session run was started.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
EndTime	datetime	NULL	The date and time that the session run completed.	No	No	Yes	Yes	No	No	Valid datetime.	No	No	Yes	Yes
FinalStatus	varchar(1028)	NULL	An XML string that is the final status of the session run.	No	No	Yes	Yes	No	No	XML String.	Yes	No	Yes	No
ReportFileName	varchar(64)	NOT NULL	The name of the report file that was generated for this particular session run.	No	No	Yes	Yes	No	No	Any valid filename generated by the system using the ACOSessionID.	Yes	No	No	No
RunTypeID	bigint	NOT NULL	The type of the run.	No	Yes	Yes	No	No	No	1 = production run 2 = test run	No	No	No	Generated at DDL execution Time

Child Relationship(s) of "UACO_SesnRunHist" Table

Parent Relationship(s) of "UACO_SesnRunHist" Table

Parent Table

Name	Comment
UACO_OptSession	An entry in this table represents a single ACO session with all of its meta-data.
UACO_SesnRunType	This table contains a lookup of valid run types. The contents of this table are fixed with the expected values for any particular release of ACO.

Column(s) of "UACO_SesnRunType" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
RunTypeID	bigint	NOT NULL	This enumerates the Campaign session run types (excluding test mode)	Yes	No	Yes	No	No	No	1 = production run 2 = test run	No	No	No	Generated at DDL execution Time
Description	varchar(64)	NULL	A description of the run type.	No	No	No	No	No	No	Any characters.	No	No	No	Generated at DDL execution time.

Child Relationship(s) of "UACO_SesnRunType" Table

Child Table

Name	Comment
UACO_SesnRunHist	This table contains the history of session runs that were executed. It references the report files that were generated by the specific runs.

Parent Relationship(s) of "UACO_SesnRunType" Table

Column(s) of "UACO_SesnSegment" Table															
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
SegmentID	bigint	NOT NULL	The identifier of the strategic segment.	Yes	No	Yes	Yes	No	No	Any SegmentID from the UA_Segment table.	Yes	Yes	No	No
ACOSessionID	bigint	NOT NULL	The identifier that uniquely identifies each Session	Yes	Yes	Yes	Yes	No	No	Any valid ACOSessionID from the UACO_OptSession table.	Yes	No	No	No
SegmentOrder	int	NOT NULL	The order that the segment is used to evaluate when applying the score matrix. Since the value of the score matrix is a combination of the segment and the offer, the audience level can theoretically be in more than one segment. So the SegmentOrder will define which one is checked first. The first Segment that matches is used to determine the score of the transaction. This is also use as the display order for reporting purposes.	No	No	Yes	Yes	Yes	Yes	Unique number across all entries for this ACOSessionID. Must be a non-zero positive increasing number.	Yes	Yes	No	No
ScoreAllOffers	float	NOT NULL	This is the score for all offers that don't have a score value in the UACO_OfferSeg for the specified SegmentID in the current row. When evaluating the score matrix, this score is used when the offer/segment combination does not yield an explicit value in the UACO_OfferSeg table.	No	No	Yes	No	No	Yes	Any positive numeric value.	Yes	Yes	No	No
Enable	int	NOT NULL	This value is used as in indicate that the value stored in the ScoreAllOffers is valid. If this value is set to 1, then the value in ScoreAllOffers is used. Otherwise it is ignored when determining the score of the Offer and Segment intersection.	No	No	Yes	Yes	No	No	0 or 1	Yes	Yes	No	No

Child Relationship(s) of "UACO_SesnSegment" Table	
Child Table	
Name	**Comment**
UACO_OfferSeg	This table contains the scores used at the intersection of an offer and segment in the score matrix.

Parent Relationship(s) of "UACO_SesnSegment" Table	
Parent Table	
Name	**Comment**
UACO_OptSession	An entry in this table represents a single ACO session with all of its meta-data.

Column(s) of "UACO_SesnStatus" Table														
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
SessionStatusID	bigint	NOT NULL	The status of this session.	Yes	No	Yes	Yes	No	No	1 = Free 2 = Locked	No	No	No	Assigned during DDL execution.
Description	VARCHAR(64)	NULL	A description of the value of the SessionStatusID	No	No	No	No	No	No	Any text characters.	No	No	No	Assigned during DDL execution.

Child Relationship(s) of "UACO_SesnStatus" Table	
Child Table	
Name	**Comment**
UACO_OptSession	An entry in this table represents a single ACO session with all of its meta-data.

Parent Relationship(s) of "UACO_SesnStatus" Table

Column(s) of "UACO_UserTable" Table															
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
CharColumn	char(20)	NULL	An example of using a char based column as a user-defined column. If the user selects this table to be part of creating a session, then each column in this table will be part of the PCT.	No	No	Yes	No	No	Yes		No	No	No	No
RealColumn	float	NULL	An example of using a real based column as a user-defined column. If the user selects this table to be part of creating a session, then each column in this table will be part of the PCT.	No	No	Yes	No	No	Yes		No	No	No	No

Column(s) of "UACO_UserTable" Table															
Name	**Datatype**	**Null Option**	**Comment**	**Is PK**	**Is FK**	**Required Field**	**System Generated**	**Sys-Gen Override**	**User-Entered**	**Valid Values**	**Stored-Create**	**Stored-Save**	**Stored-Execute**	**Configuration**
IntColumn	bigint	NOT NULL	An example of using a int based column as a user-defined column. If the user selects this table to be part of creating a session, then each column in this table will be part of the PCT.	No	No	Yes	No	No	Yes		No	No	No	No
VarCharColumn	varchar(64)	NULL	An example of using a varchar based column as a user-defined column. If the user selects this table to be part of creating a session, then each column in this table will be part of the PCT.	No	No	Yes	No	No	Yes		No	No	No	No

Child Relationship(s) of "UACO_UserTable" Table

Parent Relationship(s) of "UACO_UserTable" Table

UDP-Meta

UDP Meta - Physical

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