Unica Journey V12.1 System Schema

Contents

Chapter 1. Introduction to Unica Journey system schema

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

System tables

The following tables describe the system tables.

This table contains information about each template in Unica Journey.

Table 1. Organisations

Field	Type	Length	NULL?	Description
`id` (Primary key)			No	Auto genrated unique value, work as a primary key
`organisationName`	VARCHAR2	250	Yes	Display Organisation's name
`createdDate`	TIMESTAMP		Yes	Display the creation date and time of record
`organisationDescription`	VARCHAR2	250	Yes	Display brief description of the organisation
`version`	Number	20	No	Maintains updated count

Table 2. Users

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

Table 2. Users (continued)

Field	Type	Length	NULL?	Description
firstName	VARCHAR2	255	Yes	Display first name of Platform user
lastName	VARCHAR2	255	Yes	Display last name of Platform user
locale	VARCHAR2	100	Yes	Display user's Platform locale
organisationId	NUMBER	20	Yes	Display the Organization Id
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
version	NUMBER	20	Yes	Maintains updated count

Table 3. Folders

Field	Type	Length	NULL?	Description
id (primary key)			No	Auto genrated unique value, work as a primary key
organisationId (foreign key) (references)	NUMBER	20	Yes	Foreign key of Organisation table, Reference column name ID
folderName	VARCHAR2	128	Yes	Display name of the folder
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy (foreign key) (references)	NUMBER	20	Yes	Foreign key of USER table , which tell who created this record
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and time of records
lastModifiedBy (foreign key) (references)	NUMBER	20	Yes	Foreign key of USER table, which tells who modified the record
folderDescription	VARCHAR2	1024	Yes	Description for folder

Table 3. Folders (continued)

Field	Type	Length	NULL?	Description
parentFolderId	NUMBER	20	Yes	Id of parent folder for given folder which is foreign key of FOLDERS table, Reference column name ID
hitCount	NUMBER	20	Yes	Count that indicates how many times folder get referenced for creating/updating/moving entities inside it
folderType	NUMBER	20	Yes	Type of folder indicated by integer value Values can be: 0: DATA_DEFINITION 1: ENTRY_SOURCE, 2: JOURNEY
version	NUMBER	20	Yes	Maintains updated count

Table 4. DataDefinitions

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto genrated unique value, work as a primary key
organisationId (foreign key)	NUMBER	20	Yes	Foregin key of ORGANISATION table, Reference column name ID
folderId (foreign key)	NUMBER	20	Yes	Foregin key of FOLDER table, Reference column name ID
dataDefinitionName	VARCHAR2	250	Yes	Display Data Definition name
createdDate	TIMESTAMP		Yes	Display the creation date and time of record

Table 4. DataDefinitions (continued)

Field	Type	Length	NULL?	Description
createdBy (foreign key)	NUMBER	20	Yes	Foregin key of USER table, displays who created this record
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and time of records
lastModifiedBy (foreign key)	NUMBER	20	Yes	Foregin key of USER table, displays who modified the record
dataDefinitionDescription	VARCHAR2	1024	Yes	Display description of Data Definition
version	NUMBER	20	Yes	Maintains updated count
code	VARCHAR2	11	Yes	Unique identifier for DD. every DD have a unique code for identification.

Table 5. DataDefinitionFields

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

Table 5. DataDefinitionFields (continued)

Field	Type	Length	NULL?	Description
				with their ordinal value are as follows : 1. MOBILE_NUMBER - 0 (ordinal value) 2. EMAIL_ID - 1 (ordinal value)
fieldDataType	NUMBER	20	Yes	Ordinal number that tells about the data type of Datadefinition field, Currently datatype supported for DataDefinition field by Journey with their ordinal value are as follows 1. String - 0 (ordinal value) 2. Numeric - 1 (ordinal value) 2. Date - 2 (ordinal value)
fieldLength	NUMBER	20	Yes	Display size of Datadefinition Filed that tells what will be the length of entry source field data when it comes to Journey.
dateFormat	VARCHAR2	50	Yes	It contain a date format of Date type datadefnition field that tells in which format Date value will come in entry source data example (dd/MM/yyyy)

Table 5. DataDefinitionFields (continued)

Field	Type	Length	NULL?	Description
`dataDefinitionId` (Foreign key) (References)	NUMBER	20	Yes	Foregin key of Datadefinition table,Refrence column ID.
`required`	NUMBER	1,0	No	A boolean value contain only 0 or 1, if it's 1 then particular DataDefinition fileds is require in EntrySource data and if it's value is 0 then that particular datadefinition filed is not require in EntrySource data
`version`	NUMBER	20	Yes	Maintains updated count

Table 6. JourneyFiles

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

Table 7. EntrySources

Field	Type	Length	NULL?	Description
`id`(Primary key)			No	Auto genrated unique value, work as a primary key
`organisationId`(Foreign key) (References)	NUMBER	20	Yes	Reference Id from Organisation Table
`folderId`(Foreign key) (References)	NUMBER	20	Yes	Reference Id from Folder Table
`createdDate`	TIMESTAMP		Yes	Display the creation date and time of record
`createdBy`(Foreign key)	NUMBER	20	Yes	Foreign key of Entry Sources, which tell who created this record
`lastModifiedDate`	TIMESTAMP		Yes	Display last modified date and time of records
`lastModifiedBy`(Foreign key)	NUMBER	20	Yes	Foregin key of Entry Sources table, which tells who modified the record - Last modified by
`entrySourceDescription`	VARCHAR2	1024	Yes	Textual Description given by User
`entrySourceType`	NUMBER	20	Yes	Type of Source REST FORM FILE KAFKA
`entrySourceName`	VARCHAR2	250	Yes	Display the entry source name given by User

Table 7. EntrySources (continued)

Field	Type	Length	NULL?	Description
version	NUMBER	20	Yes	Maintains updated count
code	VARCHAR2	11	Yes	Unique code generated by application

Table 8. FileEntrySource

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

Table 9. FileEntrySourceFile

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

Table 9. FileEntrySourceFile (continued)

Field	Type	Length	NULL?	Description
entrySourceId(Foreign key) (References)	NUMBER	20	Yes	Foreign key of ENTRYSOURCES table, Reference column ID.
version	NUMBER	20	Yes	Maintains updated count
createdDate	TIMESTAMP		Yes	Display the creation date and time of record

Table 10. URLEntrySource

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

Table 11. KafkaEntrySource

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

Table 12. journeys

Field	Type	Length	NULL?	Description
`id`(Primary key)			No	Auto genrated unique value, work as a primary key
`name`	VARCHAR2	250	Yes	Name of Journey
`description`	VARCHAR2	1024	Yes	Description of Journey
`code`	VARCHAR2	11	Yes	Unique identifier for Journey. Every Journey has a unique code for identification. e.g. JS-00000104
`status`	VARCHAR2	30	Yes	This contain ordinal number for Journey status as below: 0 - DRAFT 1 - PUBLISHED 2 - COMPLETED 3 - PAUSED
`marketingStage`	VARCHAR2	30	Yes	This contain ordinal number for marketing stages as below: 0 - REFERRAL 1 - RETENTION 2 - CONVERSION 3 - ACTIVATION 4 - ACQUISITION 5 - AWARENESS
`timeZone`	VARCHAR2	50	Yes	Timezone in which Journey needs to

Table 12. journeys (continued)

Field	Type	Length	NULL?	Description
				run, e.g. (UTC-04:00) America/New_York
`folderId`(Foreign key) (References)	NUMBER	20	Yes	Foreign key of FOLDER table, Reference column name ID
`journeyDesign CLOB`			Yes	It stores the whole Journey design i.e. Journey canvas in JSON
`conversions`	NUMBER	20	Yes	Not in use
`goalProgress`	NUMBER	20	Yes	Not in use
`dataDefinitionId` (Foreign key) (References)	NUMBER	20	Yes	Foreign key of Datadefinition table, Reference column ID
`publishDate`	TIMESTAMP		Yes	Date and time when Journey was published
`version`	NUMBER	20	Yes	Maintains updated count
`createdBy`(Foreign key)	NUMBER	20	Yes	Foreign key of USER table, which tell who created this record
`createdDate`	TIMESTAMP		Yes	Display the creation date and time of record
`lastModifiedBy`(Foreign key)	NUMBER	20	Yes	Foreign key of USER table, which tells who modified the record
`lastModifiedDate`	TIMESTAMP		Yes	Display last modified date and time of records

Table 12. journeys (continued)

Field	Type	Length	NULL?	Description
pausedDate	TIMESTAMP		Yes	Date and time at which Journey is paused
completedDate	TIMESTAMP		Yes	Date and time at which Journey is completed (if goal is completed or manually by mark Journey as complete)
deduplicationStatus	NUMBER	2	No	Contain ordinal values as below for how to deal with duplicate data from entry sources
keyFields	VARCHAR2	1500	Yes	It is array of required fields in data definition used for deduplication
isProcessed	NUMBER	1,0	No	By default, value is 0 and when logging interaction scheduler job runs it set its value to 1

Table 13. JourneyAssociations

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

Table 13. JourneyAssociations (continued)

Field	Type	Length	NULL?	Description
version	NUMBER	20	Yes	Maintains updated count
createdDate	TIMESTAMP		Yes	Display the creation date and time of record

Table 14. Point

Field	Type	Length	NULL?	Description
id (Primary key)	NUMBER		No	Auto genrated unique value, work as a primary key
journeyId	NUMBER	20	Yes	Foreign key of Journeys table, Reference column ID
temporaryChildId	NUMBER	20	Yes	It is pointId of temporary point, created when this point is updated after Journey paused (to keep updated changes)
name	VARCHAR2	250	Yes	Display name of point
description	VARCHAR2	250	Yes	Description of point
hasTempData	NUMBER	1,0	Yes	Store value as 0 by default, it is 1 if this point has a temporary data (if user updates this point)
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Foreign key of USER table, which tell who created this record

Table 14. Point (continued)

Field	Type	Length	NULL?	Description
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and time of records
lastModifiedBy	VARCHAR2	200	Yes	Foregin key of USER table, which tells who modified the record
version	NUMBER	20	Yes	Maintains updated count
isProcessed	NUMBER	1,0	No	By default value is 0 and when logging interaction scheduler job runs it set it's value to 1

Table 15. DecisionSplitActionPoint

Field	Type	Length	NULL?	Description
id (Primary key) (Foreign key)			No	Auto genrated unique value, work as a primary key
conditions	VARCHAR2	3000	No	Decision split evaluation condition or criteria on which split processes incoming audiences and send them to YES or NO path

Table 16. DelayActionPoint

Field	Type	Length	NULL?	Description
id(Primary key) (Foreign key)			No	Auto genrated unique value, work as a primary key
days	NUMBER	20	Yes	Value for days used while configuring delay action point

Table 16. DelayActionPoint (continued)

Field	Type	Length	NULL?	Description
hours	NUMBER	20	Yes	Value for hours used while configuring delay action point
minutes	NUMBER	20	Yes	Value for minutes used while configuring delay action point
delayTypeEnum	VARCHAR2	20	Yes	Type of delay indicated by integer value Values can be: 0: DURATION 1: DATE
waitTillDate	TIMESTAMP		Yes	This field is valid only if DELAYTYPEENUM value is 1

Table 17. EngagementSplitActionPoint

Field	Type	Length	NULL?	Description
id(Primary key) (Foreign key)			No	Auto genrated unique value, work as a primary key
sourceTouchPointId(Foreign key)	NUMBER	20	Yes	Foriegn key TouchPointId (Email/SMS) for which ES is configured
event CLOB			Yes	It is a json who has List of EventsIds which configured for the sourceTouchPoint and the linkid or linkurl in case of Link Event is configured.
days	NUMBER	20	Yes	Waiting time of ES to collect the responses, in terms of Days. Like 4 Days

Table 17. EngagementSplitActionPoint (continued)

Field	Type	Length	NULL?	Description
hours	NUMBER	20	Yes	Waiting time of ES to collect the responses, in terms of Hours. Like 2 Hours
minutes	NUMBER	20	Yes	Waiting time of ES to collect the responses, in terms of Minutes. Like 10 Minutes
delayTypeEnum	VARCHAR2	20	Yes	Delay Type Enum indicates whether the waiting time of ES is a Duration (like days, hours, minutes) OR a Fixed Date(like 25th Dec 2020).
waitTillDate	TIMESTAMP		Yes	Waiting time of ES to collect the responses, in terms of Fixed Date. Like 25-12-2020

Table 18. EmailTouchPoint

Field	Type	Length	NULL?	Description
id(Primary key) (Foreign key)			No	Auto genrated unique value, work as a primary key
isConnectorConfigured	NUMBER	1,0	Yes	0- Email Touch Point is not configured Yet. 1- Email Touch Point is Successfully Configured with mandate values.
connectorInfo	VARCHAR2	200	Yes	Connection Name (Like: MailChimp, Mandril)
dataFieldMapping	CLOB		Yes	It has the Json value of Fields Mapping(Journey Fields Mapped with the Connector's Fields) based on Channel used

Table 18. EmailTouchPoint (continued)

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

Table 19. DeliverEmailMetaData

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto genrated unique value, work as a primary key
touchPointId(Foreign key)	NUMBER	20	Yes	Foreign key TouchPoint for which Deliver is configured.
metadata	CLOB		Yes	Json used to save additional information of Journey-Deliver Association
state	VARCHAR2	20	Yes	Not in use
mailingCode	VARCHAR2	20	Yes	Associated attribute for Journey and Deliver at Run Time
documentID	NUMBER	20	Yes	Associated attribute for Journey and Deliver at Design Time
mailingID	NUMBER	20	Yes	Associated attribute for Journey and Deliver at Run Time

Table 19. DeliverEmailMetaData (continued)

Field	Type	Length	NULL?	Description
documentName	VARCHAR2	200	Yes	Associated attribute for Journey and Deliver at Design Time
mailingInstanceId	NUMBER	20	Yes	Associated attribute for Journey and Deliver at Run Time
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and Time of Record
VERSION	NUMBER	20,0	Yes	Maintains updated count

Table 20. SmsTouchPoint

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

Table 21. JoinEndPoint

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

Table 22. PublishActionPoint

Field	Type	Length	NULL?	Description
`id`(Primary key) (Foreign key)			No	Unique Id
`publishType`	VARCHAR2	20	No	Contains 0-CSV, 1-Kafka, 2-Kafka as Entry Source
`publishTypeDetail`	VARCHAR2	250	Yes	Name of CsvFile /Topic

Table 23. PointEntrySourceAssociation

Field	Type	Length	NULL?	Description
`id`(Primary key)			No	Auto genrated unique value, work as a primary key
`pointId`(Foreign key)	NUMBER	20	Yes	Foreign key of Pointtable, Reference column ID.
`entrySourceId`(Foreign key)	NUMBER	20	Yes	Foreign key of Entrysources table, Reference column ID
`version`	NUMBER	20	Yes	Maintains updated count
`createdDate`	TIMESTAMP		Yes	Display the creation date and time of record

Table 24. JourneyAudiences

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

Table 25. JourneyDataErrors

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto genrated unique value, work as a primary key
entrysourceid	NUMBER	20	Yes	Unique Identifier for entrysource

Table 25. JourneyDataErrors (continued)

Field	Type	Length	NULL?	Description
journeyid	NUMBER	20	Yes	Unique Identifier for Journey
sourceTopic	VARCHAR2	250	No	Source kafka topic name for which error is recorded
jsondata	CLOB		No	Audience data in json format
errorMsg	VARCHAR2	500	No	Display the error message
state	VARCHAR2	20	Yes	State of the error
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	User who create/update Journey data errors
version	NUMBER	20	Yes	Maintains updated count

Table 26. journeyState

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

Table 27. entrySourceJourneyMap

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

Table 28. PausedJourneys

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto genrated unique value, work as a primary key
journeyId(Foreign key)	NUMBER	20	Yes	Unique Identifier for Journey
topicName	VARCHAR2	50	Yes	Name of destination topic
pausedData	CLOB		Yes	Json Data to be pushed to topic
version	NUMBER	20	Yes	Maintains updated count
createdDate	TIMESTAMP		Yes	Display the creation date and time of record

Table 29. AudienceResponseEventMaster

Field	Type	Length	NULL?	Description
`id`(Primary key)			No	Auto genrated unique value, work as a primary key
`displayName`	VARCHAR2	250	Yes	Name of the event used for display
`statisticsLabel`	VARCHAR2	250	Yes	Label for given event used for statistics related processing
`eventName`	VARCHAR2	250	Yes	Display name of the event
`eventDescription`	VARCHAR2	250	Yes	Description for event
`eventCategory`	VARCHAR2	250	Yes	Category of events e.g. EMAIL/CRM/SMS
`flagDisplayForGoal`	NUMBER	1,0	Yes	Boolean value which indicates whether event is used in goal settings or not
`createdDate`	TIMESTAMP		Yes	Display the creation date and time of record
`createdBy`	VARCHAR2	200	Yes	Foreign key of Audience Response, which tell who created this record
`version`	NUMBER	20	Yes	Maintains updated count

Table 30. AudienceResponse

Field	Type	Length	NULL?	Description
`id`(Primary key)			No	Auto genrated unique value, work as a primary key
`touchPointId`(Foreign Key)	NUMBER	20	No	Foreign key of TouchPoint ID, to

Table 30. AudienceResponse (continued)

Field	Type	Length	NULL?	Description
				whom response is related to
audienceId(Foreign Key)	NUMBER	20	No	Foreign key of Audience Id of JourneyAudience Table, to whom response is related to
eventId(Foreign Key)	NUMBER	20	No	Foriegn key of Event Id, for which event the response is received
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Foreign key of Audience Response, which tell who created this record
version	NUMBER	20	Yes	Maintains updated count
isProcessed	NUMBER	1,0	No	A Flag which idicates whether the record been processed for Reporting or not

Table 31. JourneyAudienceFlow

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto genrated unique value, work as a primary key
audienceId	NUMBER	20	No	Display Id of audience record
nodeId	NUMBER	20	No	Display Id of point in Journey
edge	NUMBER	20	No	Display whether audience progressed

Table 31. JourneyAudienceFlow (continued)

Field	Type	Length	NULL?	Description
				on yes path or no path of node
direction	NUMBER	1,0	No	Display whether audience arrived at node or leaving from the node
logTimeStamp	TIMESTAMP		Yes	Date and time of arrival or exit at node for given audience id
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Name of the user who created this record
version	NUMBER	20	Yes	Maintains updated count
isProcessed	NUMBER	1,0	No	Indicates whether record is picked by logging interaction scheduler job

Table 32. JourneyFlow

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

Table 32. JourneyFlow (continued)

Field	Type	Length	NULL?	Description
				given node for given audience count
edge	NUMBER	1,0	Yes	Display whether audiences progressed on yes path or no path for given node
isUpdated	NUMBER	1,0	Yes	Indicates whether record is up to date with audience count or not
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Name of the user who created this record
version	NUMBER	20	Yes	Maintains updated count

Table 33. JourneyDiscardedData

Field	Type	Length	NULL?	Description
id(Primary key)			No	Auto genrated unique value, work as a primary key
data	CLOB		No	Message which is discarded in Journey
journeyId	NUMBER	20	Yes	Display Id of Journey for which message is discarded
entrysourceId	NUMBER	20	Yes	Display Id of entrysource
sourceTopic	VARCHAR2	250	No	Display Id of point in Journey for which message is discarded

Table 33. JourneyDiscardedData (continued)

Field	Type	Length	NULL?	Description
reason	VARCHAR2	2000	No	Reason for message discard
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Name of the user who created this record
version	NUMBER	20	Yes	Maintains updated count

Table 34. StreamingDataLog

Field	Type	Length	NULL?	Description
id(Parimary key)			No	Auto genrated unique value, work as a primary key
entrySourceCode(Foreign key)	VARCHAR2	11	Yes	Foreign key EntrySource Id, for which the data is pushed into STREAMING_IMPORT topic of Kafka
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
data	CLOB		Yes	The raw Json value which is pushed to the STREAMING_IMPORT topic for processing into Journey
status	VARCHAR2	30	Yes	Maintain Status of pushed Data
version	NUMBER		Yes	Maintains updated count

Table 35. DataDefinitionSchema

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

Table 35. DataDefinitionSchema (continued)

Field	Type	Length	NULL?	Description
`dataDefinitionId`(Foreign key)	NUMBER	20	Yes	Unique Identifier for data definition
`schema`	CLOB		Yes	Json schema details for data definition
`createdDate`	TIMESTAMP		Yes	Display the creation date and time of record
`createdBy`	VARCHAR2	200	Yes	User who create/update data definition schema
`version`	NUMBER	20	Yes	Maintains updated count

Table 36. ExternalAppConfiguration

Field	Type	Length	NULL?	Description
`id`(Primary key)			No	Auto genrated unique value, work as a primary key
`name`	VARCHAR2	250	No	Name of the third party application which want to access the Journey
`description`	VARCHAR2	1024	Yes	Description of the third party application which want to access the Journey
`clientid`	VARCHAR2	148	No	Id by which third party application can login
`clientsecret`	VARCHAR2	148	No	Password by which third party application can login
`status`	VARCHAR2	30	No	Status of that application which active or inactive active -1, inactive-0

Table 36. ExternalAppConfiguration (continued)

Field	Type	Length	NULL?	Description
version	NUMBER	20	Yes	Maintains updated count
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy(Foreign key)	NUMBER	20	Yes	Foregin key of USER table, which tells who created this record
lastModifiedDate	TIMESTAMP		Yes	Display last modified date and time of record
lastModifiedBy(Foreign key)	NUMBER	20	Yes	Foregin key of USER table, which tells who modified the record

Table 37. JourneyGoal

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

Table 37. JourneyGoal (continued)

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

Table 38. DefaultConnection

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

Table 38. DefaultConnection (continued)

Field	Type	Length	NULL?	Description
`LASTMODIFIEDBY`	NUMBNER	20	Yes	Foregin key of USER table, which tells who modified the record
`VERSION`	NUMBER	20	Yes	Maintains updated count

Table 39. AudienceResponseMetaData

Field	Type	Length	NULL?	Description
`id` (Primary key)			No	Auto genrated unique value, work as a primary key
`audienceResponseId` (Foreign key)	NUMBER	20	Yes	Foreign key of the AudienceResponse table of which record the extended information it relates to
`linkURL`	VARCHAR2	250	Yes	URL of the Link which is clicked by the audience related to the responseId
`linkId`	NUMBER	20	Yes	LinkId of the Link which is clicked by the audience related to the responseId
`isProcessed`	NUMBER	1,0	No	A Flag which idicates whether the record been processed for Reporting or not
`createdDate`	TIMESTAMP		Yes	Display the creation date and time of record
`version`	NUMBER	20	Yes	Maintains updated count

Table 40. AudienceCount

Field	Type	Length	NULL?	Description
`id` (Primary key)			No	Auto genrated unique value, work as a primary key
`entrySourceId`	NUMBER	20	No	Unique Identifier of entrysource

Table 40. AudienceCount (continued)

Field	Type	Length	NULL?	Description
entrySourceType	VARCHAR2	250	No	Type of entrysource
entrySourceDetail	VARCHAR2	2000	Yes	Details of entrysource i.e. token for REST ES, file name for File ES, topic name for kafka ES etc
audienceCount	NUMBER	15	Yes	Total number of audiences entered in system for specific entrusource
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
version	NUMBER	20	Yes	Maintains updated count

Table 41. TouchPointBatches

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

Table 41. TouchPointBatches (continued)

Field	Type	Length	NULL?	Description
`createdDate`	TIMESTAMP		Yes	Display the creation date and time of record
`version`	NUMBER	20	Yes	Maintains updated count

Table 42. BatchIDAudiencedataMap

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

Table 43. SalesforceTouchPoint

Field	Type	Length	NULL?	Description
`id` (Primary key) (Foreign key)			No	Auto genrated unique value, work as a primary key
`isConnectorConfigured`	NUMBER	1,0	Yes	0- Sales Force Touch Point is not configured Yet. 1-Sales Force Touch Point is Successfully

Table 43. SalesforceTouchPoint (continued)

Field	Type	Length	NULL?	Description
				Configured with mandate values.
connectorInfo	VARCHAR2	200	Yes	Connection Name (Like: SalesForce) for which CRM touch Point is configured
dataFieldMapping	CLOB		Yes	It has the Json value of Fields Mapping(Journey Fields Mapped with the Connector's Fields) based on Channel used to configure the CRM Touch Point.

Table 44. JourneyDateFormat

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key
format	VARCHAR2	20	No	Date format string e.g. dd-MM-yyyy
description	VARCHAR2	100	Yes	Information about date format if any
userCreated	NUMBER	1,0	Yes	Indicates whether date format is system created or user created. Can be 0/1. If format is user created, its 1. If format is system created, its 0
isValid	NUMBER	1,0	Yes	Display whether the given date format is valid or not.

Table 44. JourneyDateFormat (continued)

Field	Type	Length	NULL?	Description
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Name of the user who created this record
version	NUMBER	20	Yes	Maintains updated count

Table 45. JourneyDeliverResponseMaster

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key
touchPointId	NUMBER	20	No	Id of point for which deliver response is received
audienceId	NUMBER	20	No	Id of audience for which deliver response is received
email	VARCHAR2	100	No	Display the email address
responseTime	TIMESTAMP		Yes	Response time received from deliver
mailingInstanceId	NUMBER	20	No	Mailing instance id received from Deliver
mailingSeqNum	NUMBER	20	No	Mailing sequence number received from Deliver
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Name of the user who created this record

Table 45. JourneyDeliverResponseMaster (continued)

Field	Type	Length	NULL?	Description
updatedDate	TIMESTAMP		Yes	Updation date and time of record
version	NUMBER	20	Yes	Maintains updated count

Table 46. JourneyDeliverResponseEvent

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key
touchPointId	NUMBER	20	No	Id of point for which deliver response is received
event	VARCHAR2	100	NO	Display Deliver event name
linkId	NUMBER	20	Yes	Displat Id of Link for given event
responseTime	TIMESTAMP		Yes	Response time received from Deliver
mailingInstanceId	NUMBER	20	NO	Mailing instance id received from Deliver
mailingSeqNum	NUMBER	20	NO	Mailing sequence number received from Deliver
state	NUMBER	20	NO	Display the state of response
createdDate	TIMESTAMP			Display the creation date and time of record
createdBy	VARCHAR2	200		Name of the user who created this record
updatedDate	TIMESTAMP			Updation date and time of record

Table 46. JourneyDeliverResponseEvent (continued)

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

Table 47. JourneyDeliverResponseMaster

Field	Type	Length	NULL?	Description
id (Primary key)			No	Auto genrated unique value, work as a primary key
touchPointId	NUMBER	20	No	Id of point for which deliver response is received
audienceId	NUMBER	20	No	Id of audience for which deliver response is received
email	VARCHAR2	100	No	Display email address
responseTime	TIMESTAMP		Yes	Response time received from Deliver
mailingInstanceId	NUMBER	20	No	Mailing instance id received from Deliver
mailingSeqNum	NUMBER	20	No	Mailing sequence number received from Deliver
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
createdBy	VARCHAR2	200	Yes	Name of the user who created this record
updatedDate	TIMESTAMP		Yes	Display updation date and time of record
version	NUMBER	20	Yes	Maintains updated count

Table 48. JourneyDeliverResponseLink

Field	Type	Length	NULL?	Description
`id` (Primary key)			No	Auto genrated unique value, work as a primary key
`touchPointId`	NUMBER	20	No	Id of point for which deliver response is received
`mailingInstanceId`	NUMBER	20	No	Mailing instance id received from Deliver
`linkId`	NUMBER	20	No	Display Id of Link for given event
`linkUrl`	VARCHAR2	500	Yes	Display Link url for given Link id
`responseTime`	TIMESTAMP		Yes	Response time received from Deliver
`createdDate`	TIMESTAMP		Yes	Display the creation date and time of record
`createdBy`	VARCHAR2	200	Yes	Name of the user who created this record
`version`	NUMBER	20	Yes	Maintains updated count

Table 49. AudienceResponseInteraction

Field	Type	Length	NULL?	Description
`id`(Primary key)			No	Auto genrated unique value, work as a primary key
`engagementSplitPointId`	NUMBER	20	No	Display EngagementSplitPointId
`audienceResponseId`(Foreign key)	NUMBER	20	No	Foregin key of AudienceResponse table, Refrence column is ID
`audienceResponseMetaDataId` (Foreign key)	NUMBER	20	Yes	Foregin key of JourneyAudiences table, Refrence column is ID

Table 49. AudienceResponseInteraction (continued)

Field	Type	Length	NULL?	Description
isProcessed	NUMBER	1,0	No	Foregin key of AudienceResponseMetaData table, Refrence column is ID
eventId	NUMBER	20	No	Display id of AudienceResponseEventMaster table
createdDate	TIMESTAMP		Yes	Display the creation date and time of record
version	NUMBER	20	Yes	Maintains updated count

Journey Reports schema

The following tables describe the reports tables.

Table 50. EmailPerformanceSent

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

Table 50. EmailPerformanceSent (continued)

Field	Type	Length	NULL?	Description
sentTimeStampEpoch	DECIMAL	15	Yes	Date time stamp when the record was added in UTC timezone and Epoch format
active	INTEGER	4	No	Display Journey Associations active status
iteration	NUMBER	20	No	Number of times audience visited Email Sent touchpoint.

Table 51. EmailPerformanceDelivery

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

Table 51. EmailPerformanceDelivery (continued)

Field	Type	Length	NULL?	Description
				in UTC timezone and Epoch format.
`active`	INTEGER	4	No	Display Journey Associations active status
`iteration`	NUMBER	20	No	Number of times audience visited Email Deliver touchpoint.

Table 52. EmailPerformanceOpen

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

Table 52. EmailPerformanceOpen (continued)

Field	Type	Length	NULL?	Description
averageOpenInteractionTime	NUMBER	10	Yes	Displays the average email opening time.
active	INTEGER	4	No	Display Journey Associations active status
iteration	NUMBER	20	No	Number of times audience visited Email Open touchpoint.

Table 53. EmailPerformanceLinkClick

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

Table 53. EmailPerformanceLinkClick (continued)

Field	Type	Length	NULL?	Description
				audience related to the responseId
`clickTimeStamp`	TIMESTAMP	10	Yes	Displays the time when email was clicked.
`clickTimeStampEpoch`	DECIMAL	15	Yes	Date time stamp when the record was added in UTC timezone and Epoch format.
`averageclickinteractionTime`	NUMBER	10	Yes	Displays the average email click time.
`active`	INTEGER	4	No	Display Journey Associations active status
`iteration`	NUMBER	20	No	Number of times audience visited Email Link Click touchpoint.