HCLSoftware

Unica Campaign System Tables Data Dictionary V12.1.10

Contents

Chapter 1. Unica Campaign system tables overview

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

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

Unica Campaign system tables: List of changes by version

This topic identifies system database schema changes by version.

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

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

📝 **Note:** The column data types that are indicated below are specific to certain database types and are not applicable to all database types.

System database schema changes for v12.1.7

- CREATE TABLE UA_TableMappingXColRef

  (

  TableMappingXRef_ID BIGINT NOT NULL,

  ColName NVARCHAR(255) NOT NULL,

  CONSTRAINT UA_TBL_MAP_COL_REF_FK

  FOREIGN KEY (TableMappingXRef_ID)

  REFERENCES UA_TableMappingXRef(TableMappingXRef_ID)

  );

System database schema changes for v12.1.6

- CREATE TABLE UA_FlowchartVersion(

  FlowchartId bigint NOT NULL,

  FlowchartVersion varchar(765) NOT NULL,

  Comments varchar(3076) NULL,

  CreateDate datetime NULL,

  CreatedBy int NULL,

  createdIn varchar(50) NULL,

  FlowchartDetails nvarchar(max) NULL,

  CONSTRAINT cFlowchartVer_PK PRIMARY KEY (FlowchartId,FlowchartVersion)

  );

Following tables added to Campaign schema to store user table mapping details for Audience Level

- UA_BaseTableFileDetails
    - Added one enum for "SOURCE" and "FILE" in existing UA_AudienceTable.
    - Added three column for "EXTERNAL_FIELD_NAME" , "EXTERNAL_FIELD_TYPE" and "EXTERNAL_FIELD_PROPERTIES" in existing UA_AudienceTableFields.

Note: These table is available from v12.1.6

System database schema changes for v12.1.5

- System database schema changes for v12.1.5
    - CREATE TABLE UA_Locks (

  ID bigint IDENTITY(1,1) NOT NULL,

  ObjectID bigint NOT NULL,

  ObjectType smallint NOT NULL,

  LastUpdateDate datetime NOT NULL,

  UpdatedBy int NOT NULL,

  CONSTRAINT cUA_Locks_PK PRIMARY KEY (ObjectID,ObjectType)

) ;

Note: This table is available from v12.1.5

System database schema changes for v12.1.2

- System database schema changes for v12.1.2
    - CREATE TABLE UA_TableMappingXRef (

TableMappingXRef_ID bigint NOT NULL,

FlowchartID bigint NOT NULL,

Datasource nvarchar(255) NOT NULL,

Audience nvarchar(255) NOT NULL,

Type nvarchar(64) NOT NULL,

UserTablename nvarchar(255) NOT NULL,

IDs nvarchar(1024) NOT NULL,

CONSTRAINT cTableMappingXRef_PK

PRIMARY KEY (TableMappingXRef_ID)

);

    - CREATE TABLE UA_Audiences (

ID bigint NOT NULL,

Name nvarchar(64) NOT NULL,

Fields nvarchar(1024) NOT NULL,

CHTableName nvarchar(64) NULL,

DCHTableName nvarchar(64) NULL,

RHTableName nvarchar(64) NULL,

SEGTableName nvarchar(64) NULL,

CONSTRAINT cAudiences_PK PRIMARY KEY(ID)

);

    - CREATE TABLE UA_STO_METRICS (

CustomerID bigint NOT NULL,

ContactEmail varchar(890) NULL,

CustomerStatus int NULL,

PreferredSendTime varchar(8) NOT NULL,

STOOpenCount int NOT NULL,

STOGenDate datetime NOT NULL,

TimeZone varchar(64) NULL,

CONSTRAINT tStoMetrics_PK

PRIMARY KEY (CustomerID ASC)

);

Note: These tables are available from v12.1.2

System database schema changes for v12.1.0.3

- The following changes were made in the table:

CREATE TABLE UA_JourneyEsInfo (

CampaignID bigint NOT NULL,

FlowchartID bigint NOT NULL,

EntrySourceID bigint NOT NULL,

CONSTRAINT cUA_JourneyEsInfo_PK

PRIMARY KEY (CampaignID, FlowchartID, EntrySourceID)

);

Note: This table is available from fix pack 3.

System database schema changes for v12.1.0.2

- The following changes were made in the table:

CREATE TABLE ua_attribute_default_value (

AttributeID bigint NOT NULL,

StringValue varchar(1024) NULL,

NumberValue float NULL,

DatetimeValue timestamp NULL,

ClobValue CLOB,

CONSTRAINT cUA_ATTRIBUTE_DEFAULT_VALUE_FK1

FOREIGN KEY (AttributeID)

REFERENCES UA_AttributeDef(AttributeID)

);

CREATE TABLE UA_AttributeDependent (

OfferTemplID bigint NOT NULL,

AttributeID bigint NOT NULL,

DependentAttrID bigint NOT NULL,

CONSTRAINT cAttributeDependent_PK

PRIMARY KEY (OfferTemplID, AttributeID, DependentAttrID)

);

ALTER TABLE UA_AttributeDef ADD column LKUP_TABLE varchar(256) NULL;

ALTER TABLE UA_AttributeDef ADD column LKUP_ID_COLUMN varchar(256) NULL;

ALTER TABLE UA_AttributeDef ADD column LKUP_DISP_COLUMN varchar(256) NULL;

ALTER TABLE UA_AttributeDef ADD column LKUP_SORT_COLUMN varchar(256) NULL;

ALTER TABLE UA_AttributeDef ADD column LKUP_ID_COL_DBTYPE varchar(50) NULL;

ALTER TABLE UA_AttributeDef ADD column LKUP_SORT_COL_DBTYPE varchar(50) NULL;

ALTER TABLE UA_AttributeDef ADD column LKUP_SORT_ASCENDING varchar(5) NULL;

CALL sysproc.admin_cmd('REORG TABLE UA_AttributeDef');

ALTER TABLE UA_OfferTemplAttr ADD COLUMN ClobValue CLOB;

CALL sysproc.admin_cmd('REORG TABLE UA_OfferTemplAttr');

ALTER TABLE UA_OfferAttribute ADD COLUMN ClobValue CLOB;

CALL sysproc.admin_cmd('REORG TABLE UA_OfferAttribute');

Note: This table is available from fix pack 2.

System database schema changes for v12.1.0

- The following changes were made in the table:

CREATE INDEX cOfferHistory_IX1 ON UA_OfferHistory

(OfferID ,CRC);

CREATE INDEX enumAttValues_IX1 ON UA_EnumAttrValues

(AttributeID);

CREATE INDEX cOfferTemplateAttr_IX1 ON UA_OfferTemplAttr

(OfferTemplID);

CREATE INDEX cOfferAttr_IX1 ON UA_OfferAttribute

(AttributeID);

CREATE INDEX cOffListMemb_IX2 ON UA_OfferListMember

(NestedOfferListID);

CREATE INDEX cOffListMemb_IX3 ON UA_OfferListMember

(OfferID);

CREATE INDEX cOfferSuprs_IX1 ON UA_OfferSuppression

(OfferID);

CREATE INDEX cOfferToProd_IX1 ON UA_OfferToProduct

(OfferID);

CREATE INDEX cUsrRespType_IX1 ON UA_UsrResponseType

(Name);

CREATE INDEX cOffer_IX2 ON UA_Offer

(FolderID);

CREATE INDEX cOfferList_IX1 ON UA_OfferList

(FolderID);

ALTER TABLE UA_RespTypeMapping RENAME COLUMN DeliverRespTypeID TO DeliverRespTypeID;

ALTER TABLE UA_DtlContactHist ADD OfferListID bigint;

ALTER TABLE UA_DtlContactHist ADD ABTestBranchID bigint;

System database schema changes for v11.1.0

- The following changes were made to exiting table:

  ```
  ALTER TABLE UA_EngageEtlRecordStatus
  ADD FailureCount int,
  TrackingCode varchar(256),
  CampaignAudienceId varchar(256),
  ExternalSystemReferenceId varchar(64);

  CREATE INDEX cEngageEtlRecordStatus_IX1 ON UA_EngageEtlRecordStatus(Recordid, Status, FailureCount);

  CREATE INDEX cEngageEtlRecordStatus_IX2 ON UA_EngageETLRecordStatus ( Status, EventType );
  ```
- The following new tables are added:

  ```
  CREATE TABLE UA_History(
  RecordID      bigint NOT NULL,
  ObjectType    varchar(32) NOT NULL,
  CampaignID    bigint NOT NULL,
  SessionID     bigint NOT NULL,
  sourceType    bigint NOT NULL,
  sourceTypeId  bigint NOT NULL,
  sourceTypeName varchar(255) NOT NULL,
  DatetimeValue  timestamp NOT NULL,
  eventType     bigint NOT NULL,
  UpdateBy      varchar(256) NOT NULL,
  SaveComment   varchar(1024) NULL,
  CONSTRAINT cUA_History_PK PRIMARY KEY (RecordID)
  );

  CREATE INDEX iHistory_CampaignID ON UA_History(CampaignID);

  CREATE INDEX iHistory_SessionID ON UA_History(SessionID);

  CREATE TABLE UA_TempTreatment (
  ```

TreatmentId bigint NOT NULL,

Count bigint NOT NULL

);

System database schema changes for v11.0.0.0

- The following changes were made.ALTER TABLE UA_InteractedSMS ADD COLUMN MessageBody varchar(256) NULL;
- The following new table was added:

CREATE TABLE UA_EmailOptOut (

    RecordID   bigint NOT NULL GENERATED ALWAYS AS IDENTITY,

    Provider   varchar(64) NULL,

    EndpointSource   varchar(64) NULL,

    Channel   varchar(64) NULL,

    X1ID   varchar(64) NULL,

    ContactId   varchar(64) NULL,

    Email   varchar(64) NULL,

    EventCode   varchar(64) NOT NULL,

    EventTimeStamp   timestamp NOT NULL,

    EventNameSpace   varchar(64) NULL,

    EventVersion   varchar(64) NULL,

    EventName   varchar(64) NULL,

    Description   varchar(128) NULL,

    OptOutDetails   varchar(1024) NOT NULL,

    MessageId   bigint NULL,

    MailingTemplateId bigint NULL,

    ReportId   varchar(64) NULL,

    SubjectLine   varchar(256) NULL,

    MessageName   varchar(1024) NULL,

    DocType   varchar(64) NULL,

    EventId   varchar(64) NULL,

    TrackingCode   varchar(1024) NULL,

    ExternalSystemName varchar(64) NULL,

    ExternalSystemReferenceID varchar(64) NULL,

    CampaignAudienceID varchar(256) NULL,

    CONSTRAINT tUA_EmailOptOut_PK PRIMARY KEY (RecordID)

);

System database schema changes for v10.0.0.2

10.0.0.2

- No new tables were added.
- The following changes were made:

  - ALTER TABLE UA_SimpNot_appOpened ADD COLUMN ActionTaken varchar(64);
  - ALTER TABLE UA_SimpNot_appOpened ADD COLUMN ActionValue varchar(1024);
  - ALTER TABLE UA_SimpNot_URLClicked ADD COLUMN ActionTaken varchar(64);
  - ALTER TABLE UA_SimpNot_URLClicked ADD COLUMN ActionValue varchar(1024);
  - CREATE INDEX emailSend_IX3 ON UA_EmailSend
   (
    ExternalSystemReferenceID,
    CampaignAudienceID
   );
  - ALTER TABLE UA_EmailClick ALTER COLUMN ClickUrl SET DATA
    TYPE varchar(1024);
  - ALTER TABLE UA_EmailClick ALTER COLUMN UrlDescription SET DATA
    TYPE varchar(1024);

System database schema changes for v10.0.0.1

The following new tables were added.

CREATE TABLE UA_EmailSend (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Provider varchar(64) NULL,
EndpointSource varchar(64) NULL,
Channel varchar(64) NULL,
X1ID varchar(64) NULL,
ContactId varchar(64) NULL,
Email varchar(64) NULL,
EventCode varchar(64) NOT NULL,
EventTimeStamp timestamp NOT NULL,
EventNameSpace varchar(64) NULL,
EventVersion varchar(64) NULL,
EventName varchar(64) NULL,
Description varchar(128) NULL,
MessageId bigint NULL,
MailingTemplateId bigint NULL,
ReportId varchar(64) NULL,
SubjectLine varchar(256) NULL,
MessageName varchar(256) NULL,
DocType   varchar(64) NULL,

```
SendType     varchar(64) NULL,
EventId     varchar(64) NULL,
TrackingCode   varchar(1024) NULL,
ExternalSystemName varchar(64) NULL,
ExternalSystemReferenceID varchar(64) NULL,
CampaignAudienceID varchar(256) NULL,
    CONSTRAINT tUA_EmailSend_PK PRIMARY KEY (RecordID)
);

CREATE TABLE UA_EmailOpen (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Provider varchar(64) NULL,
EndpointSource varchar(64) NULL,
Channel varchar(64) NULL,
X1ID varchar(64) NULL,
ContactId varchar(64) NULL,
Email varchar(64) NULL,
EventCode varchar(64) NOT NULL,
EventTimeStamp timestamp NOT NULL,
EventNameSpace varchar(64) NULL,
EventVersion varchar(64) NULL,
EventName varchar(64) NULL,
Description varchar(128) NULL,
MessageId bigint NULL,
MailingTemplateId bigint NULL,
ReportId varchar(64) NULL,
SubjectLine varchar(256) NULL,
MessageName varchar(256) NULL,
DocType     varchar(64) NULL,
EventId     varchar(64) NULL,
TrackingCode   varchar(1024) NULL,
ExternalSystemName varchar(64) NULL,
ExternalSystemReferenceID varchar(64) NULL,
CampaignAudienceID varchar(256) NULL,
    CONSTRAINT tUA_EmailOpen_PK PRIMARY KEY (RecordID)
);

CREATE TABLE UA_EmailClick (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Provider varchar(64) NULL,
EndpointSource varchar(64) NULL,
Channel varchar(64) NULL,
```

```
X1ID varchar(64) NULL,
ContactId varchar(64) NULL,
Email varchar(64) NULL,
EventCode varchar(64) NOT NULL,
EventTimeStamp timestamp NOT NULL,
EventNameSpace varchar(64) NULL,
EventVersion varchar(64) NULL,
EventName varchar(64) NULL,
Description varchar(128) NULL,
MessageId bigint NULL,
MailingTemplateId bigint NULL,
ReportId varchar(64) NULL,
SubjectLine varchar(256) NULL,
MessageName varchar(256) NULL,
DocType     varchar(64) NULL,
ClickUrl    varchar(128) NULL,
UrlDescription varchar(128) NULL,
EventId     varchar(64) NULL,
TrackingCode   varchar(1024) NULL,
ExternalSystemName varchar(64) NULL,
ExternalSystemReferenceID varchar(64) NULL,
CampaignAudienceID varchar(256) NULL,
   CONSTRAINT tUA_EmailClick_PK PRIMARY KEY (RecordID)
);

CREATE TABLE UA_EmailBounce (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Provider varchar(64) NULL,
EndpointSource varchar(64) NULL,
Channel varchar(64) NULL,
X1ID varchar(64) NULL,
ContactId varchar(64) NULL,
Email varchar(64) NULL,
EventCode varchar(64) NOT NULL,
EventTimeStamp timestamp NOT NULL,
EventNameSpace varchar(64) NULL,
EventVersion varchar(64) NULL,
EventName varchar(64) NULL,
Description varchar(128) NULL,
MessageId bigint NULL,
MailingTemplateId bigint NULL,
ReportId varchar(64) NULL,
```

```
SubjectLine varchar(256) NULL,
MessageName varchar(256) NULL,
DocType     varchar(64) NULL,
BounceType     varchar(64) NULL,
EventId     varchar(64) NULL,
TrackingCode   varchar(1024) NULL,
ExternalSystemName varchar(64) NULL,
ExternalSystemReferenceID varchar(64) NULL,
CampaignAudienceID varchar(256) NULL,
    CONSTRAINT tUA_EmailBounce_PK PRIMARY KEY (RecordID)
);

CREATE TABLE UA_SentSMS (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Provider varchar(64) NULL,
EndpointSource varchar(64) NULL,
Channel varchar(64) NULL,
X1ID varchar(64) NULL,
EventCode varchar(64) NULL,
EventTimestamp timestamp NOT NULL,
EventNamespace varchar(64) NULL,
EventVersion varchar(64) NULL,
ContactId varchar(64) NULL,
MobileNumber varchar(64) NULL,
EventName varchar(256) NULL,
DeliveryStatus varchar(64) NULL,
ProgramType varchar(64) NULL,
LocationCountry varchar(64) NULL,
Code varchar(64) NULL,
MessageType varchar(64) NULL,
MailingTemplateId varchar(256) NULL,
ExternalSystemReferenceId varchar(256) NULL,
Source varchar(256) NULL,
ProgramId varchar(64) NULL,
CampaignName varchar(256) NULL,
ProgramName varchar(256) NULL,
MessageBody varchar(256) NULL,
EventId varchar(64) NULL,
TrackingCode   varchar(1024) NULL,
ExternalSystemName varchar(64) NULL,
CampaignAudienceID varchar(256) NULL,
CONSTRAINT tUA_SentSMS_PK PRIMARY KEY (RecordID)
```

```
);

CREATE TABLE UA_InteractedSMS (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Provider varchar(64) NULL,
EndpointSource varchar(64) NULL,
Channel varchar(64) NULL,
X1ID varchar(64) NULL,
EventCode varchar(64) NULL,
EventTimestamp timestamp NOT NULL,
EventNamespace varchar(64) NULL,
EventVersion varchar(64) NULL,
ContactId varchar(64) NULL,
MobileNumber varchar(64) NULL,
EventName varchar(256) NULL,
CampaignName varchar(256) NULL,
ProgramName varchar(256) NULL,
ProgramType varchar(64) NULL,
SetConsent varchar(64) NULL,
Source varchar(256) NULL,
EventId varchar(64) NULL,
TrackingCode   varchar(1024) NULL,
ExternalSystemName varchar(64) NULL,
ExternalSystemReferenceID varchar(64) NULL,
CampaignAudienceID varchar(256) NULL,
CONSTRAINT tUA_InteractedSMS_PK PRIMARY KEY (RecordID)
);

CREATE TABLE UA_App_Installed (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Provider varchar(64) NULL,
EndpointSource varchar(64) NULL,
Channel varchar(64) NULL,
X1ID varchar(64) NULL,
EventCode varchar(64) NULL,
EventTimestamp timestamp NOT NULL,
EventNamespace varchar(64) NULL,
EventVersion varchar(64) NULL,
UserId varchar(64) NULL,
AppKey varchar(64) NULL,
ChannelId varchar(64) NULL,
Url varchar(64) NULL,
```

```
Attribution varchar(64) NULL,
CONSTRAINT tUA_App_Installed_PK PRIMARY KEY (RecordID)
);

CREATE TABLE UA_App_Uninstalled (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Provider varchar(64) NULL,
EndpointSource varchar(64) NULL,
Channel varchar(64) NULL,
X1ID varchar(64) NULL,
EventCode varchar(64) NULL,
EventTimestamp timestamp NOT NULL,
EventNamespace varchar(64) NULL,
EventVersion varchar(64) NULL,
UserId varchar(64) NULL,
AppKey varchar(64) NULL,
ChannelId varchar(64) NULL,
Url varchar(64) NULL,
Attribution varchar(64) NULL,
CONSTRAINT tUA_App_Uninstalled_PK PRIMARY KEY (RecordID)
);

CREATE TABLE UA_App_SessionStarted (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Provider varchar(64) NULL,
EndpointSource varchar(64) NULL,
Channel varchar(64) NULL,
X1ID varchar(64) NULL,
EventCode varchar(64) NULL,
EventTimestamp timestamp NOT NULL,
EventNamespace varchar(64) NULL,
EventVersion varchar(64) NULL,
UserId varchar(64) NULL,
AppKey varchar(64) NULL,
ChannelId varchar(64) NULL,
Url varchar(64) NULL,
Attribution varchar(64) NULL,
CONSTRAINT tUA_App_SessionStarted_PK PRIMARY KEY (RecordID)
);

CREATE TABLE UA_App_SessionEnded (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
```

Provider varchar(64) NULL,

EndpointSource varchar(64) NULL,

Channel varchar(64) NULL,

X1ID varchar(64) NULL,

EventCode varchar(64) NULL,

EventTimestamp timestamp NOT NULL,

EventNamespace varchar(64) NULL,

EventVersion varchar(64) NULL,

UserId varchar(64) NULL,

AppKey varchar(64) NULL,

ChannelId varchar(64) NULL,

Url varchar(64) NULL,

Attribution varchar(64) NULL,

CONSTRAINT tUA_App_SessionEnded_PK PRIMARY KEY (RecordID)

);

CREATE TABLE UA_App_UIPushEnabled (

RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,

Provider varchar(64) NULL,

EndpointSource varchar(64) NULL,

Channel varchar(64) NULL,

X1ID varchar(64) NULL,

EventCode varchar(64) NULL,

EventTimestamp timestamp NOT NULL,

EventNamespace varchar(64) NULL,

EventVersion varchar(64) NULL,

UserId varchar(64) NULL,

AppKey varchar(64) NULL,

ChannelId varchar(64) NULL,

Url varchar(64) NULL,

Attribution varchar(64) NULL,

CONSTRAINT tUA_App_UIPushEnabled_PK PRIMARY KEY (RecordID)

);

CREATE TABLE UA_App_UIPushDisabled (

RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,

Provider varchar(64) NULL,

EndpointSource varchar(64) NULL,

Channel varchar(64) NULL,

X1ID varchar(64) NULL,

EventCode varchar(64) NULL,

EventTimestamp timestamp NOT NULL,

EventNamespace varchar(64) NULL,
EventVersion varchar(64) NULL,
UserId varchar(64) NULL,
AppKey varchar(64) NULL,
ChannelId varchar(64) NULL,
Url varchar(64) NULL,
Attribution varchar(64) NULL,
CONSTRAINT tUA_App_UIPushDisabled_PK PRIMARY KEY (RecordID)
);

CREATE TABLE UA_SimpNot_appOpened (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Provider varchar(64) NULL,
EndpointSource varchar(64) NULL,
Channel varchar(64) NULL,
X1ID varchar(64) NULL,
EventCode varchar(64) NULL,
EventTimestamp timestamp NOT NULL,
EventNamespace varchar(64) NULL,
EventVersion varchar(64) NULL,
UserId varchar(64) NULL,
AppKey varchar(64) NULL,
ChannelId varchar(64) NULL,
Url varchar(64) NULL,
Attribution varchar(64) NULL,
TrackingCode   varchar(1024) NULL,
ExternalSystemName varchar(64) NULL,
ExternalSystemReferenceID varchar(64) NULL,
CampaignAudienceID varchar(256) NULL,
CONSTRAINT tUA_SimpNot_appOpened_PK PRIMARY KEY (RecordID)
);

CREATE TABLE UA_SimpNot_URLClicked (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Provider varchar(64) NULL,
EndpointSource varchar(64) NULL,
Channel varchar(64) NULL,
X1ID varchar(64) NULL,
EventCode varchar(64) NULL,
EventTimestamp timestamp NOT NULL,
EventNamespace varchar(64) NULL,
EventVersion varchar(64) NULL,

```
UserId varchar(64) NULL,
AppKey varchar(64) NULL,
ChannelId varchar(64) NULL,
Url varchar(64) NULL,
Attribution varchar(64) NULL,
TrackingCode   varchar(1024) NULL,
ExternalSystemName varchar(64) NULL,
ExternalSystemReferenceID varchar(64) NULL,
CampaignAudienceID varchar(256) NULL,
CONSTRAINT tUA_SimpNot_URLClicked_PK PRIMARY KEY (RecordID)
);

CREATE TABLE UA_Mob_Push_Send (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Provider varchar(64) NULL,
EndpointSource varchar(64) NULL,
Channel varchar(64) NULL,
X1ID varchar(64) NULL,
EventCode varchar(64) NULL,
EventTimestamp timestamp NOT NULL,
EventNamespace varchar(64) NULL,
EventVersion varchar(64) NULL,
EventName varchar(256) NULL,
ContactId varchar(64) NULL,
ReportId varchar(64) NULL,
RichContentId varchar(64) NULL,
MobileUserId varchar(64) NULL,
PushType varchar(64) NULL,
AppKey varchar(64) NULL,
ChannelId varchar(64) NULL,
Url varchar(64) NULL,
Attribution varchar(64) NULL,
TrackingCode   varchar(1024) NULL,
ExternalSystemName varchar(64) NULL,
ExternalSystemReferenceID varchar(64) NULL,
CampaignAudienceID varchar(256) NULL,
CONSTRAINT tUA_App_UIPushSend_PK PRIMARY KEY (RecordID)
);

CREATE TABLE UA_Gen_Event_Record (
RecordID bigint NOT NULL GENERATED ALWAYS AS IDENTITY,
Channel varchar(64) NULL,
```

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```
EventCode varchar(64) NULL,
EventName varchar(256) NULL,
ExternalSystemName varchar(64) NULL,
ExternalSystemReferenceID varchar(64) NULL,
EventJSON CLOB(5M) NULL,
CONSTRAINT tUA_Gen_Event_Record_PK PRIMARY KEY (RecordID)
);


CREATE TABLE UA_CampaignEngageResponseMap (
CampaignEventType bigint NOT NULL,
EngageEventType bigint NOT NULL,
ApplicationType int NULL
);


CREATE TABLE UA_EngageEtlRecordStatus (
    RecordID          bigint NOT NULL,
    EventType         int NOT NULL,
Status          int NOT NULL,
    Description         varchar(256),
    CONSTRAINT cEngEtlRecStat_PK
        PRIMARY KEY (RecordID, EventType)
);


CREATE TABLE UA_EngageEtlTracker (
EventType int NOT NULL,
LastProcessedRecordId bigint NOT NULL
);
```

System database schema changes for v10.0

One new table was added:

```
UA_APIKEY (
   id varchar(256) NOT NULL,
   apikey varchar(256) NOT NULL,
   createDate timestamp
)
```

This table supports the Unica Campaign internal API security implementation. Do not modify this table or table data.

System database schema changes for v9.1.2

There were no schema changes in version 9.1.2.

System database schema changes for v9.1.1

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

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

System database schema changes for v9.1

- No tables were modified.
- A new table, UA_RespTypeMapping, was added to support Unica Deliver-Unica Campaign integration:

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

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

System database schema changes for v9.0

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

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

UA_RespTypeMapping (
CampaignRespTypeID bigint NOT NULL,
DeliverRespTypeID bigint NOT NULL,
ApplicationType int NULL
)
```

System database schema changes for v8.6

There were no schema changes in version 8.6.

System database schema changes for v8.5

- No new tables were added.
- The following changes were made:
    - UA_TmpTablePool: add InstanceID bigint NULL
    - UPDATE UA_TmpTablePool: set InstanceID = 0 where InstanceID IS NULL
    - ALTER Table UA_OfferList: add creatorFlag int NULL, creatorObjectId bigint NULL
    - UPDATE UA_OfferList: set creatorFlag = 0 , creatorObjectId = 0
    - ALTER Table UA_Folder: add creatorFlag int NULL, creatorObjectId bigint NULL
    - UPDATE UA_Folder: set creatorFlag = 0, creatorObjectId = 0
    - ALTER TABLE UA_ATTRIBUTEDEF: add isMandatory int NULL
    - ALTER TABLE UA_ATTRIBUTEDEF: add sortOrder int NULL
    - UPDATE UA_ATTRIBUTEDEF: set isMandatory = 0, sortOrder = 0
    - ALTER TABLE UA_ENUMATTRVALUES: add isDefault int NULL
    - UPDATE UA_ENUMATTRVALUES: set isDefault = 0
    - Insert into UA_AttributeDef (AttributeID, Name, DisplayName, Description, ObjectType, AttributeType, EnumType, Length, SystemDefined, isMandatory, sortOrder) VALUES (15, ' CreativeURL ', 'Creative URL', 'The creative or digital asset URL associated with this offer', 4, 1, 0, 512, 1, 0, 0)

System database schema changes for v8.2

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

System database schema changes for v8.1

- The following table was added:

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

- The following change was made:

    UPDATE UA_TARGETCELLS SET approved = 1 WHERE approved IS NULL

System database schema changes for v8.0

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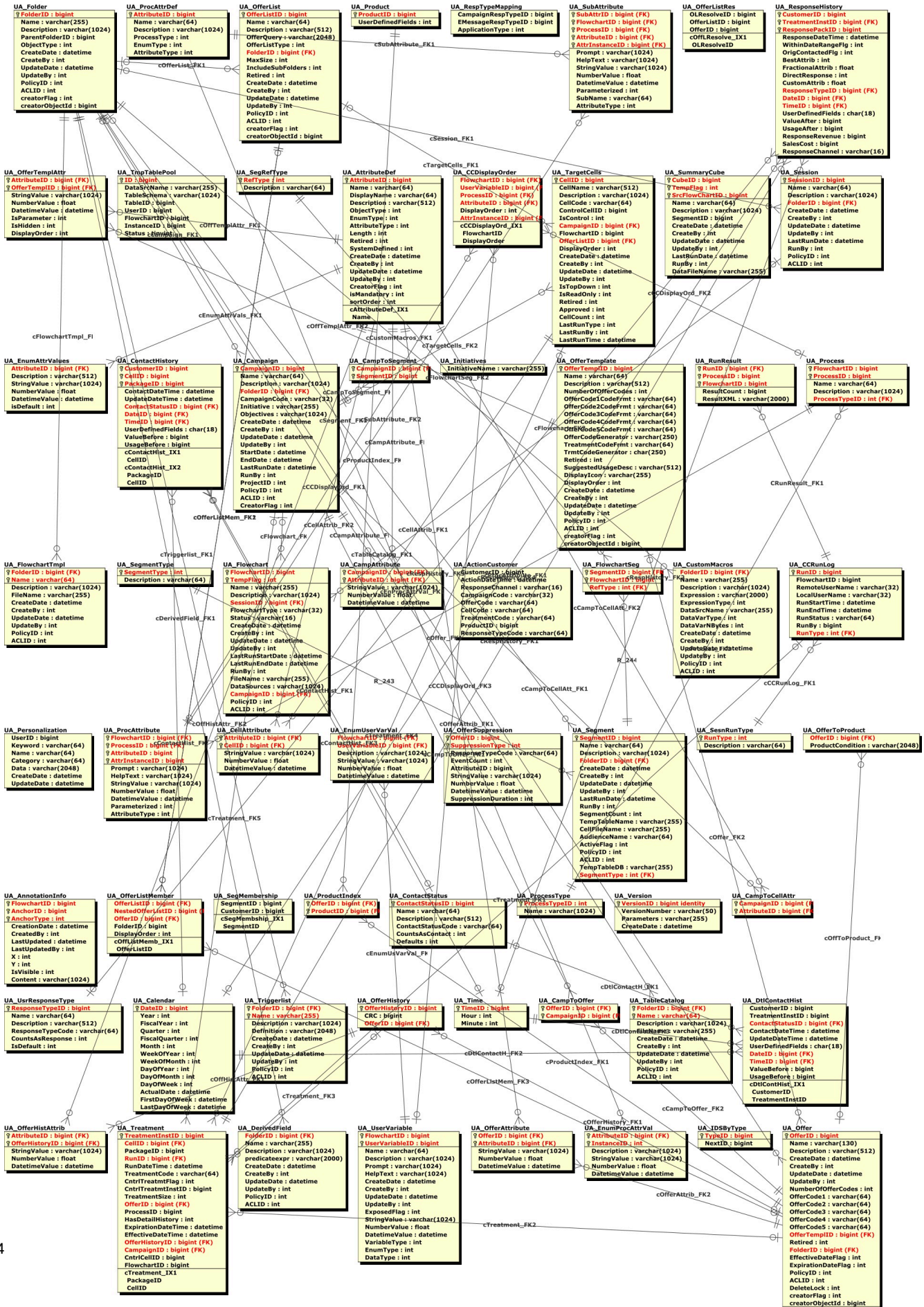- The following change was made:

    CREATE UNIQUE INDEX cAttributeDef_IX1 ON UA_AttributeDef
    (
        Name ASC
)

Unica Campaign system tables data model diagram

This entity relationship model identifies each Unica Campaign system table and its keys, fields, and data types.

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UA_Folder :
- FolderID : bigint
- Name : varchar(255)
- Description : varchar(1024)
- ParentFolderID : bigint
- ObjectType : int
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- PolicyID : int
- ACLID : int
- creatorFlag : int
- creatorObjectId : bigint

UA_ProcAttrDef :
- AttributeID : bigint
- Name : varchar(64)
- Description : varchar(1024)
- ProcessType : int
- EnumType : int
- AttributeType : int

UA_OfferList :
- OfferListID : bigint
- Name : varchar(64)
- Description : varchar(512)
- OfferQuery : varchar(2048)
- OfferListType : int
- MaxSize : int
- IncludeSubFolders : int
- Retired : int
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- PolicyID : int
- ACLID : int
- creatorFlag : int
- creatorObjectId : bigint

UA_Product :
- ProductID : bigint
- UserDefinedFields : int

UA_RespTypeMapping
- CampaignRespTypeID : bigint
- EMessageRespTypeID : bigint
- ApplicationType : int

UA_SubAttribute :
- SubAttrID : bigint (FK)
- FlowchartID : bigint (FK)
- ProcessID : bigint (FK)
- AttrInstanceID : bigint (FK)
- AttrInstanceID : bigint (FK)
- Prompt : varchar(1024)
- HelpText : varchar(1024)
- StringValue : varchar(1024)
- NumberValue : float
- DatetimeValue : datetime
- Parameterized : int
- SubName : varchar(64)
- AttributeType : int

UA_OfferListRes :
- OLResolveID : bigint
- OfferListID : bigint
- OfferID : bigint
- cOflLResolve_IX1
  - OLResolveID

UA_ResponseHistory :
- CustomerID : bigint (FK)
- TreatmentInstID : bigint (FK)
- ResponsePackID : bigint
- ResponseDateTime : datetime
- WithinDateRangeFlg : int
- OrigContactedFlg : int
- BestAttrib : int
- FractionalAttrib : float
- DirectResponse : int
- CustomAttrib : float
- ResponseTypeID : bigint (FK)
- DateID : bigint (FK)
- TimeID : bigint (FK)
- UserDefinedFields : char(18)
- ValueAfter : bigint
- UsageAfter : bigint
- ResponseRevenue : bigint
- SalesCost : bigint
- ResponseChannel : varchar(16)

UA_OfferTemplAttr :
- AttributeID : bigint (FK)
- OfferTemplID : bigint (FK)
- StringValue : varchar(1024)
- NumberValue : float
- DatetimeValue : datetime
- IsParameter : int
- IsHidden : int
- DisplayOrder : int

UA_TmpTablePool :
- ID : bigint
- DataSrcName : varchar(255)
- TableSchema : varchar(1024)
- TableID : bigint
- UserID : bigint
- FlowchartID : bigint
- InstanceID : bigint
- Status : int
- Name

UA_SegRefType :
- RefType : int
- Description : varchar(64)

UA_AttributeDef :
- AttributeID : bigint
- Name : varchar(64)
- DisplayName : varchar(64)
- Description : varchar(512)
- ObjectType : int
- EnumType : int
- AttributeType : int
- Length : int
- Retired : int
- SystemDefined : int
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- CreatorFlag : int
- isMandatory : int
- sortOrder : int
- cAttributeDef_IX1
  - Name

UA_CCDisplayOrder :
- FlowchartID : bigint (FK)
- UserVariableID : bigint (FK)
- ProcessID : bigint (FK)
- AttributeID : bigint (FK)
- AttrInstanceID : bigint (FK)
- cCCDisplayOrd_IX1
  - FlowchartID
  - DisplayOrder

UA_TargetCells :
- CellID : bigint
- CellName : varchar(512)
- Description : varchar(1024)
- CellCode : varchar(64)
- ControlCellID : bigint
- IsControl : int
- CampaignID : bigint (FK)
- FlowchartID : bigint
- OfferListID : bigint (FK)
- DisplayOrder : int
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- IsTopDown : int
- IsReadOnly : int
- Retired : int
- Approved : int
- CellCount : int
- LastRunType : int
- LastRunBy : int
- LastRunTime : datetime

UA_SummaryCube :
- CubeID : bigint
- TempFlag : int
- SrcFlowChartID : bigint
- Name : varchar(64)
- Description : varchar(1024)
- SegmentID : bigint
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- LastRunDate : datetime
- RunBy : int
- DataFileName : varchar(255)

UA_Session :
- SessionID : bigint
- Name : varchar(64)
- Description : varchar(1024)
- FolderID : bigint (FK)
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- LastRunDate : datetime
- RunBy : int
- PolicyID : int
- ACLID : int

UA_EnumAttrValues
- AttributeID : bigint (FK)
- Name : varchar(512)
- StringValue : varchar(1024)
- NumberValue : float
- DatetimeValue : datetime
- isDefault : int

UA_ContactHistory :
- CustomerID : bigint
- CellID : bigint
- PackageID : bigint
- ContactDateTime : datetime
- UpdateDateTime : datetime
- ContactStatusID : bigint (FK)
- DateID : bigint (FK)
- TimeID : bigint (FK)
- UserDefinedFields : char(18)
- ValueBefore : bigint
- UsageBefore : bigint
- cContactHist_IX1
  - CellID
- cContactHist_IX2
  - PackageID
  - CellID

UA_Campaign :
- CampaignID : bigint
- Name : varchar(64)
- Description : varchar(1024)
- FolderID : bigint (FK)
- CampaignCode : varchar(32)
- Initiative : varchar(1024)
- Objectives : varchar(1024)
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- StartDate : datetime
- EndDate : datetime
- LastRunDate : datetime
- RunBy : int
- ProjectID : int
- PolicyID : int
- ACLID : int
- CreatorFlag : int

UA_CampToSegment
- CampaignID : bigint (FK)
- SegmentID : bigint (FK)

UA_Initiatives
- InitiativeName : varchar(255)

UA_OfferTemplate :
- OfferTemplID : bigint
- Name : varchar(64)
- Description : varchar(512)
- NumberOfOfferCodes : int
- OfferCode1CodeFrmt : varchar(64)
- OfferCode2CodeFrmt : varchar(64)
- OfferCode3CodeFrmt : varchar(64)
- OfferCode4CodeFrmt : varchar(64)
- OfferCode5CodeFrmt : varchar(64)
- OfferCodeGenerator : varchar(250)
- TreatmentCodeFrmt : varchar(64)
- TrmtCodeGenerator : varchar(250)
- Retired : int
- SuggestedUsageDesc : varchar(512)
- DisplayIcon : varchar(255)
- DisplayOrder : int
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- PolicyID : int
- ACLID : int
- creatorFlag : int
- creatorObjectId : bigint

UA_RunResult
- RunID : bigint (FK)
- ProcessID : bigint
- FlowchartID : bigint
- ResultCount : bigint
- ResultXML : varchar(2000)

UA_Process
- FlowchartID : bigint
- ProcessID : bigint
- Description : varchar(1024)
- ProcessTypeID : int (FK)

UA_FlowchartTmpl
- FolderID : bigint (FK)
- Name : varchar(64)
- Description : varchar(1024)
- FileName : varchar(255)
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- PolicyID : int
- ACLID : int

UA_SegmentType
- SegmentType : int
- Description : varchar(64)

UA_Flowchart :
- FlowchartID : bigint
- TempFlag : int
- Name : varchar(255)
- Description : varchar(1024)
- SessionID : bigint (FK)
- FlowchartType : varchar(32)
- Status : varchar(16)
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- LastRunStartDate : datetime
- LastRunEndDate : datetime
- RunBy : int
- FileName : varchar(255)
- DataSources : varchar(1024)
- CampaignID : bigint (FK)
- PolicyID : int
- ACLID : int

UA_CampAttribute :
- CampaignID : bigint (FK)
- AttributeID : bigint (FK)
- StringValue : varchar(1024)
- NumberValue : float
- DatetimeValue : datetime

UA_ActionCustomer
- CustomerID : bigint
- ActionDateTime : datetime
- ResponseChannel : varchar(16)
- CampaignCode : varchar(32)
- OfferCode : varchar(64)
- CellCode : varchar(64)
- TreatmentCode : varchar(64)
- ProductID : bigint
- ResponseTypeCode : varchar(64)

UA_FlowchartSeg
- SegmentID : bigint (FK)
- FlowchartID : bigint (FK)
- RefType : int (FK)

UA_CustomMacros
- FolderID : bigint (FK)
- Name : varchar(255)
- Description : varchar(1024)
- Expression : varchar(2000)
- ExpressionType : int
- DataSrcName : varchar(255)
- DataVarType : int
- DataVarNBytes : int
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- PolicyID : int
- ACLID : int

UA_CCRunLog
- RunID : bigint (FK)
- FlowchartID : bigint
- RemoteUserName : varchar(32)
- LocalUserName : varchar(32)
- RunStartTime : datetime
- RunEndTime : datetime
- RunStatus : varchar(64)
- RunBy : int
- RunType : int (FK)

UA_Personalization
- UserID : bigint
- Keyword : varchar(64)
- Name : varchar(64)
- Category : varchar(64)
- Data : varchar(2048)
- CreateDate : datetime
- UpdateDate : datetime

UA_ProcAttribute
- FlowchartID : bigint (FK)
- ProcessID : bigint (FK)
- AttributeID : bigint (FK)
- AttrInstanceID : bigint
- Prompt : varchar(1024)
- HelpText : varchar(1024)
- StringValue : varchar(1024)
- NumberValue : float
- DatetimeValue : datetime
- Parameterized : int
- AttributeType : int

UA_CellAttribute
- AttributeID : bigint (FK)
- CellID : bigint (FK)
- StringValue : varchar(1024)
- NumberValue : float
- DatetimeValue : datetime

UA_EnumUserVarVal
- FlowchartID : bigint (FK)
- UserVariableID : bigint (FK)
- Description : varchar(1024)
- StringValue : varchar(1024)
- NumberValue : float
- DatetimeValue : datetime

UA_OfferSuppression
- OfferID : bigint
- SuppressionType : int
- ResponseTypeCode : varchar(64)
- EventCount : int
- AttributeID : bigint
- StringValue : varchar(1024)
- NumberValue : float
- DatetimeValue : datetime
- SuppressionDuration : int

UA_Segment
- SegmentID : bigint
- Name : varchar(64)
- Description : varchar(1024)
- FolderID : bigint (FK)
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- LastRunDate : datetime
- RunBy : int
- SegmentCount : int
- TempTableName : varchar(255)
- CellFileName : varchar(255)
- AudienceName : varchar(64)
- ActiveFlag : int
- PolicyID : int
- ACLID : int
- TempTableDB : varchar(255)
- SegmentType : int (FK)

UA_SesnRunType
- RunType : int
- Description : varchar(64)

UA_OfferToProduct
- OfferID : bigint (FK)
- ProductCondition : varchar(2048)

UA_AnnotationInfo
- FlowchartID : bigint
- AnchorID : bigint
- AnchorType : int
- CreationDate : datetime
- CreatedBy : int
- LastUpdated : datetime
- LastUpdatedBy : int
- X : int
- Y : int
- IsVisible : int
- Content : varchar(1024)

UA_OfferListMember
- OfferListID : bigint (FK)
- NestedOfferListID : bigint (FK)
- OfferID : bigint (FK)
- FolderID : bigint
- DisplayOrder : int
- cOffListMemb_IX1
  - OfferListID

UA_SegMembership
- SegmentID : bigint
- CustomerID : bigint
- cSegMembshp_IX1
  - SegmentID

UA_ProductIndex
- OfferID : bigint (FK)
- ProductID : bigint (FK)

UA_ContactStatus
- ContactStatusID : bigint
- Name : varchar(64)
- Description : varchar(512)
- ContactStatusCode : varchar(64)
- CountsAsContact : int
- Defaults : int

UA_ProcessType
- ProcessTypeID : int
- Name : varchar(1024)

UA_Version
- VersionID : bigint identity
- VersionNumber : varchar(50)
- Parameters : varchar(255)
- CreateDate : datetime

UA_CampToCellAttr
- CampaignID : bigint (FK)
- AttributeID : bigint (FK)

UA_UsrResponseType
- ResponseTypeID : bigint
- Name : varchar(64)
- Description : varchar(512)
- ResponseTypeCode : varchar(64)
- CountsAsResponse : int
- IsDefault : int

UA_Calendar
- DateID : bigint
- Year : int
- FiscalYear : int
- Quarter : int
- FiscalQuarter : int
- Month : int
- WeekOfYear : int
- WeekOfMonth : int
- DayOfYear : int
- DayOfMonth : int
- DayOfWeek : int
- ActualDate : datetime
- FirstDayOfWeek : datetime
- LastDayOfWeek : datetime

UA_Triggerlist
- FolderID : bigint (FK)
- Name : varchar(255)
- Description : varchar(1024)
- Definition : varchar(2048)
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- PolicyID : int
- ACLID : int

UA_OfferHistory
- OfferHistoryID : bigint
- CRC : bigint
- OfferID : bigint (FK)

UA_Time
- TimeID : bigint
- Hour : int
- Minute : int

UA_CampToOffer
- OfferID : bigint (FK)
- CampaignID : bigint (FK)

UA_TableCatalog
- FolderID : bigint (FK)
- Name : varchar(64)
- Description : varchar(1024)
- FileName : varchar(255)
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- PolicyID : int
- ACLID : int

UA_DtlContactHist
- CustomerID : bigint
- TreatmentInstID : bigint
- ContactStatusID : bigint (FK)
- ContactDateTime : datetime
- UpdateDateTime : datetime
- UserDefinedFields : char(18)
- DateID : bigint (FK)
- TimeID : bigint (FK)
- ValueBefore : bigint
- UsageBefore : bigint
- cDtlContHist_IX1
  - CustomerID
  - TreatmentInstID

UA_OfferHistAttrib
- AttributeID : bigint (FK)
- OfferHistoryID : bigint (FK)
- StringValue : varchar(1024)
- NumberValue : float
- DatetimeValue : datetime

UA_Treatment
- TreatmentInstID : bigint
- CellID : bigint (FK)
- PackageID : bigint
- RunID : bigint (FK)
- RunDateTime : datetime
- TreatmentCode : varchar(64)
- CntrlTreatmtFlag : int
- CntrlTreatmtInstID : bigint
- TreatmentSize : int
- OfferID : bigint (FK)
- ProcessID : bigint
- HasDetailHistory : int
- ExpirationDateTime : datetime
- EffectiveDateTime : datetime
- OfferHistoryID : bigint (FK)
- CampaignID : bigint (FK)
- CntrlCellID : bigint
- FlowchartID : bigint
- cTreatment_IX1
  - PackageID
  - CellID

UA_DerivedField
- FolderID : bigint (FK)
- Name : varchar(255)
- Description : varchar(1024)
- predicateexpr : varchar(2000)
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- PolicyID : int
- ACLID : int

UA_UserVariable
- UserVariableID : bigint
- Name : varchar(1024)
- Description : varchar(1024)
- Prompt : varchar(1024)
- HelpText : varchar(1024)
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- ExposedFlag : int
- StringValue : varchar(1024)
- NumberValue : float
- DatetimeValue : datetime
- VariableType : int
- EnumType : int
- DataType : int

UA_OfferAttribute
- OfferID : bigint (FK)
- AttributeID : bigint (FK)
- StringValue : varchar(1024)
- NumberValue : float
- DatetimeValue : datetime

UA_EnumProcAttrVal
- ProcessID : bigint (FK)
- InstanceID : bigint (FK)
- Description : varchar(1024)
- StringValue : varchar(1024)
- NumberValue : float
- DatetimeValue : datetime

UA_IDSByType
- TypeID : bigint
- NextID : bigint

UA_Offer
- OfferID : bigint
- Name : varchar(130)
- Description : varchar(512)
- CreateDate : datetime
- CreateBy : int
- UpdateDate : datetime
- UpdateBy : int
- NumberOfOfferCodes : int
- OfferCode1 : varchar(64)
- OfferCode2 : varchar(64)
- OfferCode3 : varchar(64)
- OfferCode4 : varchar(64)
- OfferCode5 : varchar(64)
- OfferTempID : bigint (FK)
- Retired : int
- FolderID : bigint (FK)
- EffectiveDateFlag : int
- ExpirationDateFlag : int
- PolicyID : int
- ACLID : int
- DeleteLock : int
- creatorFlag : int
- creatorObjectId : bigint
- cOffer_IX1

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UA_Folder

FolderID : bigint

Name : varchar(255)

Description : varchar(1024)

ParentFolderID : bigint

ObjectType : int

CreateDate : datetime

CreateBy : int

UpdateDate : datetime

UpdateBy : int

PolicyID : int

ACLID : int

creatorFlag : int

creatorObjectId : bigint

UA_ProcAttrDef

AttributeID : bigint

Name : varchar(64)

Description : varchar(1024)

ProcessType : int

EnumType : int

AttributeType : int

UA_OfferList

OfferListID : bigint

Name : varchar(64)

Description : varchar(512

OfferQuery : varchar(2048

OfferListType : int

FolderID : bigint (FK)

MaxSize : int

IncludeSubFolders : int

Retired : int

CreateDate : datetime

CreateBy : int

UpdateDate : datetime

UpdateBy : int

cOfferList_FK1

Definitions of additional attributes in system table records

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

Table 1. Additional attributes in system table records

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

Chapter 2. Unica Campaign system table reference

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

Example

UA_History

UA_ActionCustomer

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

Table 2. UA_ActionCustomer field descriptions

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

Table 2. UA_ActionCustomer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
TreatmentCode	VARCHAR	NOT NULL	Example of a field that can be used when generating response history.	64	**Is Primary Key?** No
ProductID	BIGINT	NOT NULL	Example of a field that can be used when generating response history.	19	**Is Primary Key?** No
ResponseTypeCode	VARCHAR	NULL	Example of a field that can be used when generating response history.	64	**Is Primary Key?** No

UA_AttributeDef

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

Table 3. UA_AttributeDef field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
AttributeID	BIGINT	NOT NULL	Globally unique identifier of the attribute. This ID is assigned by the system when an attribute is created. Custom attribute IDs start at either 100 or the value of internalIDLowerLimit config parameter, whichever is higher.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
Name	VARCHAR	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 Unica query expression when the field is used as an UCGF. The internal name is automatically provided for system-defined attributes and cannot be modified. Changing this value after it is used will break any query expressions referencing the prior name. **Valid Values:** Any text characters, minus standard disallowed special Unica query language name characters.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DisplayName	VARCHAR	NULL	Display name of attribute, should not necessarily be unique within offer attributes, cell attribute and campaign attribute names but it is recommended to be unique within the same type (offer, cell and campaign) to avoid confusion. The name is user-provided for custom attributes and is the label displayed to the user in forms and reports (e.g., the Custom attributes definition page). **Valid Values:** Any text characters, minus standard	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			disallowed special name characters.		
Description	VARCHAR	NULL	Optional, user-entered, free-form description of the attribute. **Valid Values:** Any text characters minus standard disallowed special characters in text	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ObjectType	INTEGER	NULL	System-generated value specifying the type of object for which this attribute is defined. **Valid Values:** 2=Unica Campaign, 4=Offer, 11=TargetCell	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
EnumType	INTEGER	NULL	User specified behavior on whether an attribute is a free-form text box (user enters value), a drop-down list with fixed entries, or whether the user can choose from a drop-down list OR add an additional value. Additional values are checked for uniqueness (case-insensitive compare) and will be available in the drop-down list for all users. Type can be only be changed from 1 to 2 and vice versa after initial creation. This option is currently available only for enumerated text strings (not for date, numeric, or currency data types). **Valid Values:** 0=Edit Only, 1=Enumeration Only, 2=Enum with Dynamic Add	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
AttributeType	INTEGER	NULL	User-specified data type for a custom attribute (not editable for a system-defined attribute). Types 5 and 6 can only be created from Unica Plan. This value cannot be changed after initial creation of a custom attribute. **Valid Values:** 1=String, 2=Number, 3=DateTime, 4=Currency, 5=Boolean, 6=Integer	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
Length	INTEGER	NULL	User-specified value for length of text string data type and precision (# of decimal places to the right of the decimal point) displayed for numbers and currency data types. Not used for datetime data type. Length of a text-string custom attribute can very well be decreased. You may lose any value lost that is beyond the decreased length though. Hence, not recommended.	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Retired	INTEGER	NULL	Reserved for future use. **Valid Values:** 0 = active; 1 = retired	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? Yes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
SystemDefined	INTEGER	NULL	Specifies whether an attribute is a predefined attribute shipped with Unica Campaign. All custom attributes have a value of 0 except the ones already created by the system during installation, that have value of 1. System defined or user defined attributes cannot be deleted from the system. **Valid Values:** 0 = user defined, 1 = system-defined	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CreateBy	INTEGER	NULL	Unica Platform user ID for the user who created the object.	10	**Is Primary Key?** No **Is Foreign Key?** No

Table 3. UA_AttributeDef field descriptions (continued)

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

Table 3. UA_AttributeDef field descriptions (continued)

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

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
sortOrder	INTEGER	NULL	This flag indicates by which order values in Single Select attribute should be sorted. **Valid Values:** 0,1,2,3	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
LKUP_TABLE	VARCHAR	NULL	Name of the database table that supplies values from which users can select for this attribute.	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? Yes
LKUP_ID_COLUMN	VARCHAR	NULL	Name of the key column in the lookup table for this attribute.	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? Yes
LKUP_DISP_COLUMN	VARCHAR	NULL	Name of the column in the lookup table that stores the values to display to the users.	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes
					Stored Execute? No
					Configuration? Yes
LKUP_SORT_COLUMN	VARCHAR	NULL	Name of the column in the lookup table to use to sort the entries that display to the users.	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? Yes
LKUP_ID_COL_DBTYPE	VARCHAR	NULL	Datatype of the id column in the lookup table.	50	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No

Table 3. UA_AttributeDef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
LKUP_SORT_COL_DBTYPE	VARCHAR	NULL	Datatype of the sort column in the lookup table.	50	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? Yes
LKUP_SORT_ASCENDING	VARCHAR	NULL	Sort order for the lookup table. The following values are valid. • 0 = Descending • 1 = Ascending	5	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? Yes

Table 4. UA_AttributeDef child tables

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

UA_Calendar

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

Table 5. UA_Calendar field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
DateID	BIGINT	NOT NULL	Unique identifier for a row of this table.	19	**Is Primary Key?** Yes **Is Foreign Key?** No

Table 5. UA_Calendar field descriptions (continued)

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

Table 5. UA_Calendar field descriptions (continued)

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

Table 5. UA_Calendar field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Month	INTEGER	NOT NULL	Month in which the date falls. **Valid Values:** Integer value between 1-12	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
WeekOfYear	INTEGER	NOT NULL	Week in which the date falls. **Valid Values:** Integer value between 1-52	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No

Table 5. UA_Calendar field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
WeekOfMonth	INTEGER	NOT NULL	Which week within a month a date falls.	10	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: Integer value between 1-5		**Required Field?** Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
DayOfYear	INTEGER	NOT NULL	Which day of the year a date falls.	10	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: Integer value between 1-366		**Required Field?** Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 5. UA_Calendar field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
DayOfMonth	INTEGER	NOT NULL	Which day of the month a date falls. **Valid Values:** Integer value between 1-31	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
DayOfWeek	INTEGER	NOT NULL	Which day of the week a date falls. **Valid Values:** Integer value between 1-7	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 5. UA_Calendar field descriptions (continued)

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

Table 5. UA_Calendar field descriptions (continued)

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

Table 6. UA_Calendar child tables

Table name	Description
UA_ContactHistory	User-created table that stores the required contact fields (AudienceID, CellID, PackageID, ContactDateTime, ContactStatusID, and so forth) plus any user-defined additionally tracked fields. There is a separate table for each audience level. Rows in this table are written if the CSP logging table has "Log to contact history tables" enabled. This table captures cell membership information and identifies cells treated in the same CSP by packageID (all contacts made to the same audience entity in the same CSP is part of the same "package", which represents an interruption). Both target cells and hold-out controls are written to contact history (CH). Existing entries in this table can be updated (ContactStatus, UpdateDateTime, and user-defined fields) using the Track process. The Track process cannot create new rows in this table. This table is required for tracking contacts. This is also used by Unica Optimize (ACO) for applying optimization to contacts. This "base" contact history table is populated simultaneously with the UA_Treatment, UA_OfferHistory, and UA_OfferHistAttrib tables (together all of these tables make up "contact history"). None of these tables are written if log to contact history is not enabled in a CSP.

Table 6. UA_Calendar child tables (continued)

Table name	Description
UA_DtlContactHist	The concept of offer version is no longer supported/present since 7.x. Hence, please remove offer versions. This table has rows written to it only when UA_Treatment.HasDetailHistory = 1.
UA_ResponseHistory	User-created table that stores the required response tracking fields (AudienceID, TreatmentInstID, response date, response type, and so forth) plus any user-defined additionally tracked fields. There is a separate response history table for each audience level. Rows in this table are written by the Response process.
UA_STO_METRICS	User-created table that stores the required send time optimization fields (CustomerID, ContactEmail, CustomerStatus, PreferredSendTime ,STOOpenCount, STOGenDate, TimeZone. There is a separate table for each audience level. Rows in this table are written by STO ETL if Send Time Optimization is enabled.

UA_Campaign

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

Table 7. UA_Campaign field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignID	BIGINT	NOT NULL	Globally unique, system-generated identifier of a campaign, assigned by the system when a campaign is created. Campaign uses the next available value (assumed unique) from the UA_IDSByType table for campaigns. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			(may be outside this range for campaigns imported from another system using sesutil).		**Stored Execute?** No **Configuration?** No
Name	VARCHAR	NOT NULL	Name of campaign; not required to be unique (but is a best practice to be unique). **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional, user-entered, free-form description of the campaign. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
FolderID	BIGINT	NULL	Folder ID for the folder where the campaign is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CampaignCode	VARCHAR	NOT NULL	Globally unique code for the campaign. By default, a campaign code is generated by the system using the configured campaign code generator (campCodeGenProgFile) when creating a new campaign. The length and format of the campaign code is specified at implementation time (campCodeFormat). (Both of these configuration parameters can be found in the server > systemCodes config section). The campaign code can be changed by the user to any unique value satisfying the code format (enforced by Campaign). Changing this value after a	32	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			campaign runs may cause response tracking problems if campaign code is used. **Valid Values:** Depends on campaign code format specified: n=0-9 a=A-Z c=A-Z, 0-9 x=any character		
Initiative	VARCHAR	NULL	Optional initiative associated with this campaign. **Valid Values:** Any value from the UA_Initiatives table If values are subsequently deleted from UA_Initiatives, it is possible to have values here that do not appear in that table.	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Objectives	VARCHAR	NULL	Optional, free-form text description of the campaign objective(s). **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes

Table 7. UA_Campaign field descriptions (continued)

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

Table 7. UA_Campaign field descriptions (continued)

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

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
StartDate	TIMESTAMP	NULL	Date the campaign is effective. In the UI, this is the campaign Effective Date. Default value is today. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
EndDate	TIMESTAMP	NULL	Date the campaign expires. In the UI, this is the campaign Expiration Date. Default value is one month from start date. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
LastRunDate	TIMESTAMP	NULL	Date and time the campaign was last run (any flowchart, branch, process run of any	23,3	**Is Primary Key?** No **Is Foreign Key?** No

Table 7. UA_Campaign field descriptions (continued)

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

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			in Unica Marketing Operations is disassociated with this campaign, the system writes a NULL to this field (based on UnlinkProjectNotification campaign service call). **Valid Values:** NULL, 0, or valid ProjectID from HCL Unica Marketing Operations.		**System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Unica Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices).	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any valid PolicyID from Unica Marketing Platform's usm_role table		
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No
CreatorFlag	INTEGER	NULL	Specifies the application that created the custom campaign **Valid Values:** • NULL/0 = Campaign. • 1 = Unica Plan (UMO).	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No

Table 7. UA_Campaign field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
globalPreferenceId	bigint	NULL	Stores the regional preference Id coming from Contact Central selected while creating campaign.		**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 8. UA_Campaign parent tables

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

Table 9. UA_Campaign child tables

Table name	Description
UA_CampAttribute	This table stores the values of the campaign custom attributes for each campaign.
UA_CampToCellAttr	This table is a mapping of cell custom attributes to Campaign. The AttributeIDs in that table are all of the cell attributes. This table is populated only in campaigns created in HCL Plan.
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.

Table 9. UA_Campaign child tables (continued)

Table name	Description
	Bottom-up offers (offers used in a flowchart of the campaign) are not stored in this table.
UA_CampToSegment	This table stores top-down defined relationships between a campaign and its related segments (specified by the user from the Campaign summary page by clicking on "Add/Remove Segments" link). This can be a many-to-many mapping. Bottom-up segments (strategic segments used in a flowchart of the campaign) are not stored in this table.
UA_Flowchart	This table stores information for all flowcharts. It has one row for each flowchart in the system and is also used for reporting on the running flowcharts (status) in the system.
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, Deliver, Snapshot, or Optimize). It stores meta data information (name, code), source info (campaign, flowchart and cell IDs), treatment data (list of assigned offers/offer lists and whether it is a control cell), and whether the cell was created top-down in the Target Cell Spreadsheet (TCS) or bottom-up from within a flowchart.
UA_Treatment	Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there are multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, a treatment is created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.
UA_OptimizeProcess	An entry in this table represents a single Optimize process box as seen in Campaign flowcharts.

UA_AnnotationInfo

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

Table 10. UA_AnnotationInfo field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FlowchartID	BIGINT	NOT NULL	Represents a globally unique, system-generated identifier	19	**Is Primary Key?** Yes

Table 10. UA_AnnotationInfo field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			of the flowchart in which the annotation is created. FlowchartID forms part of the composite primary key for this table. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).		**Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
AnchorID	BIGINT	NOT NULL	Represents unique in Flowchart scope, system-generated identifier of an anchor (an object within flowchart which owns annotation). AnchorID forms part of the composite primary key for this table. Only processes are supported as anchors. **Valid Values:** Flowchart level unique positive integer.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
AnchorType	INTEGER	NOT NULL	Represents type of anchor (an object within flowchart which owns annotation). AnchorType forms part of the composite primary key for this table. Only	10	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes

Table 10. UA_AnnotationInfo field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			processes are supported as anchors.		**System Generated?** Yes
			Valid Values: 1		**System Generated Override?** No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
CreationDate	TIMESTAMP	NULL	Server date and time the object was created.	23,3	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: Valid datetime		**Required Field?** Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
CreatedBy	INTEGER	NULL	Platform UserId of the user who created the object.	10	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: Valid Platform UserID		**Required Field?** Yes
					System Generated? Yes

Table 10. UA_AnnotationInfo field descriptions (continued)

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

Table 10. UA_AnnotationInfo field descriptions (continued)

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

Table 10. UA_AnnotationInfo field descriptions (continued)

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

Table 10. UA_AnnotationInfo field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No

UA_CampAttribute

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

Table 11. UA_CampAttribute field descriptions

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

Table 11. UA_CampAttribute field descriptions (continued)

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

Table 11. UA_CampAttribute field descriptions (continued)

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

Table 12. UA_CampAttribute parent tables

Table name	Description
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Offers (OfferTemplates, Offers, OfferHistory) and Cells use

Table 12. UA_CampAttribute parent tables (continued)

Table name	Description
	these attribute definitions. This table is written to when the Save button is invoked from the Custom attribute definition page. Each attribute creates one row in this table, identified by the unique ID AttributeID. After an attribute is initially created, some fields like the AttributeType and Length fields cannot be modified (see individual fields for further info).

UA_CampToCellAttr

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

Table 13. UA_CampToCellAttr field descriptions

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

Table 13. UA_CampToCellAttr field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any valid AttributeID in UA_AttributeDef table where ObjectType = cell		**System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 14. UA_CampToCellAttr parent tables

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

UA_CampToOffer

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

Table 15. UA_CampToOffer field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	OfferID for the offer that is associated with the campaignID. User selects offers or offer lists from the offer tree hierarchy. Campaign resolves any offer lists or offer names to OfferIDs and stores these automatically. Retired offers cannot be selected, but if an offer is subsequently retired after association with a campaign, it will be displayed with a "(retired)" indicator. **Valid Values:** Any valid OfferID value in UA_Offer	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CampaignID	BIGINT	NOT NULL	CampaignID for the campaign that is associated with the OfferID. This is always the ID of the current campaign (the one who's campaign summary page is used to access "Add/Remove Offers" link). **Valid Values:** Any valid CampaignID from the UA_Campaign table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 16. UA_CampToOffer parent tables

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

UA_CampToSegment

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

Table 17. UA_CampToSegment field descriptions

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

Table 17. UA_CampToSegment field descriptions (continued)

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

Table 18. UA_CampToSegment parent tables

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

UA_CCRunLog

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

Table 19. UA_CCRunLog field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RunID	BIGINT	NOT NULL	Globally unique identifier generated every time a flowchart is run (generated from IDsbyType) for batch flowcharts. Incremented for saved change for interactive flowcharts. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
FlowchartID	BIGINT	NOT NULL	The flowchart ID that is or has been run. **Valid Values:** A valid value from UA_Flowchart table.	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
RemoteUserName	VARCHAR	NULL	**Valid Values:** Any valid user name from Unica Platform **If	32	**Is Primary Key?** No **Is Foreign Key?** No

Table 19. UA_CCRunLog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			user name is subsequently changed in Platform, this value may not exist in Unica Platform or may reference an incorrect user.		**Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
LocalUserName	VARCHAR	NULL	Username of the OS user (configured static user) that was used to run the flowchart	32	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
RunStartTime	TIMESTAMP	NULL	System date that the flowchart run was started. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 19. UA_CCRunLog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? Yes
					Configuration? Yes
RunEndTime	TIMESTAMP	NULL	System date that the flowchart run stopped. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? Yes
					Configuration? Yes
RunStatus	VARCHAR	NULL	Status of the flowchart run. "Run Succeeded" means the flowchart completed without any errors, "Run Failed" means that the flowchart completed with one or more errors, "Running" indicates the flowchart is currently running,	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes

Table 19. UA_CCRunLog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			and "Inactive" means the flowchart has never been run. **Valid Values:** "Run Succeeded", "Run Failed", "Running", "Inactive"		**System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
RunBy	BIGINT	NULL	Unica Platform user ID for the user who ran the flowchart. **Valid Values:** Valid UserID in Platform **Value may be invalid if Platform user is subsequently deleted.	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
RunType	INTEGER	NOT NULL	Foreign key ID for a Campaign session run type **Valid Values:** A valid value from the UA_SesnRunType table.	10	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No

Table 19. UA_CCRunLog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 20. UA_CCRunLog parent tables

Table name	Description
UA_SesnRunType	This enumerates the Campaign session run types.

Table 21. UA_CCRunLog child tables

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

UA_CellAttribute

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

Table 22. UA_CellAttribute field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
AttributeID	BIGINT	NOT NULL	The AttributeID for the custom cell attribute for which a value is entered for a particular	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes

Table 22. UA_CellAttribute field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			cell (specified by CellID). UA_AttributeDef.ObjectType must = 11 (TargetCell) for all AttributeIDs in this table. **Valid Values:** Valid AttributeID in UA_AttributeDef		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CellID	BIGINT	NOT NULL	The cell ID for which the attribute ID is being stored. **Valid Values:** Valid CellID value from UA_TargetCells	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
StringValue	VARCHAR	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No

Table 22. UA_CellAttribute field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			AttributeID. Currency is populated in NumberValue. **Valid Values:** For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any text characters minus standard disallowed special characters in text. For fixed drop-down list (UA_AttributeDef.EnumType = 1), this value must be one of the values stored in UA_EnumAttrValues for the AttributeID.		**System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
NumberValue	DOUBLE	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid numeric value	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DatetimeValue	TIMESTAMP	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No

Table 22. UA_CellAttribute field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid datetime		**System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 23. UA_CellAttribute parent tables

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

UA_ContactHistory

User-created table that stores the required contact fields (AudienceID, CellID, PackageID, ContactDateTime, ContactStatusID, and so forth) plus any user-defined additionally tracked fields. There is a separate table for each audience level. Rows in this table are written if the CSP logging table has "Log to contact history tables" enabled. This table captures cell membership

information and identifies cells treated in the same CSP by packageID (all contacts made to the same audience entity in the same CSP is part of the same "package", which represents an interruption). Both target cells and hold-out controls are written to contact history (CH). Existing entries in this table can be updated (ContactStatus, UpdateDateTime, and user-defined fields) using the Track process. The Track process cannot create new rows in this table. This table is required for tracking contacts. This is also used by Unica Optimize (ACO) for applying optimization to contacts. This "base" contact history table is populated simultaneously with the UA_Treatment, UA_OfferHistory, and UA_OfferHistAttrib tables (together all of these tables make up "contact history"). None of these tables are written if log to contact history is not enabled in a CSP.

Table 24. UA_ContactHistory field descriptions

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

Table 24. UA_ContactHistory field descriptions (continued)

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

Table 24. UA_ContactHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			run datetime, but this value can be set by the user in the CSP (Contact Date field under "More Options" on Logging tab). It is a constant value for all offers given in a single CSP (as it must represent a single interruption). **Valid Values:** Valid datetime		**System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
UpdateDateTime	TIMESTAMP	NULL	This field contains the most recent datetime that this row was updated by the Track process (typically to update the ContactStatusID); same as CreateDateTime for initial row creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** Yes
ContactStatusID	BIGINT	NULL	The ContactStatusID value indicates the status of the contact for the audience ID. Contact statuses are customizable by the implementation, and default values are shipped in the UA_ContactStatus	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes

Table 24. UA_ContactHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			table. The default contact status (one value for all CSP types) is specified by UA_ContactStatus.IsDefault =1. **Valid Values:** Valid ContactStatusID in UA_ContactStatus table		**System Generated Override?** Yes **User Entered?** Yes **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** Yes
DateID	BIGINT	NULL	Date ID representing the date information from the UA_Calender table. **Valid Values:** Valid DateID from UA_Date table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
TimeID	BIGINT	NULL	Time ID information from the UA_Time table **Valid Values:** Valid TimeID from the UA_Time table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No

Table 24. UA_ContactHistory field descriptions (continued)

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

Table 24. UA_ContactHistory field descriptions (continued)

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

Table 25. UA_ContactHistory parent tables

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

Table 25. UA_ContactHistory parent tables (continued)

Table name	Description
	to ensure that dates referenced in Contact history are contained in the time span covered by this table.

UA_ContactStatus

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

Table 26. UA_ContactStatus field descriptions

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

Table 26. UA_ContactStatus field descriptions (continued)

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

Table 26. UA_ContactStatus field descriptions (continued)

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

Table 26. UA_ContactStatus field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: 0 = not default, 1 = default, 2 = default contact status for controls		**Configuration?** Yes

Table 27. UA_ContactStatus child tables

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

UA_CustomMacros

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

Table 28. UA_CustomMacros field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FolderID	BIGINT	NOT NULL	Folder ID for the folder where the custom macro is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NOT NULL	Name of the macro; must be globally unique. If the custom macro requires input parameters, they must be comma-separated and listed inside parentheses. E.g., "MySumGroupBy(id, table, field)" **Valid Values:** Any text characters, minus standard disallowed special name characters for Campaign expression names	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional description of custom macro in the first row of a specific derived field; contains	1024	**Is Primary Key?** No **Is Foreign Key?** No

Table 28. UA_CustomMacros field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			an index number (2-n) only when the predicateexpr exceeds the field length and is stored across multiple rows. **Valid Values:** Any text characters minus standard disallowed special characters in text OR number 2 through N		**Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Expression	VARCHAR	NULL	Text representing the macro expression. Variable names must be enclosed in angle brackets. E.g., "Select <id>, sum(<field>) from table <table> group by <id>" **Valid Values:** Any valid SQL or Unica language expression	2000	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ExpressionType	INTEGER	NULL	Type of expression (specified by the user when creating the custom macro). The expression can be an Unica language expression that returns a list of audience IDs to be	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 28. UA_CustomMacros field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			match-merged, a raw SQL expression returning an ID list, a raw SQL expression that returns paired IDs and a value (text or numeric), or a raw SQL fragment (just pasted in as text substitution). **Valid Values:** 0=Affinium, 1=SQL List, 2=SQL Value		**System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DataSrcName	VARCHAR	NULL	Name of datasource. This field is not populated if you are using an "Affinium" (Campaign) expression type. Configured data source names are displayed to the user for selection. **Valid Values:** dbconfig.lis was used in AC 5.x, AC 6.x. Please remove the word dbconfig.lis and say "Valid data source name."	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DataVarType	INTEGER	NULL	Whether a returned data value in a raw SQL expression is a numeric or string data type. Required if ExpressionType = 2. **Valid Values:** 7=Numeric, 8=Text	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No

Table 28. UA_CustomMacros field descriptions (continued)

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

Table 28. UA_CustomMacros field descriptions (continued)

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

Table 28. UA_CustomMacros field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes
					Stored Execute? No
					Configuration? Yes
UpdateBy	INTEGER	NULL	Unica Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Platform UserID	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Unica Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No

Table 28. UA_CustomMacros field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from Unica Marketing Platform's usm_role table		**Configuration?** No
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 29. UA_CustomMacros parent tables

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

UA_DerivedField

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

Table 30. UA_DerivedField field descriptions

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

Table 30. UA_DerivedField field descriptions (continued)

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

Table 30. UA_DerivedField field descriptions (continued)

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

Table 30. UA_DerivedField field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
UpdateBy	INTEGER	NULL	Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Platform users are allowed to access this object. The security policy for the object is automatically set to the	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 30. UA_DerivedField field descriptions (continued)

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

Table 30. UA_DerivedField field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No

Table 31. UA_DerivedField parent tables

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

UA_DtlContactHist

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

Table 32. UA_DtlContactHist field descriptions

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

Table 32. UA_DtlContactHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			personalization. (Offer versions are no longer supported since 7.x) **Valid Values:** Any valid TreatmentInstID in UA_Treatment table		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
ContactStatusID	BIGINT	NULL	The ContactStatusID value indicates the status of the contact for the audience ID. Contact statuses are customizable by the implementation, though default values are shipped in the UA_ContactStatus table. **The default contact status (one value for all CSP types) is specified by UA_ContactStatus.Defaults=1. **Valid Values:** Valid ContactStatusID in UA_ContactStatus table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** Yes
ContactDateTime	TIMESTAMP	NULL	This field represents the datetime when the communication is expected to reach the audience ID (e.g., the in-home date for direct mail). The default value is the CSP	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 32. UA_DtlContactHist field descriptions (continued)

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

Table 32. UA_DtlContactHist field descriptions (continued)

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

Table 32. UA_DtlContactHist field descriptions (continued)

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

Table 32. UA_DtlContactHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes
					Stored Execute? Yes
					Configuration? No
OfferListID	Bigint	NULL	For unica Interact only, unique identifier for the offer list if the offer being contacted originated from an offer list. Valid Values: valid offer list IDs		Is Primary Key? No Is Foreign Key? No Required Field? No System Generated? Yes System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Execute? No Configuration? No
ABTestBranchID	Bigint	NULL	For Unica Interact only, unique identifier for an A/B Testing branch If the offer being contacted originated from an A/B Testing, this is the ID of the A/B testing branch. Valid Values: valid BranchID values in UACI_ABTestBranch table		Is Primary Key? No Is Foreign Key? No Required Field? No System Generated? Yes System Generated Override? No User Entered? No Stored Create? No Stored Save? No

Table 32. UA_DtlContactHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Execute? No
					Configuration? No

Table 33. UA_DtlContactHist parent tables

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

UA_EnumAttrValues

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

Table 34. UA_EnumAttrValues field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
AttributeID	BIGINT	NOT NULL	The AttributeID to which the value belongs. **Valid Values:** Any valid AttributeID in UA_AttributeDef	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No

Table 34. UA_EnumAttrValues field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
Description	VARCHAR	NULL	It is not updated from any UI action and does not have any valid values.	512	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? NO
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
StringValue	VARCHAR	NULL	Only one of these 3 fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue.	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes

Table 34. UA_EnumAttrValues field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
NumberValue	DOUBLE	NULL	Only one of these 3 fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid numeric value	53	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
DatetimeValue	TIMESTAMP	NULL	Only one of these 3 fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No

Table 34. UA_EnumAttrValues field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
isDefault	INTEGER	NULL	Flag indicates if the value is a default value for attribue of type Single Select	10	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: 0,1		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 35. UA_EnumAttrValues parent tables

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

UA_Flowchart

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

Table 36. UA_Flowchart field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FlowchartID	BIGINT	NOT NULL	Unique identifier of the flowchart. This ID is assigned by the system when a flowchart is created. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
TempFlag	INTEGER	NOT NULL	A temporary row with TempFlag=1 is added in this table when the flowchart is in the edit mode. **Valid Values:** 0 = permanent row, 1 = temporary row created during flowchart edit	10	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No
Name	VARCHAR	NULL	Name of flowchart; must be unique within the campaign	255	**Is Primary Key?** No **Is Foreign Key?** No

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any text characters, minus standard disallowed special name characters		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional description of the flowchart. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
SessionID	BIGINT	NULL	Session ID for the session that this flowchart is associated with; this is only populated if the flowchart is part of a session (only SessionID or CampaignID	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** No

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			will be populated for a single row, not both).		**System Generated?** Yes
			Valid Values: Valid SessionID from UA_Session table		**System Generated Override?** No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
FlowchartType	VARCHAR	NULL	The type of flowchart (batch or real-time). "Event Processing" is an Interactive flowchart and is available only as an option when creating a flowchart only if Unica Campaign Interact is installed. **Valid Values:** "Batch", "Event Processing"	32	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
Status	VARCHAR	NULL	Status of the flowchart. This specifies the current state of the flowchart, if it is running (Running), ran and succeeded without any errors (Run Succeeded), ran and completed with error(s) (Run Failed), is waiting to run (Schedule	16	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			process waiting) (Run Pending), was paused during a run (Run Paused), or is not running (Inactive). **Valid Values:** "Run Succeeded", "Run Failed", "Running", "Run Pending", "Run Paused", "Inactive"		**System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CreateBy	INTEGER	NULL	Platform UserId of the user who created the flowchart. **Valid Values:** Valid Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No

Table 36. UA_Flowchart field descriptions (continued)

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

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
LastRunStartDate	TIMESTAMP	NULL	Server date and time of the last time a run for this flowchart was started. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? Yes
					Configuration? Yes
LastRunEndDate	TIMESTAMP	NULL	Server date and time of the last time a run for this flowchart ended. This value is NULL if never run. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? Yes

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
RunBy	INTEGER	NULL	Platform user ID for the user who last run this flowchart. This value is NULL if never run. **Valid Values:** Valid UserID in Platform **Value may be invalid if Platform user is subsequently deleted.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
FileName	VARCHAR	NULL	Name of the server binary file containing flowchart configuration. **Valid Values:** Valid filename for operating system	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DataSources	VARCHAR	NULL	List of all datasources used in the flowchart. Each datasource is separated by a comma (e.g., "datasource1, datasource2, datasource3"). This list is used to obtain valid logins to each data source when opening or running a flowchart. For example, when a user runs a campaign (all flowcharts), the list for each flowchart can be merged, de-duped and logins prompted for if not available from the user's Platform profile. **Valid Values:** Valid data sources (dbconfig.lis is obsolete since 6.x).	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CampaignID	BIGINT	NULL	Campaign ID for the campaign that this flowchart is associated with; this is only populated if the flowchart is part of a campaign (only SessionID or CampaignID will be populated for a single row, not both). **Valid Values:** Valid Campaign ID from UA_Campaign table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Platform users are allowed	10	**Is Primary Key?** No **Is Foreign Key?** No

Table 36. UA_Flowchart field descriptions (continued)

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

Table 36. UA_Flowchart field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 37. UA_Flowchart parent tables

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

UA_FlowchartSeg

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

Table 38. UA_FlowchartSeg field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
SegmentID	BIGINT	NOT NULL	Unique identifier of segment. This ID is assigned by the system when a segment is created. **Valid Values:** Any valid SegmentID from UA_Segment	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes

Table 38. UA_FlowchartSeg field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? No
FlowchartID	BIGINT	NOT NULL	The flowchart ID that references a particular segment. **Valid Values:** Any valid FlowchartID in UA_Flowchart table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
RefType	INTEGER	NOT NULL	RefType ties the UA_FlowchartSeg table to the UA_SegRefType table. This column defines how the flowchart references the segment. As an example, some flowcharts are the creators of segments, while others use existing segments. Batch flowcharts always have the value 1 (creator). Unless you have Interact incorporated in your environment, the value will never be 2 (referencer) for batch flowcharts. A value of 2 is used only for Interactive	10	**Is Primary Key?** No
					Is Foreign Key? Yes
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? Yes

Table 38. UA_FlowchartSeg field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			flowcharts. A value of 3 used only when segment used in flowchart. **Valid Values:** Any valid RefType from UA_SegRefType (for consistency).		**Configuration?** No
ProcessID	BIGINT	NOT NULL	ProcessID stores the Process Box ID in which respective segment used. **Valid Values:**0 with RefType 1 or 2 And any valid Process box id with RefType 3.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 39. UA_FlowchartSeg parent tables

Table name	Description
UA_SegRefType	A lookup table that is prepoluated with the valid references types.
UA_Segment	This table stores information on the strategic/smart segments created by the CreateSeg/PopulateSeg process. It is populated when a CreateSeg process is created and saved in a flowchart and subsequently updated when the CreateSeg process is run.

UA_FlowchartTmpl

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

Table 40. UA_FlowchartTmpl field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FolderID	BIGINT	NOT NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NOT NULL	Name of the flowchart template; must be unique within the folder in which it is stored. **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional, free-form description of the flowchart template.	1024	**Is Primary Key?** No **Is Foreign Key?** No

Table 40. UA_FlowchartTmpl field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any text characters minus standard disallowed special characters in text		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
FileName	VARCHAR	NULL	Name of the server binary file containing the flowchart template (e.g., MyTemplate.tpl)	255	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: Valid filename for operating system		**Required Field?** Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created.	23,3	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: Valid datetime		**Required Field?** Yes

Table 40. UA_FlowchartTmpl field descriptions (continued)

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

Table 40. UA_FlowchartTmpl field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? Yes
UpdateBy	INTEGER	NULL	Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Platform UserID	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? Yes

Table 40. UA_FlowchartTmpl field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from Unica Marketing Platform's usm_role table		**User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ACLID	INTEGER	NULL	Reserved for future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 41. UA_FlowchartTmpl parent tables

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

UA_Folder

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

Table 42. UA_Folder field descriptions

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

Table 42. UA_Folder field descriptions (continued)

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

Table 42. UA_Folder field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any valid FolderID from UA_Folder table		**User Entered?** Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
ObjectType	INTEGER	NULL	Type of system object stored in this folder. **Valid Values:** 1=Session, 2=Campaign, 3=Segment, 4=Offer, 7=ACOSession, 8=CustomMacro, 9=DerivedField, 10=Trigger, 17=Table Catalog, 18=Flowchart Template	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes

Table 42. UA_Folder field descriptions (continued)

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

Table 42. UA_Folder field descriptions (continued)

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

Table 42. UA_Folder field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from Unica Marketing PLatform's usm_role table.		
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No
creatorFlag	INTEGER	NULL	Used when Unica Campaign-Unica Plan offer integration is enabled. Flag indicates whether Offer is created by Unica Campaign or Unica Plan. **Valid Values:** 0,1,2,3	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No

Table 42. UA_Folder field descriptions (continued)

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

Table 43. UA_Folder child tables

Table name	Description
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.
UA_CustomMacros	This table stores custom macros for reuse across users and flowcharts. It stores the query name, query (which can be raw SQL or HCL Campaign macro language) and description. The custom macro can take input parameters and return a data value with each audience ID.

Table 43. UA_Folder child tables (continued)

Table name	Description
UA_DerivedField	This table stores derived fields for reuse across users and flowcharts. It stores the name, definition, and description. New derived fields created within the campaign are stored in this table by using the Create Derived Field window. Long predicate expressions may span multiple rows using the Description field as a numeric index to stitch together the multiple rows.
UA_FlowchartTmpl	This table stores meta data for flowchart templates. It is populated when a user chooses all or some process boxes of a flowchart, right clicks and selects 'Copy to template library'. In doing this, the flowchart logic gets saved which can be reused in some other flowchart.
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_Segment	This table stores information on the strategic segments created by the Create Seg process. It is populated when a CreateSeg process is created and saved in a flowchart and subsequently updated when the CreateSeg process is run. A temporary copy of the row is created (with TempFlag=1) when the flowchart containing the CreateSeg process box is being edited or run.
UA_Session	Stores information on sessions created in Unica Campaign.
UA_TableCatalog	This table stores information on all table catalogs available in Unica Campaign.
UA_Triggerlist	This table stores a name, definition, and note for each outbound trigger sent through the Schedule and Contact processes. A trigger executes a command line, which can be a batch file or a script.
UACO_OptSession	An entry in this table represents a single Optimize session with all of its metadata.

UA_IDSByType

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

Table 44. UA_IDSByType field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
TypeID	BIGINT	NOT NULL	Unique identifier for the specific type of object.	19	**Is Primary Key?** Yes
					Is Foreign Key? No
			Valid Values: 0-100 as defined here:		**Required Field?** Yes
					System Generated? Yes
			ID_ChannelID=1		
			ID_CreativeID=2		**System Generated Override?** No
			ID_CubeID=3		
			ID_FlowchartID=4		**User Entered?** No
			ID_FolderID=5		**Stored Create?** Yes
			ID_OfferID=6		**Stored Save?** No
			ID_OfferTrackID=7		**Stored Execute?** Yes
			ID_ResponseID=8		**Configuration?** No
			ID_SegmentID=9		
			ID_SessionID=10		
			ID_ACOSessionID=11		
			ID_OptimizeID=12		
			ID_ContactTrackID=13		
			ID_ResponseTrackID=14		
			ID_OfferGroupID=15		
			ID_OfferHistoryID=16		
			ID_RunID=17		

Table 44. UA_IDSByType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			ID_TreatmentID=18		
			ID_TargetCellID=19		
			ID_OfferTemplateID=20		
			ID_RuleID=21		
			ID_OfferListId=22		
			ID_AttributeDef=23		
			ID_ResponseTypeID=24		
			ID_ContactStatusID=25		
			ID_PackageID=26		
			ID_ResponsePackID=27		
			ID_CriteriaID=28		
			ID_OfferListResolveID=29		
			ID_EmsgOutputList=30		
			ID_ACI_RuleGroupID=31		
			ID_ACI_RuleID=32		
			ID_ACI_DeploymentID=33		
			ID_ACI_CategoryID=34		
			ID_ACI_MessageID=35		
			ID_ACI_InteractionPointID =36		
			ID_ACI_ZoneID=37		
			ID_ACI_ InteractiveChannelID =38		
			ID_ACI_StrategyID=39		
			ID_ACI_PredicateID=40		
			ID_EmsgPFMappingID=41		

Table 44. UA_IDSByType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			ID_EmsgPFUseID=42		
			ID_TmpTableID=43		
			ID_ExRuleID=44		
			ID_ACI_ConstraintID=45		
			ID_ACI_LearningModelID =46		
			ID_ACI_ LearningModelAttrID =47		
			ID_ACI_DepVersionID=48		
			ID_ACI_EventActionID=49		
			ID_AudienceID = 50		
			ID_TableMappingXRef_ID = 51,		
			ID_ACI_LEARNINGATTRIBUTEBINDEFID = 52,		
			ID_ACI_SimulationHistoryID = 53,		
			ID_ACI_RealTimeAttributeID = 54,		
			ID_ACI_RealTimeAttributeUsageID = 55,		
			ID_HistoryID = 56,		
			ID_EMAILSEND = 57,		
			ID_EMAILOPEN = 58,		
			ID_EMAILCLICK = 59,		
			ID_EMAILBOUNCE = 60,		
			ID_EMAILOPTOUT = 61,		
			ID_UAAPPINSTALLED = 62,		

Table 44. UA_IDSByType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			ID_UAAPPSESSIONENDED = 63,		
			ID_UAAPPSESSIONSTARTED = 64,		
			ID_UAAPPUIPUSHDISABLED = 65,		
			ID_UAAPPUIPUSHENABLED = 66,		
			ID_UAAPPUNINSTALLED = 67,		
			ID_UAINTERACTEDSMS = 68,		
			ID_UAMOBPUSHSEND = 69,		
			ID_UASENTSMS = 70,		
			ID_UASIMPNOTAPPOPENED = 71,		
			ID_UASIMPNOTURLCLICKED = 72,		
			ID_GENERICEVENTTYPE = 73,		
			ID_OFFERMAPPINGINFO = 74,		
			ID_OFFERMAPPING = 75,		
			ID_OFFERMAPPINGFILTER = 76,		
			ID_USERPREFERENCE = 77,		
			ID_ACI_ABTESTBRANCH = 78,		
			ID_ACI_GATEWAY = 79,		
			ID_ACI_PATTERNITEM = 81,		
			ID_ACI_PATTERNITEM_DEPENDENCY = 82,		
			ID_ACI_PATTERNITEM_CONDITION = 83,		

Table 44. UA_IDSByType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			ID_ACI_TRIGGEREDACTION = 84,		
			ID_ACI_TABRANCH = 85,		
			FOLDER_ID_LOWER_LIMIT = 99,		
			ATTRIBUTEDEF_ID_LOWER_LIMIT = 99,		
			ID_RULESELECTOR = 100		
NextID	BIGINT	NULL	Next available ID for the object.	19	**Is Primary Key?** No
			Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).		**Is Foreign Key?** No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? Yes
					Configuration? Yes

UA_Initiatives

Holds names of marketing initiatives (populates Initiative field in the Campaign Summary page). The table is empty by default, if needed, user must manually insert value in this table.

Table 45. UA_Initiatives field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
InitiativeName	VARCHAR	NOT NULL	Name of the initiative; must be unique. **There is currently no GUI to enter these values.	255	**Is Primary Key?** No **Is Foreign Key?** No

Table 45. UA_Initiatives field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any text characters minus standard disallowed special characters in text		**Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

UA_Offer

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

Table 46. UA_Offer field descriptions

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

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Execute? No
					Configuration? No
Name	VARCHAR	NOT NULL	Name of the offer; does not have to be unique. **Valid Values:** Any text characters, minus standard disallowed special name characters	130	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Description	VARCHAR	NULL	Optional description of offer. **Valid Values:** Any text characters minus standard disallowed special characters in text	512	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 46. UA_Offer field descriptions (continued)

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

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
UpdateBy	INTEGER	NULL	Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
NumberOfOfferCodes	INTEGER	NULL	This field specifies the number of parts in the offer code (up to a maximum of 5). The OfferCodeX fields are populated where X <= this value (e.g., if the NumberOfOfferCodes	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			= 2, then OfferCode1 and OfferCode2 fields will be populated; the remaining offer codes 3-5 will be NULL). The offer code (all N parts) should be globally unique, though any individual part is not guaranteed to be unique. **There is no enforcement of global uniqueness on save (it is possible to have duplicate offer codes if users override these values). **Valid Values:** A whole number between 1-5		**System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
OfferCode1	VARCHAR	NOT NULL	This is the first part of the offer code and is always populated. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode 1CodeFrmt. Users may override this value only if they have the "Regenerate Offer Codes" permission for this offer. **Valid Values:** Valid string according to UA_OfferTemplate.OfferCode 1CodeFrmt	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCode2	VARCHAR	NULL	This is the second part of the offer code and is populated if NumberOfOfferCodes >=2. A value is initially generated by the system	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			matching the specified offer code format defined in UA_OfferTemplate.OfferCode 2CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer.		**System Generated?** Yes
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? Yes
			Valid Values: Valid string according to UA_OfferTemplate.OfferCode 2CodeFrmt		**Stored Save?** Yes
					Stored Execute? No
					Configuration? No
OfferCode3	VARCHAR	NULL	This is the third 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.OfferCode 3CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer.	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
			Valid Values: Valid string according to UA_OfferTemplate.OfferCode 3CodeFrmt		**Stored Execute?** No
					Configuration? No
OfferCode4	VARCHAR	NULL	This is the fourth 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	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes

Table 46. UA_Offer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			UA_OfferTemplate.OfferCode4CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer. **Valid Values:** Valid string according to UA_OfferTemplate.OfferCode4CodeFrmt		**System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCode5	VARCHAR	NULL	This is the fifth part of the offer code and is populated if NumberOfOfferCodes =5. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode5CodeFrmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer. **Valid Values:** Valid string according to UA_OfferTemplate.OfferCode5CodeFrmt	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferTemplID	BIGINT	NULL	The OfferTemplID of the offer template used to generate this offer (chosen by the user when creating the offer). This value cannot be changed once the offer has been created. **Valid Values:** Valid OfferTemplID value from UA_OfferTemplate table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes

Table 46. UA_Offer field descriptions (continued)

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

Table 46. UA_Offer field descriptions (continued)

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

Table 46. UA_Offer field descriptions (continued)

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

Table 46. UA_Offer field descriptions (continued)

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

Table 46. UA_Offer field descriptions (continued)

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

Table 47. UA_Offer parent tables

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

Table 48. UA_Offer child tables

Table name	Description
UA_CampToOffer	This table stores top-down defined relationships between a campaign and its related offers (specified by the user from the Campaign summary page by clicking on "Add/Remove Offers" link). This can be a many-to-many mapping. Bottom-up offers (offers used in a flowchart of the campaign) are not stored in this table.
UA_OfferAttribute	This table stores the values of the static attributes and default values of the parameterized attributes associated with an offer (system-generated and custom).
UA_OfferHistory	This table stores all offer versions that have been given out to customers. It determines if a particular combination of parameterized offer attributes (offer version identified by OfferHistoryID) for a given offer (offerID) has already been created (using the CRC value). The UA_OfferHistory table is populated only once for each unique offer version. If the UA_OfferHistory table is already populated for an offer, it will not be populated again if contact history is updated for the same offer.
UA_OfferToProduct	This table stores the information about the relationship between offers and products, specified by the "Relevant Product(s)" field. It is only populated if the user specifies a value for the Relevant Product(s) field of an offer.
UA_ProductIndex	This table stores the many-to-many relationship between products and offers based on the ProductIDs that match the "product query" associated with an offer (from the Related Product(s) 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. ProductCondition query. This above line should appear for UA_ProductIndex table but is somehow appearing for UA_ResponseHistory table.
UA_Treatment	Stores all treatments (intersection of offer 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 given to the cell). If a personalized offer is used, a treatment will be created for each unique permutation of offer attributes used (here, 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 'Log to contact history' is enabled.
UACO_ROffer	This table contains the set of offers that constrains the given rule for the given subsection.

Table 48. UA_Offer child tables (continued)

Table name	Description
UACO_PCT0000000000	This is an example table, built per Optimize session, based on the UACO_PCTBase table.
UACO_SesnOffer	This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.

UA_OfferAttribute

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

Table 49. UA_OfferAttribute field descriptions

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

Table 49. UA_OfferAttribute field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
StringValue	VARCHAR	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any text characters minus standard disallowed special characters in text. For fixed drop-down list (UA_AttributeDef.EnumType = 1), this value must be one of the values stored in UA_EnumAttrValues for the AttributeID.	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ClobValue	NVARCHAR	NULL	Only one of these 4 fields, String Value, NumberValue, DatetimeValue, or Clob Value is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType	MAX	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No

Table 49. UA_OfferAttribute field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any text characters minus standard disallowed special characters in text. For fixed drop-down list (UA_AttributeDef.EnumType = 1), this value must be one of the values stored in UA_EnumAttrValues for the AttributeID.		**System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
NumberValue	DOUBLE	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid numeric value	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DatetimeValue	TIMESTAMP	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is	23,3	**Is Primary Key?** No **Is Foreign Key?** No

Table 49. UA_OfferAttribute field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid datetime		**Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes

Table 50. UA_OfferAttribute parent tables

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

UA_OfferHistAttrib

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

Table 51. UA_OfferHistAttrib field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
AttributeID	BIGINT	NOT NULL	The AttributeID of the offer attribute whose value is being stored **Valid Values:** Any valid AttributeID in UA_AttributeDef table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
CRC value	BIGINT	NOT NULL	The Offer history ID for which this attribute value is being stored (represents the offer version or unique permutation of parameterized offer attributes). **Valid Values:** Any valid OfferHistoryID in UA_OfferHistory table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
StringValue	VARCHAR	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for	1024	**Is Primary Key?** No **Is Foreign Key?** No

Table 51. UA_OfferHistAttrib field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			any row. The populated field is based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any text characters minus standard disallowed special characters in text. For fixed drop-down list (UA_AttributeDef.EnumType = 1), this value must be one of the values stored in UA_EnumAttrValues for the AttributeID.		**Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
NumberValue	DOUBLE	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid numeric value	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
DatetimeValue	TIMESTAMP	NULL	Only one of these 3 fields, String Value, NumberValue, or	23,3	**Is Primary Key?** No

Table 51. UA_OfferHistAttrib field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid datetime		**Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes

Table 52. UA_OfferHistAttrib parent tables

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

UA_OfferHistory

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

Table 53. UA_OfferHistory field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferHistoryID	BIGINT	NOT NULL	Offer versions are no longer supported since 7.x. **Valid Values:** Any valid OfferHistoryID value in UA_OfferHistAttrib table	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
CRC	BIGINT	NULL	Offer versions are no longer supported since 7.x. Please remove the word 'version' wherever applicable. **Valid Values:** Any bigint	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No

Table 53. UA_OfferHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Execute? Yes
					Configuration? No
OfferID	BIGINT	NULL	Offer versions are no longer supported since 7.x. **Valid Values:** Any valid OfferID in UA_Offer table	19	**Is Primary Key?** No
					Is Foreign Key? Yes
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? Yes
					Configuration? No

Table 54. UA_OfferHistory parent tables

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

Table 55. UA_OfferHistory child tables

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

Table 55. UA_OfferHistory child tables (continued)

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

UA_OfferList

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

Table 56. UA_OfferList field descriptions

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

Table 56. UA_OfferList field descriptions (continued)

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

Table 56. UA_OfferList field descriptions (continued)

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

Table 56. UA_OfferList field descriptions (continued)

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

Table 56. UA_OfferList field descriptions (continued)

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

Table 56. UA_OfferList field descriptions (continued)

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

Table 56. UA_OfferList field descriptions (continued)

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

Table 56. UA_OfferList field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices). **Valid Values:** Any valid PolicyID from Unica Platform usm_role table		
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No
creatorFlag	INTEGER	NULL	Used when Unica Campaign and Unica Plan offer integration is enabled. Flag indicates whether Offer is created by Unica Campaign or Unica Plan. **Valid Values:** 0,1,2,3	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No

Table 56. UA_OfferList field descriptions (continued)

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

Table 57. UA_OfferList parent tables

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

Table 58. UA_OfferList child tables

Table name	Description
UA_OfferListMember	This table stores the members of an offer list. For a user-defined static offer list, this contains the list of OfferIDs and their display order and is populated when the offer list is saved. For a user-defined smart offer list, this table contains the list of folders to which the smart query has been scoped (if any). For an internal offer

Table 58. UA_OfferList child tables (continued)

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

UA_OfferListMember

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

Table 59. UA_OfferListMember field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferListID	BIGINT	NOT NULL	Unique ID for the offer list to which this row is associated **Valid Values:** Any valid OfferListID in UA_OfferList	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes

Table 59. UA_OfferListMember field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Execute? No
					Configuration? No
NestedOfferListID	BIGINT	NULL	This field can be populated only if the UA_OfferList.OfferListType = 3 (internal list); it contains an OfferListID assigned to a cell within a flowchart CSP. It is populated on save of the flowchart. **Valid Values:** Any valid OfferListID in UA_OfferList	19	**Is Primary Key?** No
					Is Foreign Key? Yes
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
OfferID	BIGINT	NULL	When UA_OfferList.OfferListType = 1 (static), this field is populated with the OfferIDs that are members of the static offer list. When UA_OfferList.OfferListType = 3 (internal), this field contains any directly assigned offers to the cell (not those appearing as part of a user-created offer list). This field is NULL for UA_OfferList.OfferListType = 2. **Valid Values:** Any valid OfferID in UA_Offer table	19	**Is Primary Key?** No
					Is Foreign Key? Yes
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 59. UA_OfferListMember field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
FolderID	BIGINT	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DisplayOrder	INTEGER	NULL	This field specifies the order in which offers in a static offer list are displayed to the user; it is populated only when UA_OfferList.OfferListType = 1 (otherwise it is NULL). **Valid Values:** NULL or positive integer starting with one and incrementing by one for each OfferID member of the same OfferListID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 60. UA_OfferList parent tables

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

UA_OfferListRes

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

Table 61. UA_OfferListRes field descriptions

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

Table 61. UA_OfferListRes field descriptions (continued)

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

UA_OfferSuppression

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

Table 62. UA_OfferSuppression field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	The ID of the offer this suppression rule is targeted to.	19	**Is Primary Key?** Yes
SuppressionType	INTEGER	NOT NULL	The type of this suppression rule, i.e., which type of events will trigger this suppression rule: 1=accept event, 2=reject event, 3=contact event.	10	**Is Primary Key?** Yes
ResponseTypeCode	VARCHAR	NULL	In addition to the event type, the response type code that must be included in the event in order for this rule to be triggered.	64	**Is Primary Key?** No
EventCount	INTEGER	NULL	The number of occurrences this event has to be posted for this rule to be triggered.	10	**Is Primary Key?** No
AttributeID	BIGINT	NULL	Once this suppression rule is triggered, in addition to the same offer, it may also apply to other offers that have the same attribute and same value for this attribute. If this column is null, no other offers will be affected. Otherwise, if another offer has the same attribute which has the same value as the one defined in StringValue, NumberValue, or DatetimeValue, then that offer is suppressed.	19	**Is Primary Key?** No
StringValue	VARCHAR	NULL	The value of the string-typed attribute for matching other associated offers.	1024	**Is Primary Key?** No

Table 62. UA_OfferSuppression field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
NumberValue	DOUBLE	NULL	The value of the number-typed attribute for matching other associated offers.	53	**Is Primary Key?** No
DatetimeValue	TIMESTAMP	NULL	The value of the datetime-typed attribute for matching other associated offers.	23,3	**Is Primary Key?** No
SuppressionDuration	INTEGER	NULL	The length in days this suppression rule will remain effective from the time it is triggered.	10	**Is Primary Key?** No

UA_OfferTemplate

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

Table 63. UA_OfferTemplate field descriptions

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

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Name	VARCHAR	NULL	This is the unique name of the offer template. **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional description of offer template. **Valid Values:** Any text characters minus standard disallowed special characters in text	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
NumberOfOfferCodes	INTEGER	NULL	The number of offer code parts/components for offers to	10	**Is Primary Key?** No **Is Foreign Key?** No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			be created from this template (default = 1). **Valid Values:** A whole number between 1-5		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCode1CodeFrmt	VARCHAR	NULL	This is the first part of the offer code and must always populated with a valid offer code format, one character for each byte of the offer code. This field cannot be edited after an offer template has been used (i.e., an offer has been created using this offer template). **Valid Values:** • <Capital letter> = constant • <Symbol> = constant • a = character A-Z • c = character A-Z or 0-9 • n = number 0-9 • x = any character	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCode2CodeFrmt	VARCHAR	NULL	This is the second part of the offer code and is populated if NumberOfOfferCodes >=2, else it is NULL. **This field	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			cannot be edited once an offer template has been used (i.e., an offer has been created using this offer template). **Valid Values:** • <Capital letter> = constant • <Symbol> = constant • a = character A-Z • c = character A-Z or 0-9 • n = number 0-9 • x = any character		**System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCode3CodeFrmt	VARCHAR	NULL	This is the third part of the offer code and is populated if NumberOfOfferCodes >=3, else it is NULL. **This field cannot be edited once an offer template has been used (i.e., an offer has been created using this offer template). **Valid Values:** • <Capital letter> = constant • <Symbol> = constant • a = character A-Z • c = character A-Z or 0-9 • n = number 0-9 • x = any character	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCode4CodeFrmt	VARCHAR	NULL	This is the fourth part of the offer code and is populated if NumberOfOfferCodes >=4, else it is NULL. This field cannot be edited once an offer template has been used (i.e., an offer has	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			been created using this offer template).		**System Generated Override?** No
			Valid Values:		**User Entered?** Yes
			• <Capital letter> = constant • <Symbol> = constant • a = character A-Z • c = character A-Z or 0-9 • n = number 0-9 • x = any character		**Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCode5CodeFrmt	VARCHAR	NULL	This is the fifth part of the offer code and is populated if NumberOfOfferCodes =5, else it is NULL. **This field cannot be edited once an offer template has been used (i.e., an offer has been created using this offer template).	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No
			Valid Values:		**User Entered?** Yes
			• <Capital letter> = constant • <Symbol> = constant • a = character A-Z • c = character A-Z or 0-9 • n = number 0-9 • x = any character		**Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
OfferCodeGenerator	VARCHAR	NULL	The name of the offer code generator that will automatically generate a unique offer code based on the offer code format(s) specified. This defaults to the offer code generator shipped with Unica Campaign. **This field cannot be edited once an offer	250	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes

Table 63. UA_OfferTemplate field descriptions (continued)

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

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			been created using this offer template).		**Stored Save?** Yes
					Stored Execute? No
			Valid Values: Any valid executable name accessible to the Unica Campaign server		**Configuration?** No
Retired	INTEGER	NULL	Specifies whether an offer template has been "retired," which means it can no longer be used to create new offers. Newly created offer templates are not retired by default. Retired offers templates do not appear for selection when creating new offers. The user can choose to retire an offer template at any time. **There is no way in the GUI to "unretire" (or delete) an offer template.	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? Yes
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
			Valid Values: 0=active; 1=retired		**Stored Execute?** No
					Configuration? No
SuggestedUsageDesc	VARCHAR	NULL	Optional text displayed to the user describing what kind of offers this template may be good for creating; displayed to the user in the "Select an offer template" offer creation wizard when he is creating an offer.	512	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
			Valid Values: Any text characters minus standard disallowed special characters in text		**User Entered?** Yes
					Stored Create? Yes
					Stored Save? Yes

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Execute? No
					Configuration? No
DisplayIcon	VARCHAR	NULL	Name of the icon to be displayed representing the template (.gif file) for easy user identification (used in the Offer Template Definitions page and in the "Select an offer template" offer creation wizard when a user is creating an offer. **Valid Values:** Valid .gif file name	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DisplayOrder	INTEGER	NULL	An internal sequence number that specifies the order in which the template is displayed both on the Administration > Offer Template Definitions page and in the "Select an offer template" offer creation wizard when a user is creating an offer. The user can change this value by using the "Reorder" button on the Offer Template Definitions page. **Valid Values:** Positive integer starting with one and incrementing by one for each Offer template in the system	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 63. UA_OfferTemplate field descriptions (continued)

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

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			saved); same as CreateDate for initial object creation. **Valid Values:** Valid datetime		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
UpdateBy	INTEGER	NULL	Platform user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Platform users are allowed to access this object. The security policy for the object is automatically set to the	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 63. UA_OfferTemplate field descriptions (continued)

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

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
creatorFlag	INTEGER	NULL	Number indicating which Application created the Offer Template **Valid Values:** Positive Integer	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Hashcode	INT	NULL	Hashcode to recognize the uniqueness of Offer template when Offers are created without template.		**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered No
					Stored Create No
					Stored Save No
					Stored Execute No
					Stored Execute No

Table 63. UA_OfferTemplate field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration No
creatorObjectId	BIGINT	NULL	ID of the corresponding Object in the creator Application **Valid Values:** Positive Long	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Rules	CLOB	NULL	This column stores visibility rules for attributes within a template		
offerThumbAttrid	BIGINT	NULL	Attribute id used for offer thumbnail	19	

Table 64. UA_OfferTemplate child tables

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

Table 64. UA_OfferTemplate child tables (continued)

Table name	Description
	NumberValue and DatetimeValue contain the value for the attribute based on the attributeType defined in the UA_AttributeDef table.

UA_OfferTemplAttr

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

Table 65. UA_OfferTemplAttr field descriptions

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

Table 65. UA_OfferTemplAttr field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
StringValue	VARCHAR	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any text characters minus standard disallowed special characters in text. For fixed drop-down list (UA_AttributeDef.EnumType = 1), this value must be one of the values stored in UA_EnumAttrValues for the AttributeID.	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ClobValue	NVARCHAR	NULL	Only one of these 4 fields, String Value, NumberValue, DatetimeValue, or Clob is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue.	MAX	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No

Table 65. UA_OfferTemplAttr field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any text characters minus standard disallowed special characters in text. For fixed drop-down list (UA_AttributeDef.EnumType = 1), this value must be one of the values stored in UA_EnumAttrValues for the AttributeID.		**System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
NumberValue	DOUBLE	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid numeric value	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
DatetimeValue	TIMESTAMP	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef. AttributeType field for this	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No

Table 65. UA_OfferTemplAttr field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			AttributeID. Currency is populated in NumberValue. **Valid Values:** Valid datetime		**System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
IsParameter	INTEGER	NULL	Specifies whether the offer attribute is parameterized (i.e., whether the user can change the value at the time the offer is assigned to a cell in a CSP). Offer versions are automatically created based on unique permutations of parameterized offer attributes. **Once an offer template has been used (i.e., an offer has been created using this offer template), the parameterization of offer attributes associated with the offer template cannot be changed. **Valid Values:** 0=static; 1=parameterized	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
IsHidden	INTEGER	NULL	Specifies whether the offer attribute is hidden (i.e., whether the offer attribute is displayed to the user when creating or viewing an offer). Hidden attributes must have a default value when the offer template is created. **Once an offer template has been used (i.e.,	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No

Table 65. UA_OfferTemplAttr field descriptions (continued)

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

Table 66. UA_OfferTemplAttr parent tables

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

Table 66. UA_OfferTemplAttr parent tables (continued)

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

UA_OfferToProduct

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

Table 67. UA_OfferToProduct field descriptions

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

Table 67. UA_OfferToProduct field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Text string representing a valid query built on offer attributes		**Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 68. UA_OfferToProduct parent tables

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

UA_Personalization

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

Table 69. UA_Personalization field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
UserID	BIGINT	NULL	Platform user ID that the personalization item is associated with. **Valid Values:** Valid UserID in Platform **Value may be invalid	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes

Table 69. UA_Personalization field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			if Platform user is subsequently deleted.		**System Generated Override?** No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Keyword	VARCHAR	NULL	Internal unique ID used to update and delete information. It is generated is using system current time in milliseconds at the moment of creation. **Valid Values:** Valid integer	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Name	VARCHAR	NULL	Specifies the name of the personalized item/object. If the Category is "CUSTOMBOOKMARK", this field contains the Custom Link name entered by the user (created from "My Custom Links" section of Dashboard usuing the 'Custom Bookmark' portlet). If the Category is	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No

Table 69. UA_Personalization field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			"PAGEPREFERENCES", this field contains the name of the page, such as "HOMEPAGE". If the category is "RECENTLYUSED", this field contains the type of the object, such as "CAMPAIGNS", "SESSIONS".		**User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
			Valid Values: "Homepage", "Campaign", "Sessions", CustomBookMark"		
Category	VARCHAR	NULL	Specifies the type of personalization category. **Valid Values:** "CustomBookmark", "RecentlyUsed", "PagePreferences"	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Data	VARCHAR	NULL	Contains the data used to display the personalized item. If Name field contains 'SESSIONS', it contains the Session IDs. If Name field contains 'CAMPAIGNS', it contains the Campaign IDs. If Category field contains 'CUSTOMBOOKMARK', it is usually a URL. If Category field	2048	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No

Table 69. UA_Personalization field descriptions (continued)

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

Table 69. UA_Personalization field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes
					Stored Execute? No
					Configuration? Yes

UA_Product

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

Table 70. UA_Product field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
ProductID	BIGINT	NOT NULL	Unique identifier of the product.	19	**Is Primary Key?** Yes
			Valid Values: Valid integer		**Is Foreign Key?** No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
UserDefinedFields	INTEGER	NULL	Placeholder for fields provided by the customer for use to query and identify related products.	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
			Valid Values: Valid data type		

Table 70. UA_Product field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 71. UA_Product child tables

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

UA_ProductIndex

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

Table 72. UA_ProductIndex field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	Offer ID for the offer that the product is associated with. **Valid Values:** Any valid OfferID from UA_Offer table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes

Table 72. UA_ProductIndex field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ProductID	BIGINT	NOT NULL	Product ID for the product that the offer is associated with.

Valid Values: Any valid ProductID from the UA_Product table | 19 | **Is Primary Key?** Yes |
					Is Foreign Key? Yes
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? Yes
					Configuration? No

Table 73. UA_ProductIndex parent tables

Table name	Description
UA_Product	This table is provided for the customer. It is expected to contain, minimally a ProductID field uniquely identifying each product. Populating this table with Product IDs is not absolutely necessary if the user wishes to have no

Table 73. UA_ProductIndex parent tables (continued)

Table name	Description
	offer-product association. However, if populated, this field is commonly used for inferred responses (e.g., for hold-out control groups).
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

UA_ResponseHistory

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

Table 74. UA_ResponseHistory field descriptions

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

Table 74. UA_ResponseHistory field descriptions (continued)

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

Table 74. UA_ResponseHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid datetime		**System Generated?** Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? Yes
					Configuration? No
WithinDateRangeFlg	INTEGER	NULL	Specifies whether the response was prior to the offer expiration date (i.e., the ResponseDateTime is on or before the expiration date of the offer version specified by the TreatmentInstID). **Valid Values:** • 0 = outside of valid date range • 1 = within valid date range (inclusive of start/end dates) • 99 = unknown	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? Yes
					Configuration? No
OrigContactedFlg	INTEGER	NULL	Specifies whether the customerID was in the original target group that received this specific offer or whether the response was "viral" based on a pass-along of some code (campaign, offer, cell, treatment codes).	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes

Table 74. UA_ResponseHistory field descriptions (continued)

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

Table 74. UA_ResponseHistory field descriptions (continued)

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

Table 74. UA_ResponseHistory field descriptions (continued)

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

Table 74. UA_ResponseHistory field descriptions (continued)

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

Table 74. UA_ResponseHistory field descriptions (continued)

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

Table 74. UA_ResponseHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: According to the datatype		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? Yes
					Configuration? No
SalesCost	BIGINT	NULL	Additional field used for CH-RH tracking and reports	19	**Is Primary Key?** No
			Valid Values: According to the datatype		**Is Foreign Key?** No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? Yes
					Configuration? No
ResponseChannel	VARCHAR	NULL	Additional field used for CH-RH tracking and reports	16	**Is Primary Key?** No
			Valid Values: According to the data type		**Is Foreign Key?** No
					Required Field? No

Table 74. UA_ResponseHistory field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? Yes
					Configuration? No

Table 75. UA_ResponseHistory parent tables

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

UA_RespTypeMapping

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

Table 76. UA_RespTypeMapping field descriptions

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

UA_SegMembership

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

Table 77. UA_SegMembership field descriptions

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

Table 77. UA_SegMembership field descriptions (continued)

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

UA_Segment

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

Table 78. UA_Segment field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
SegmentID	BIGINT	NOT NULL	Unique identifier of segment. This ID is assigned by the system when a segment is created.	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).		**System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Name	VARCHAR	NULL	Name of the strategic segment; must be unique with the folder in which the segment is created. **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional, user-entered, free-form text description of the strategic segment. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No

Table 78. UA_Segment field descriptions (continued)

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

Table 78. UA_Segment field descriptions (continued)

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

Table 78. UA_Segment field descriptions (continued)

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

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
RunBy	INTEGER	NULL	Platform user ID for the user that last run the flowchart that created the segment. This value is NULL if never run. **Valid Values:** Valid Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** Yes
SegmentCount	INTEGER	NULL	Number of unique members (audience IDs) contained in this strategic segment. This value is zero if the CreateSeg process has not yet been run. **Valid Values:** Non-negative integer	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** No
TempTableName	VARCHAR	NULL	Reserved for future use	255	**Is Primary Key?** No

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: NULL		**Is Foreign Key?** No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
CellFileName	VARCHAR	NULL	Name of the Binary file on the server that contains the list of CustomerIDs corresponding to the strategic segment. The filename is based on the strategic segment name plus a unique appended numeric identifier + .bin. **Valid Values:** Valid filename	255	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
AudienceName	VARCHAR	NULL	Name of the audience level used to create the segment. **Valid Values:** String of valid audience level name	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
ActiveFlag	INTEGER	NULL	Specifies whether the strategic segment is displayed in the segment tree hierarchy. Initially, when a segment is created, it is active. If a user deletes it from the web GUI, it is set as inactive, until the source flowchart is executed again (reactivates). **Valid Values:** 0=inactive; 1=active	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? Yes
					Configuration? No
PolicyID	INTEGER	NULL	Security policy ID for the object, which determines which Platform users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes

Table 78. UA_Segment field descriptions (continued)

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

Table 78. UA_Segment field descriptions (continued)

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

Table 78. UA_Segment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
SubType	INTEGER	NULL	Specifies if the segment is rule-base segment or composite segment. **Valid Values:** 1=Rule based 2=Composite Null = Segment is created via campaign flowchart.	10	**Is Primary Key? No** **Is Foreign Key?** No **Required Field? No** **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save? Yes** **Stored Execute?** No **Configuration?** No
SegmentState	INTEGER	NOT NULL	Specifies state of segment. **Valid Values:** 1=Draft 2=Publishing 3=Published 4=Failed 5=Cancelled	10	**Is Primary Key? No** **Is Foreign Key?** No **Required Field? Yes** **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save? Yes** **Stored Execute?** No **Configuration?** No

Table 79. UA_Segment parent tables

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

Table 80. UA_Segment child tables

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

UA_SegmentType

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

Table 81. UA_SegmentType field descriptions

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

Table 81. UA_SegmentType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
Description	VARCHAR	NULL	The description of the Segment Type. **Valid Values:** Any string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 82. UA_SegmentType child tables

Table name	Description
UA_Segment	This table stores information on the strategic/smart segments created by the CreateSeg/PopulateSeg process. It is populated when a CreateSeg process is created and saved in a flowchart and subsequently updated when the CreateSeg process is run.

UA_SegRefType

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

Table 83. UA_SegRefType field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RefType	INTEGER	NOT NULL	RefType ties the UA_FlowchartSeg table to the UA_SegRefType table. Batch flowcharts always have the value 1. Unless you have	10	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes

Table 83. UA_SegRefType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Interact incorporated in your environment, the value will never be 2 for batch flowcharts. A value of 2 is used only for Interactive flowcharts. Value 3 is used only for segment used in flowchart process box. **Valid Values:** 1= creator, 2 = referencer, 3 = fcreferencer		**System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	A description of the reference type. **Valid Values:** Any string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No

Table 84. UA_SegRefType child tables

Table name	Description
UA_FlowchartSeg	This table contains all of the relationships between segments and flowcharts. It will define when a segment is created by a flowchart and/or when a segment is simply reference by the flowchart and/or when a segment is simply used by any

Table 84. UA_SegRefType child tables (continued)

Table name	Description
	flowchart. By having this table we can ensure that FK relationships are enforced at the DB level.

UA_SesnRunType

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

Table 85. UA_SesnRunType field descriptions

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

Table 85. UA_SesnRunType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 86. UA_SesnRunType child tables

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

UA_Session

Stores information on sessions created in Campaign.

Table 87. UA_Session field descriptions

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

Table 87. UA_Session field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Name	VARCHAR	NULL	Name of the session; must be unique with the folder in which the session is created. **Valid Values:** Any text characters, minus standard disallowed special name characters	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional, user-entered, free-form text description of the session. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
FolderID	BIGINT	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based	19	**Is Primary Key?** No **Is Foreign Key?** Yes

Table 87. UA_Session field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			on the folder where the object is stored. User can change this value by "moving" the object to a different folder. **Valid Values:** Any valid FolderID value existing in UA_Folder table		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CreateBy	INTEGER	NULL	Platform UserId of the user who created the Session. **Valid Values:** Valid Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 87. UA_Session field descriptions (continued)

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

Table 87. UA_Session field descriptions (continued)

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

Table 87. UA_Session field descriptions (continued)

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

Table 87. UA_Session field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 88. UA_Session parent tables

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

Table 89. UA_Session child tables

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

UA_SummaryCube

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

Table 90. UA_SummaryCube field descriptions

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

Table 90. UA_SummaryCube field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any valid FlowchartID from the UA_Flowchart table		**Required Field?** Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Name	VARCHAR	NULL	Name of the cube; name must be globally unique.	64	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: Any text characters, minus standard disallowed special name characters		**Required Field?** Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Description	VARCHAR	NULL	Optional, user-entered, free-form text description of the cube.	1024	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: Any text characters minus standard		**Required Field?** No

Table 90. UA_SummaryCube field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			disallowed special characters in text		**System Generated?** No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
SegmentID	BIGINT	NULL	This field is populated only if the cube is built on a strategic segment, else it is NULL. This field is the Segment ID for the segment that is used in this cube. The user chooses the segment against which the cube is built by configuring the Cube process. **Valid Values:** Any valid SegmentID from the UA_Segment table	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes

Table 90. UA_SummaryCube field descriptions (continued)

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

Table 90. UA_SummaryCube field descriptions (continued)

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

Table 90. UA_SummaryCube field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? Yes
					Configuration? Yes
RunBy	INTEGER	NULL	Platform user ID for the user who last run the cube. Valid Values: Valid Platform UserID	10	Is Primary Key? No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? Yes
					Configuration? Yes
DataFileName	VARCHAR	NULL	Name of the Binary file on the server that contains the precalculated cube data. The filename is based on the cube name plus a unique appended numeric identifier + .bin. The cube data file contains Header and Cube data. The header contains upto 3 dimension info in tree structure. The data contains count and optional rollup data , min, max, sum for each variable. Valid Values: Valid filename	255	Is Primary Key? No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No

Table 90. UA_SummaryCube field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No

UA_TableCatalog

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

Table 91. UA_TableCatalog field descriptions

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

Table 91. UA_TableCatalog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Description	VARCHAR	NULL	Optional, user-entered, free-form text description of the table catalog. **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
FileName	VARCHAR	NULL	Name of the binary or XML file on the server that contains user table mappings. The filename is based on the table catalog name plus a .cat or .xml extension (depending on output format type). **Valid Values:** Valid filename	255	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No

Table 91. UA_TableCatalog field descriptions (continued)

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

Table 91. UA_TableCatalog field descriptions (continued)

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

Table 91. UA_TableCatalog field descriptions (continued)

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

Table 91. UA_TableCatalog field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 92. UA_TableCatalog parent tables

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

UA_TargetCells

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

Table 93. UA_TargetCells field descriptions

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

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
CellName	VARCHAR	NOT NULL	Name of the cell; must be unique in the flowchart. **Valid Values:** Any text characters, minus standard disallowed special Campaign query language name characters.	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
Description	VARCHAR	NULL	Optional, user-entered, free-form text description of the cell (only can be populated from the TCS). **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CellCode	VARCHAR	NULL	String value identifying the cell; must meet the system configuration cell code format (CellCodeFormat under server>system codes). Cell code must be unique in the flowchart only if the configuration parameter AllowDuplicateCellCodes=0 (detection occurs through flowchart validation tool and at run time). **Valid Values:** Any string satisfying the cell code format specified by the server>system codes>CellCodeFormat config parameter	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** Yes
ControlCellID	BIGINT	NULL	If a control cell is assigned to a target cell, this field contains the control cell ID (which must be a cell identified as a control and must be a cell in the same flowchart and connected to the same CSP when created bottom-up; can be any cell in the TCS when created top-down). **Valid Values:** Any valid CellID in the UA_TargetCell table	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
IsControl	INTEGER	NULL	Specifies whether a target cell is a hold-out control cell or not. If a cell is designated	10	**Is Primary Key?** No **Is Foreign Key?** No

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			as a control, no offers may be assigned to that cell (and previously assigned offers are cleared). **Valid Values:** 0=target cell; 1=hold-out control cell		**Required Field?** No **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CampaignID	BIGINT	NULL	Identifies the campaign ID to which this target cell is associated with **Valid Values:** Any valid CampaignID in the UA_Campaign table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
FlowchartID	BIGINT	NULL	Identifies the flowchart ID to which this target cell is associated with	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 93. UA_TargetCells field descriptions (continued)

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

Table 93. UA_TargetCells field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			the TCS), but these can be manually re-ordered by the user and receive a non-NULL display order value. **Valid Values:** Positive integers starting with one, incrementing by one for each row created in the TCS; NULL is valid for rows created bottom-up from flowcharts		**System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CreateBy	INTEGER	NULL	Platform UserID of the user who created the Cell **Valid Values:** Valid Platform UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No

Table 93. UA_TargetCells field descriptions (continued)

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

Table 93. UA_TargetCells field descriptions (continued)

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

Table 93. UA_TargetCells field descriptions (continued)

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

Table 93. UA_TargetCells field descriptions (continued)

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

Table 93. UA_TargetCells field descriptions (continued)

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

Table 94. UA_TargetCells parent tables

Table name	Description
UA_OfferList	This table stores both internal and user-created offer lists. User-created offer lists can be static (fixed list of offers) or smart (dynamic; based on a query). Internally generated offer lists are used to group together the actual list of offers assigned

Table 94. UA_TargetCells parent tables (continued)

Table name	Description
	to a specific cell in a CSP when multiple offers are assigned. Internal offer lists may reference user-created offer lists (only one level of nesting supported).
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.

Table 95. UA_TargetCells child tables

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

UA_Time

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

Table 96. UA_Time field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
TimeID	BIGINT	NOT NULL	Unique identifier for a row of this table.	19	**Is Primary Key?** Yes **Is Foreign Key?** No

Table 96. UA_Time field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Time represented as HHMMSS (currently SS is always 00)		Required Field? Yes System Generated? No System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Execute? No Configuration? Yes
Hour	INTEGER	NULL	The hour of the specified time. Valid Values: Positive integer between 0-23	10	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Execute? No Configuration? Yes
Minute	INTEGER	NULL	The minute of the specified time. Valid Values: Positive integer between 0-59	10	Is Primary Key? No Is Foreign Key? No Required Field? Yes

Table 96. UA_Time field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 97. UA_Time child tables

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

Table 97. UA_Time child tables (continued)

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

UA_TmpTablePool

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

Table 98. UA_TmpTablePool field descriptions

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

Table 98. UA_TmpTablePool field descriptions (continued)

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

Table 98. UA_TmpTablePool field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? Yes
					Stored Execute? Yes
					Configuration? Yes
UserID	BIGINT	NULL	Stores the User ID of the user who requested the temp table. **Valid Values:** 0-max allowed	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? N/A
					User Entered? No
					Stored Create? No
					Stored Save? Yes
					Stored Execute? Yes
					Configuration? Yes
FlowchartID	BIGINT	NULL	Stores the ID of the flowchart that requested the table. **Valid Values:** 0-max allowed	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? N/A
					User Entered? No
					Stored Create? No

Table 98. UA_TmpTablePool field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes
					Stored Execute? Yes
					Configuration? Yes
InstanceID	BIGINT	NULL	For Campaign flowchart runs, InstanceID is always 0.	19	**Is Primary Key?** No
Status	TINYINT	NULL	Stores the status of the table from the table pool. Status 0 indicates table is "free", status 2 indicates table is "allocated" **Valid Values:** 0-max allowed	3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** N/A **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Execute?** Yes **Configuration?** Yes

UA_Treatment

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

Table 99. UA_Treatment field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
TreatmentInstID	BIGINT	NOT NULL	Unique identifier for the treatment instance. This ID is assigned by the system when	19	**Is Primary Key?** Yes **Is Foreign Key?** No

Table 99. UA_Treatment field descriptions (continued)

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

Table 99. UA_Treatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			offers given to the same audience ID in the same package/interruption. PackageID and CellID are used together to join CH and Treatment table for reporting. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).		**System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
RunID	BIGINT	NULL	In a batch flowchart, the run ID represents a separate/new run of the flowchart (value is incremented on a run of the flowchart, but not on a run branch/process). In an interactive flowchart, RunID is incremented only when the flowchart is changed and saved. **Valid Values:** Any valid RunID from the UA_CCRunLog table	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
RunDateTime	TIMESTAMP	NULL	Date & time the CSP creating the treatments was last run (any flowchart, branch, process run of any flowchart in the campaign). This	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 99. UA_Treatment field descriptions (continued)

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

Table 99. UA_Treatment field descriptions (continued)

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

Table 99. UA_Treatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			personalization is used (when HasDetailHistory=1). **Valid Values:** Non-negative integer		**User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
OfferID	BIGINT	NULL	The offer ID of the offer associated with this treatment. **Valid Values:** Any valid OfferID from UA_Offer	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No
ProcessID	BIGINT	NOT NULL	Unique ID of the CSP that created this treatment (this value is unique within the flowchart, but not globally unique; need flowchartID for global uniqueness). This value is used to support "Clear History" functionality in the CSP (clear history for a specified run for all treatments created by that process box).	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No

Table 99. UA_Treatment field descriptions (continued)

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

Table 99. UA_Treatment field descriptions (continued)

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

Table 99. UA_Treatment field descriptions (continued)

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

Table 99. UA_Treatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any valid FlowchartID in UA_Flowchart table		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** Yes **Configuration?** No

Table 100. UA_Treatment parent tables

Table name	Description
UA_TargetCells	This table stores information on target cells created in all flowcharts. Target cells are defined as cells that are attached to an output process (Mail List, Call List, Recommend, Unica Deliver, Snapshot, or Optimize). It stores meta data information (name, code), source info (campaign, flowchart and cell IDs), treatment data (list of assigned offers/offer lists and whether it is a control cell), and whether the cell was created top-down in the Target Cell Spreadsheet (TCS) or bottom-up from within a flowchart.
UA_OfferHistory	This table stores all offer versions that have been given out to customers. It determines if a particular combination of parameterized offer attributes (offer version identified by OfferHistoryID) for a given offer (offerID) has already been created (using the CRC value). The UA_OfferHistory table is populated only once for each unique offer version. If the UA_OfferHistory table is already populated for an offer, it will not be populated again if contact history is updated for the same offer.
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

Table 100. UA_Treatment parent tables (continued)

Table name	Description
UA_CCRunLog	This table logs each time a flowchart is run in production (not populated by test runs), providing a flowchart run history. A unique RunID is generated on each new flowchart run (but not for run branch/process). It records the start/end datetime and who ran the flowchart.
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.

Table 101. UA_Treatment child tables

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

UA_Triggerlist

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

Table 102. UA_Triggerlist field descriptions

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

Table 102. UA_Triggerlist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Name	VARCHAR	NOT NULL	Name of the trigger; must be unique within the folder. **Valid Values:** Any text characters, minus standard disallowed special name characters	255	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Description	VARCHAR	NULL	Optional, user-entered free-form text description of the trigger **Valid Values:** Any text characters minus standard disallowed special characters in text	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes

Table 102. UA_Triggerlist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Execute? No
					Configuration? No
Definition	VARCHAR	NULL	The path relative to the current partition root (e.g., "MyTrigger.bat") OR Full file path to the location of the trigger file (e.g., "c:\Triggers\MyTrigger.bat"). **Valid Values:** Any text characters supported by the OS	2048	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 102. UA_Triggerlist field descriptions (continued)

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

Table 102. UA_Triggerlist field descriptions (continued)

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

Table 102. UA_Triggerlist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any valid PolicyID from Unica Platform usm_policy table		
ACLID	INTEGER	NULL	For future use.	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 103. UA_Triggerlist parent tables

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

UA_UsrResponseType

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

Table 104. UA_UsrResponseType field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
ResponseTypeID	BIGINT	NOT NULL	Unique identifier for each response type (just unique within this table). **Valid Values:** Unique integer within this table	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Name	VARCHAR	NULL	Name of the response type (not displayed anywhere in Unica Campaign GUI) **Valid Values:** Valid string. The following values are pre-defined (additional values can be added): Explore, Consider, Commit, Fulfill, Use, Unsubscribe, Unknown, Reject, Link Click, Landing Page, SMS Reply Message.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Description	VARCHAR	NULL	Optional description of the response type (not displayed	512	**Is Primary Key?** No **Is Foreign Key?** No

Table 104. UA_UsrResponseType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			anywhere in Unica Campaign GUI) **Valid Values:** Valid string		**Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
ResponseTypeCode	VARCHAR	NULL	Unique code that identifies the response type (used in Response process to identify response type). **Valid Values:** Valid string. The following values are pre-defined (additional values can be added): EXP, CON, CMT, FFL, USE, USB, UKN, RJT, LCL, LPA, SRE. These values correspond to the pre-defined response types in the Name field (Explore, Consider, Commit, Fulfill, etc.).	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CountsAsResponse	INTEGER	NULL	Specifies whether or not a response type counts as a response. For example, a response type of "purchase" may ultimately count as a response for roll-up purposes	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 104. UA_UsrResponseType field descriptions (continued)

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

Table 105. UA_UsrResponseType child tables

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

UA_Version

Table 106. UA_Version field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
VersionID	BIGINT	IDENTITY		19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
VersionNumber	VARCHAR	NOT NULL		50	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Parameters	VARCHAR	NULL		255	**Is Primary Key?** No

Table 106. UA_Version field descriptions (continued)

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

UA_APIKEY

All internal APIs used in Unica Campaign for internal communication are now secured. This table stores security keys used while invoking internal Unica Campaign APIs. Data exchanged in API will be encoded using this key.

Table 107. UA_APIKEY field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
id	VARCHAR	NOT NULL	Identifier for API	256	**Is Primary Key?** No
			Valid Values: Any valid internal API name		**Is Foreign Key?** No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
apikey	VARCHAR	NOT NULL	Security Key for invoking API	256	**Is Primary Key?** No
			Valid Values: Any valid internal API name		**Is Foreign Key?** No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
createDate	TIMESTAMP	NULL	Creation date for key	23,3	**Is Primary Key?** No
					Is Foreign Key? No

Table 107. UA_APIKEY field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any valid internal API name		**Required Field?** Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

UA_EmailSend

This table supports the Unica Campaign+Engage integration and tracks the EmailSend events.

Table 108. UA_EmailSend field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No

Table 108. UA_EmailSend field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 108. UA_EmailSend field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
ContactId	VARCHAR	NULL	Optional ContactId information of the event.	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 108. UA_EmailSend field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Email	VARCHAR	NULL	Optional Email information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 108. UA_EmailSend field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 108. UA_EmailSend field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventName	VARCHAR	NULL	Optional EventName information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 108. UA_EmailSend field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Description	VARCHAR	NULL	Optional description of the event. **Valid Values:** Valid string	128	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MessageId	BIGINT	NULL	Optional MessageId information of the event. **Valid Values:** Valid number	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes

Table 108. UA_EmailSend field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
MailingTemplateId	BIGINT	NULL	Optional MailingTemplateId information of the event. **Valid Values:** Valid number	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
ReportId	VARCHAR	NULL	Optional ReportId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 108. UA_EmailSend field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
SubjectLine	VARCHAR	NULL	Optional SubjectLine information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MessageName	VARCHAR	NULL	Optional MessageName information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 108. UA_EmailSend field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
DocType	VARCHAR	NULL	Optional DocType information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
SendType	VARCHAR	NULL	Optional SendType information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
EventId	VARCHAR	NULL	Optional EventId information of the event.	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 108. UA_EmailSend field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
TrackingCode	VARCHAR	NULL	Optional TrackingCode information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemName	VARCHAR	NULL	Optional ExternalSystemName information of the event. If emails are sent by Unica Campaign, this value is "Campaign."	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 108. UA_EmailSend field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**System Generated?** No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemReferenceId	VARCHAR	NULL	Optional ExternalSystemReferenceId information of the event. If the email is sent by Unica Campaign, this field contains the identifier of the process box that triggered the email. Format for the identifier is CampaignCode ~#CampaignId ~#FlowchartId ~#CellId ~#ProcessBoxId ~#RunId. For example, C000000010~#4~#8~#4~#21 ~#98. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
CampaignAudienceID	VARCHAR	NULL	Optional CampaignAudienceID information of the event. If the email is sent by Unica Campaign, this field contains the audience identifier. Format for the identifier is AudienceName ~#fieldName ~#fieldValue ~#fieldname	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 108. UA_EmailSend field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			~#fieldvalue. For example, Customer~#CustomerID~#20		**System Generated Override?** No
			Valid Values: Valid string		**User Entered?** No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_EmailOpen

This table supports the Unica Campaign+Engage integration and tracks the EmailOpen events.

Table 109. UA_EmailOpen field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	NOT NULL	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event.	64	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: Valid string		

Table 109. UA_EmailOpen field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 109. UA_EmailOpen field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ContactId	VARCHAR	NULL	Optional ContactId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 109. UA_EmailOpen field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Email	VARCHAR	NULL	Optional Email information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 109. UA_EmailOpen field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 109. UA_EmailOpen field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventName	VARCHAR	NULL	Optional EventName information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 109. UA_EmailOpen field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
Description	VARCHAR	NULL	Optional description of the event. **Valid Values:** Valid string	128	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MessageId	BIGINT	NULL	Optional MessageId information of the event. **Valid Values:** Valid number	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 109. UA_EmailOpen field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
MailingTemplateId	BIGINT	NULL	Optional MailingTemplateId information of the event. **Valid Values:** Valid number	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ReportId	VARCHAR	NULL	Optional ReportId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
SubjectLine	VARCHAR	NULL	Optional SubjectLine information of the event.	256	**Is Primary Key?** No **Is Foreign Key?** No

Table 109. UA_EmailOpen field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MessageName	VARCHAR	NULL	Optional MessageName information of the event.	1024	**Is Primary Key?** No
			Valid Values: Valid string		**Is Foreign Key?** No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
DocType	VARCHAR	NULL	Optional DocType information of the event.	64	**Is Primary Key?** No
			Valid Values: Valid string		**Is Foreign Key?** No
					Required Field? No

Table 109. UA_EmailOpen field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventId	VARCHAR	NULL	Optional EventId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
TrackingCode	VARCHAR	NULL	Optional TrackingCode information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 109. UA_EmailOpen field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemName	VARCHAR	NULL	Optional ExternalSystemName information of the event. If emails are sent by Unica Campaign, this value is "Campaign." **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemReferenceId	VARCHAR	NULL	Optional ExternalSystemReferenceId information of the event. If the email is sent by Unica Campaign, this field contains the identifier of the process box that triggered the email. Format for the identifier is CampaignCode ~#CampaignId ~#FlowchartId	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 109. UA_EmailOpen field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			~#CellId ~#ProcessBoxId ~#RunId. For example, C000000010~#4~#8~#4~#21 ~#98. **Valid Values:** Valid string		**User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CampaignAudienceID	VARCHAR	NULL	Optional CampaignAudienceID information of the event. If the email is sent by Unica Campaign, this field contains the audience identifier. Format for the identifier is AudienceName ~#fieldName ~#fieldValue ~#fieldname ~#fieldvalue. For example, Customer~#CustomerID~#20 **Valid Values:** Valid string	256	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

UA_EmailClick

This table supports the Unica Campaign+Engage integration and tracks the EmailClick events.

Table 110. UA_EmailClick field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes

Table 110. UA_EmailClick field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 110. UA_EmailClick field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 110. UA_EmailClick field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ContactId	VARCHAR	NULL	Optional ContactId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Email	VARCHAR	NULL	Optional Email information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 110. UA_EmailClick field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No

Table 110. UA_EmailClick field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 110. UA_EmailClick field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
EventName	VARCHAR	NULL	Optional EventName information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Description	VARCHAR	NULL	Optional description of the event. **Valid Values:** Valid string	128	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
MessageId	BIGINT	NULL	Optional MessageId information of the event.	19	**Is Primary Key?** No **Is Foreign Key?** No

Table 110. UA_EmailClick field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid number		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
MailingTemplateId	BIGINT	NULL	Optional MailingTemplateId information of the event.	19	**Is Primary Key?** No
			Valid Values: Valid number		**Is Foreign Key?** No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
ReportId	VARCHAR	NULL	Optional ReportId information of the event.	64	**Is Primary Key?** No
			Valid Values: Valid string		**Is Foreign Key?** No
					Required Field? No

Table 110. UA_EmailClick field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
SubjectLine	VARCHAR	NULL	Optional SubjectLine information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MessageName	VARCHAR	NULL	Optional MessageName information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 110. UA_EmailClick field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
DocType	VARCHAR	NULL	Optional DocType information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ClickUrl	VARCHAR	NULL	Optional ClickUrl information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 110. UA_EmailClick field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
UrlDescription	VARCHAR	NULL	Optional UrlDescription information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventId	VARCHAR	NULL	Optional EventId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 110. UA_EmailClick field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
TrackingCode	VARCHAR	NULL	Optional TrackingCode information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemName	VARCHAR	NULL	Optional ExternalSystemName information of the event. If emails are sent by Unica Campaign, this value is "Campaign." **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 110. UA_EmailClick field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
ExternalSystemReferenceId	VARCHAR	NULL	Optional ExternalSystemReferenceId information of the event. If the email is sent by Unica Campaign, this field contains the identifier of the process box that triggered the email. Format for the identifier is CampaignCode ~#CampaignId ~#FlowchartId ~#CellId ~#ProcessBoxId ~#RunId. For example, C000000010~#4~#8~#4~#21 ~#98. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CampaignAudienceID	VARCHAR	NULL	Optional CampaignAudienceID information of the event. If the email is sent by Unica Campaign, this field contains the audience identifier. Format for the identifier is AudienceName ~#fieldName ~#fieldValue ~#fieldname ~#fieldvalue. For example, Customer~#CustomerID~#20 **Valid Values:** Valid string	256	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

UA_EmailBounce

This table supports the Unica Campaign+Engage integration and tracks the EmailBounce events.

Table 111. UA_EmailBounce field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 111. UA_EmailBounce field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event.	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 111. UA_EmailBounce field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ContactId	VARCHAR	NULL	Optional ContactId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Email	VARCHAR	NULL	Optional email information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 111. UA_EmailBounce field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No

Table 111. UA_EmailBounce field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 111. UA_EmailBounce field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventName	VARCHAR	NULL	Optional EventName information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Description	VARCHAR	NULL	Optional description of the event. **Valid Values:** Valid string	128	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 111. UA_EmailBounce field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MessageId	BIGINT	NULL	Optional MessageId information of the event. **Valid Values:** Valid number	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
MailingTemplateId	BIGINT	NULL	Optional MailingTemplateId information of the event. **Valid Values:** Valid number	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No

Table 111. UA_EmailBounce field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
ReportId	VARCHAR	NULL	Optional ReportId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
SubjectLine	VARCHAR	NULL	Optional SubjectLine information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 111. UA_EmailBounce field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
MessageName	VARCHAR	NULL	Optional MessageName information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
DocType	VARCHAR	NULL	Optional DocType information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
BounceType	VARCHAR	NULL	Optional BounceType information of the event.	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 111. UA_EmailBounce field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventId	VARCHAR	NULL	Optional EventId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
TrackingCode	VARCHAR	NULL	Optional TrackingCode information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 111. UA_EmailBounce field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemName	VARCHAR	NULL	Optional ExternalSystemName information of the event. If emails are sent by Unica Campaign, this value is "Campaign." **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemReferenceId	VARCHAR	NULL	Optional ExternalSystemReferenceId information of the event. If the email is sent by Unica Campaign, this field contains the identifier of the process box that triggered the email. Format for the	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 111. UA_EmailBounce field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			identifier is CampaignCode ~#CampaignId ~#FlowchartId ~#CellId ~#ProcessBoxId ~#RunId. For example, C000000010~#4~#8~#4~#21 ~#98. **Valid Values:** Valid string		**System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CampaignAudienceID	VARCHAR	NULL	Optional CampaignAudienceID information of the event. If the email is sent by Unica Campaign, this field contains the audience identifier. Format for the identifier is AudienceName ~#fieldName ~#fieldValue ~#fieldname ~#fieldvalue. For example, Customer~#CustomerID~#20 **Valid Values:** Valid string	256	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

UA_EmailOptOut

This table supports the Unica Campaign+Engage integration and tracks the EmailOptOut events.

Table 112. UA_EmailOptOut field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes **Is Foreign Key?** No

Table 112. UA_EmailOptOut field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 112. UA_EmailOptOut field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 112. UA_EmailOptOut field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ContactId	VARCHAR	NULL	Optional ContactId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Email	VARCHAR	NULL	Optional email information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 112. UA_EmailOptOut field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes

Table 112. UA_EmailOptOut field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 112. UA_EmailOptOut field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
EventName	VARCHAR	NULL	Optional EventName information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Description	VARCHAR	NULL	Optional description of the event. **Valid Values:** Valid string	128	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
OptOutDetails	VARCHAR	NULL	OptOutDetails of the event.	1024	**Is Primary Key?** No

Table 112. UA_EmailOptOut field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid email ID		**Is Foreign Key?** No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
MessageId	BIGINT	NULL	Optional MessageId information of the event.	19	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: Valid number		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
MailingTemplateId	BIGINT	NULL	Optional MailingTemplateId information of the event.	19	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: Valid number		**Required Field?** No

Table 112. UA_EmailOptOut field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
ReportId	VARCHAR	NULL	Optional ReportId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
SubjectLine	VARCHAR	NULL	Optional SubjectLine information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 112. UA_EmailOptOut field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MessageName	VARCHAR	NULL	Optional MessageName information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
DocType	VARCHAR	NULL	Optional DocType information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 112. UA_EmailOptOut field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventId	VARCHAR	NULL	Optional EventId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
TrackingCode	VARCHAR	NULL	Optional TrackingCode information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 112. UA_EmailOptOut field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemName	VARCHAR	NULL	Optional ExternalSystemName information of the event. If emails are sent by Unica Campaign, this value is "Campaign." **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemReferenceId	VARCHAR	NULL	Optional ExternalSystemReferenceId information of the event. If the email is sent by Unica Campaign, this field contains the identifier of the process box that triggered the email. Format for the identifier is CampaignCode ~#CampaignId ~#FlowchartId ~#CellId ~#ProcessBoxId ~#RunId. For example, C000000010~#4~#8~#4~#21 ~#98. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 112. UA_EmailOptOut field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
CampaignAudienceID	VARCHAR	NULL	Optional CampaignAudienceID information of the event. If the email is sent by Campaign, this field contains the audience identifier. Format for the identifier is AudienceName ~#fieldName ~#fieldValue ~#fieldname ~#fieldvalue. For example, Customer~#CustomerID~#20 **Valid Values:** Valid string	256	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

UA_SentSMS

This table supports the Unica Campaign+Engage integration and tracks the SentSMS events.

Table 113. UA_SentSMS field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** Yes

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event.	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ContactId	VARCHAR	NULL	Optional ContactId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MobileNumber	VARCHAR	NULL	Optional MobileNumber information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventName	VARCHAR	NULL	Optional EventName information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
DeliveryStatus	VARCHAR	NULL	Optional DeliveryStatus information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ProgramType	VARCHAR	NULL	Optional ProgramType information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
LocationCountry	VARCHAR	NULL	Optional LocationCountry information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Code	VARCHAR	NULL	Optional Code information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MessageType	VARCHAR	NULL	Optional MessageType information of the event. **Valid Values:** Valid string	64	Is Primary Key? No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MailingTemplateId	VARCHAR	NULL	Optional MailingTemplateId information of the event. **Valid Values:** Valid string	256	Is Primary Key? No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
ExternalSystemReferenceId	VARCHAR	NULL	Optional ExternalSystemReferenceId information of the event. If the email is sent by Unica Campaign, this field contains the identifier of the process box that triggered the email. Format for the identifier is CampaignCode ~#CampaignId ~#FlowchartId ~#CellId ~#ProcessBoxId ~#RunId. For example, C000000010~#4~#8~#4~#21 ~#98. **Valid Values:** Valid string	256	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Source	VARCHAR	NULL	Optional Source information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ProgramId	VARCHAR	NULL	Optional ProgramId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
CampaignName	VARCHAR	NULL	Optional CampaignName information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ProgramName	VARCHAR	NULL	Optional ProgramName information of the event.	256	**Is Primary Key?** No
					Is Foreign Key? No

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MessageBody	VARCHAR	NULL	Optional MessageBody information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventId	VARCHAR	NULL	Optional EventId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
TrackingCode	VARCHAR	NULL	Optional TrackingCode information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemName	VARCHAR	NULL	Optional ExternalSystemName information of the event. If the message is sent by Unica Campaign, this value is "Campaign." **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 113. UA_SentSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
CampaignAudienceID	VARCHAR	NULL	This field is for future use. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_InteractedSMS

This table supports the Unica Campaign+Engage integration and tracks the InteractedSMS events.

Table 114. UA_InteractedSMS field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No

Table 114. UA_InteractedSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 114. UA_InteractedSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 114. UA_InteractedSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No

Table 114. UA_InteractedSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 114. UA_InteractedSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ContactId	VARCHAR	NULL	Optional ContactId information of the event. **Valid Values:** Valid string	64	Is Primary Key? No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MobileNumber	VARCHAR	NULL	Optional MobileNumber information of the event. **Valid Values:** Valid string	64	Is Primary Key? No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 114. UA_InteractedSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
EventName	VARCHAR	NULL	Optional EventName information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
CampaignName	VARCHAR	NULL	Optional CampaignName information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 114. UA_InteractedSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ProgramName	VARCHAR	NULL	Optional ProgramName information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
ProgramType	VARCHAR	NULL	Optional ProgramType information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
SetConsent	VARCHAR	NULL	Optional SetConsent information of the event.	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 114. UA_InteractedSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Source	VARCHAR	NULL	Optional Source information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MessageBody	VARCHAR	NULL	Reply information of SMS. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 114. UA_InteractedSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
TrackingCode	VARCHAR	NULL	Optional TrackingCode information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemName	VARCHAR	NULL	Optional ExternalSystemName information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 114. UA_InteractedSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemReferenceId	VARCHAR	NULL	Optional ExternalSystemReferenceId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
CampaignAudienceID	VARCHAR	NULL	Optional CampaignAudienceID information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 114. UA_InteractedSMS field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_App_Installed

This table supports the Unica Campaign+Engage integration and tracks the App Installed events.

Table 115. UA_App_Installed field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 115. UA_App_Installed field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 115. UA_App_Installed field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 115. UA_App_Installed field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 115. UA_App_Installed field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
UserId	VARCHAR	NULL	Optional UserId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 115. UA_App_Installed field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
AppKey	VARCHAR	NULL	Optional AppKey information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ChannelId	VARCHAR	NULL	Optional ChannelId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 115. UA_App_Installed field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Url	VARCHAR	NULL	Optional Url information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Attribution	VARCHAR	NULL	Optional Attribution information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes

UA_App_Uninstalled

This table supports the Unica Campaign+Engage integration and tracks the App Uninstalled events.

Table 116. UA_App_Uninstalled field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 116. UA_App_Uninstalled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event.	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 116. UA_App_Uninstalled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event.	64	**Is Primary Key?** No
					Is Foreign Key? No
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes

Table 116. UA_App_Uninstalled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 116. UA_App_Uninstalled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
UserId	VARCHAR	NULL	Optional UserId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
AppKey	VARCHAR	NULL	Optional AppKey information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 116. UA_App_Uninstalled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ChannelId	VARCHAR	NULL	Optional ChannelId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Url	VARCHAR	NULL	Optional Url information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 116. UA_App_Uninstalled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Attribution	VARCHAR	NULL	Optional Attribution information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_App_SessionStarted

This table supports the Unica Campaign+Engage integration and tracks the App Session Started events.

Table 117. UA_App_SessionStarted field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No

Table 117. UA_App_SessionStarted field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 117. UA_App_SessionStarted field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 117. UA_App_SessionStarted field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 117. UA_App_SessionStarted field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
UserId	VARCHAR	NULL	Optional UserId information of the event.	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 117. UA_App_SessionStarted field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
AppKey	VARCHAR	NULL	Optional AppKey information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ChannelId	VARCHAR	NULL	Optional ChannelId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 117. UA_App_SessionStarted field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Url	VARCHAR	NULL	Optional Url information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Attribution	VARCHAR	NULL	Optional Attribution information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 117. UA_App_SessionStarted field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_App_SessionEnded

This table supports the Unica Campaign+Engage integration and tracks the App Session Ended events.

Table 118. UA_App_SessionEnded field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No

Table 118. UA_App_SessionEnded field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Channel	VARCHAR	NULL	Optional shannel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 118. UA_App_SessionEnded field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 118. UA_App_SessionEnded field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 118. UA_App_SessionEnded field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
UserId	VARCHAR	NULL	Optional UserId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 118. UA_App_SessionEnded field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
AppKey	VARCHAR	NULL	Optional AppKey information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ChannelId	VARCHAR	NULL	Optional ChannelId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 118. UA_App_SessionEnded field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
Url	VARCHAR	NULL	Optional Url information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Attribution	VARCHAR	NULL	Optional Attribution information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_App_UIPushEnabled

This table supports the Unica Campaign+Engage integration and tracks the App UI Push Enabled events.

Table 119. UA_App_UIPushEnabled field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 119. UA_App_UIPushEnabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event.	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 119. UA_App_UIPushEnabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event.	64	**Is Primary Key?** No
			Valid Values: Valid string		**Is Foreign Key?** No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes

Table 119. UA_App_UIPushEnabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 119. UA_App_UIPushEnabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
UserId	VARCHAR	NULL	Optional UserId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
AppKey	VARCHAR	NULL	Optional AppKey information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 119. UA_App_UIPushEnabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ChannelId	VARCHAR	NULL	Optional ChannelId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Url	VARCHAR	NULL	Optional Url information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 119. UA_App_UIPushEnabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Attribution	VARCHAR	NULL	Optional Attribution information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_App_UIPushDisabled

This table supports the Unica Campaign+Engage integration and tracks the App UI Push Disabled events.

Table 120. UA_App_UIPushDisabled field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No

Table 120. UA_App_UIPushDisabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 120. UA_App_UIPushDisabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 120. UA_App_UIPushDisabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 120. UA_App_UIPushDisabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
UserId	VARCHAR	NULL	Optional UserId information of the event.	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 120. UA_App_UIPushDisabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid string		**Required Field?** No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
AppKey	VARCHAR	NULL	Optional AppKey information of the event.	64	**Is Primary Key?** No
			Valid Values: Valid string		**Is Foreign Key?** No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ChannelId	VARCHAR	NULL	Optional ChannelId information of the event.	64	**Is Primary Key?** No
			Valid Values: Valid string		**Is Foreign Key?** No
					Required Field? No

Table 120. UA_App_UIPushDisabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Url	VARCHAR	NULL	Optional Url information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Attribution	VARCHAR	NULL	Optional Attribution information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 120. UA_App_UIPushDisabled field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_SimpNot_appOpened

This table supports the Unica Campaign+Engage integration and tracks the Simple notification App Opened events.

Table 121. UA_SimpNot_appOpened field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No

Table 121. UA_SimpNot_appOpened field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 121. UA_SimpNot_appOpened field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 121. UA_SimpNot_appOpened field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 121. UA_SimpNot_appOpened field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
UserId	VARCHAR	NULL	Optional UserId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 121. UA_SimpNot_appOpened field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
AppKey	VARCHAR	NULL	Optional AppKey information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ChannelId	VARCHAR	NULL	Optional ChannelId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 121. UA_SimpNot_appOpened field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
Url	VARCHAR	NULL	Optional Url information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Attribution	VARCHAR	NULL	Optional Attribution information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 121. UA_SimpNot_appOpened field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
TrackingCode	VARCHAR	NULL	Optional TrackingCode information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemName	VARCHAR	NULL	Optional ExternalSystemName information of the event. **For this event, the event file received from UBX does not have this information. Hence this column is not currently populated.** **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemReferenceId	VARCHAR	NULL	Optional ExternalSystemReferenceId information of the event.	64	**Is Primary Key?** No
					Is Foreign Key? No

Table 121. UA_SimpNot_appOpened field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			For this event, the event file received from UBX does not have this information. Hence this column is not currently populated. **Valid Values:** Valid string		**Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CampaignAudienceID	VARCHAR	NULL	Optional CampaignAudienceID information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
ActionTaken	VARCHAR	NULL	Optional ActionTaken information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No

Table 121. UA_SimpNot_appOpened field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ActionValue	VARCHAR	NULL	Optional ActionValue information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_SimpNot_URLClicked

This table supports the Unica Campaign+Engage integration and tracks the Simple notification Url Clicked events.

Table 122. UA_SimpNot_URLClicked field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes

Table 122. UA_SimpNot_URLClicked field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 122. UA_SimpNot_URLClicked field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 122. UA_SimpNot_URLClicked field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No

Table 122. UA_SimpNot_URLClicked field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 122. UA_SimpNot_URLClicked field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
UserId	VARCHAR	NULL	Optional UserId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
AppKey	VARCHAR	NULL	Optional AppKey information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 122. UA_SimpNot_URLClicked field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
ChannelId	VARCHAR	NULL	Optional ChannelId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Url	VARCHAR	NULL	Optional Url information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

Table 122. UA_SimpNot_URLClicked field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Attribution	VARCHAR	NULL	Optional Attribution information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
TrackingCode	VARCHAR	NULL	Optional TrackingCode information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
ExternalSystemName	VARCHAR	NULL	Optional ExternalSystemName information of the event. **For this event, the event file**	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 122. UA_SimpNot_URLClicked field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			received from UBX does not have this information. Hence this column is not currently populated. **Valid Values:** Valid string		**Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
ExternalSystemReferenceId	VARCHAR	NULL	Optional ExternalSystemReferenceId information of the event. **For this event, the event file received from UBX does not have this information. Hence this column is not currently populated.** **Valid Values:** Valid string	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** Yes
CampaignAudienceID	VARCHAR	NULL	Optional CampaignAudienceID information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No

Table 122. UA_SimpNot_URLClicked field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ActionTaken	VARCHAR	NULL	Optional ActionTaken information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ActionValue	VARCHAR	NULL	Optional ActionValue information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 122. UA_SimpNot_URLClicked field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_Mob_Push_Send

This table supports the Unica Campaign+Engage integration and tracks the Mobile Push Send events.

Table 123. UA_Mob_Push_Send field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Provider	VARCHAR	NULL	Optional provider information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No

Table 123. UA_Mob_Push_Send field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EndpointSource	VARCHAR	NULL	Optional EndpointSource information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 123. UA_Mob_Push_Send field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
X1ID	VARCHAR	NULL	Optional X1ID information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 123. UA_Mob_Push_Send field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventTimeStamp	TIMESTAMP	NOT NULL	Timestamp of the event	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventNameSpace	VARCHAR	NULL	Optional EventNameSpace information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 123. UA_Mob_Push_Send field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventVersion	VARCHAR	NULL	Optional EventVersion information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventName	VARCHAR	NULL	Optional Event Name information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 123. UA_Mob_Push_Send field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ContactId	VARCHAR	NULL		64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ReportId	VARCHAR	NULL		64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 123. UA_Mob_Push_Send field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
RichContentId	VARCHAR	NULL		64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
MobileUserId	VARCHAR	NULL	Optional UserId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
PushType	VARCHAR	NULL		64	**Is Primary Key?** No

Table 123. UA_Mob_Push_Send field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
AppKey	VARCHAR	NULL	Optional AppKey information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ChannelId	VARCHAR	NULL	Optional ChannelId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Table 123. UA_Mob_Push_Send field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Url	VARCHAR	NULL	Optional Url information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Attribution	VARCHAR	NULL	Optional Attribution information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 123. UA_Mob_Push_Send field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
PushContactId	VARCHAR	NULL	Optional Push Contact Id information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
TrackingCode	VARCHAR	NULL	Optional TrackingCode information of the event. **Valid Values:** Valid string	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 123. UA_Mob_Push_Send field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemName	VARCHAR	NULL	Optional ExternalSystemName information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemReferenceId	VARCHAR	NULL	Optional ExternalSystemReferenceId information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 123. UA_Mob_Push_Send field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
CampaignAudienceID	VARCHAR	NULL	Optional CampaignAudienceID information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_Gen_Event_Record

This table supports the Unica Campaign+Engage integration and tracks the General Record events. Also, if Unica Campaign receives any unsupported events, data is moved to this table.

Table 124. UA_Gen_Event_Record field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	IDENTITY	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No

Table 124. UA_Gen_Event_Record field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Channel	VARCHAR	NULL	Optional channel information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventCode	VARCHAR	NOT NULL	EventCode information of the event. **Valid Values:** Valid string	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 124. UA_Gen_Event_Record field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventName	VARCHAR	NULL	Optional Event Name information of the event. **Valid Values:** Valid string	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
EventJSON	CLOB	NULL	Optional CampaignAudienceID information of the event. **Valid Values:** Valid string	max	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 124. UA_Gen_Event_Record field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_EngageEtlRecordStatus

This table supports the Unica Campaign+Engage integration and tracks Engage ETL Record status.

Table 125. UA_EngageEtlRecordStatus field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	NOT NULL	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EventType	INTEGER	NOT NULL	Primary key for this table	10	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No

Table 125. UA_EngageEtlRecordStatus field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Status	INTEGER	NOT NULL	Optional Status information of the event. **Valid Values:** Valid string	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
Description	VARCHAR	NOT NULL	Description information of the event.	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

…

Table 125. UA_EngageEtlRecordStatus field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
FailureCount	INTEGER	NULL	Number of retries ETL process will do after failure. **Valid Values:**1-5	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
TrackingCode	VARCHAR	NULL	TrackingCode of record.	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 125. UA_EngageEtlRecordStatus field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Yes
CampaignAudienceId	VARCHAR	NULL	CampaignAudienceId of record.	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
ExternalSystemReferenceId	VARCHAR	NULL	ExternalSystemReferenceId for record.	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_TempTreatment

This table supports the Unica Campaign+Engage ETL process and save count of contacts per treatment id during internal processing.

Table 126. UA_TempTreatment field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
TreatmentId	BIGINT	NOT NULL	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
Count	BIGINT	NOT NULL	Keeps count of treatment ID per contact	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No

Table 126. UA_TempTreatment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No

UA_CampaignEngageResponseMap

This table supports the Unica Campaign+Engage integration and tracks Unica Campaign Engage Response mapping.

Table 127. UA_CampaignEngageResponseMap field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignEventType	BIGINT	NOT NULL	CampaignEventType for this table	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
EngageEventType	BIGINT	NOT NULL	EngageEventType for this table	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes

Table 127. UA_CampaignEngageResponseMap field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
ApplicationType	INTEGER	NOT NULL	Optional ApplicationType information of the event. **Valid Values:** Valid string	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_EngageEtlTracker

This table supports the Unica Campaign+Engage integration and tracks Engage ETL records.

Table 128. UA_EngageEtlTracker field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
EventType	INTEGER	NOT NULL	EventType for this table	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No

Table 128. UA_EngageEtlTracker field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
LastProcessedRecordId	BIGINT	NOT NULL	LastProcessedRecordId for this table	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

UA_History

This table logs the changes made to each flowchart in Campaign and Session, there are many types events which are audited.

Table 129. UA_History field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RecordID	BIGINT	NOT NULL	Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes

Table 129. UA_History field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
ObjectType	VARCHAR	NOT NULL	ObjectType for this table	32	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
CampaignID	BIGINT	NOT NULL	Campaign ID for the record.	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 129. UA_History field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
SessionID	BIGINT	NOT NULL	SessionID for the record.	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
sourceType	BIGINT	NOT NULL	sourceType for the table.	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 129. UA_History field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
sourceTypeId	BIGINT	NOT NULL	sourceTypeID for the table.	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
sourceTypeName	VARCHAR	NOT NULL	sourceTypeName for the table.	255	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 129. UA_History field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
DatetimeValue	TIMESTAMP	NOT NULL	timestamp for the record.		Is Primary Key? No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
eventType	BIGINT	NOT NULL	eventType for the record.	19	Is Primary Key? No
			Valid Values: 0-20		Is Foreign Key? No
			The UA_HISTORY table records the following flowchart events (UA_FLOWCHART.EVENTTYPE):		Required Field? No
					System Generated? No
			flowchart saved = 0		System Generated Override? No
			flowchart run succeeded = 1		User Entered? No
			flowchart run stopped = 2		Stored Create? No
			flowchart run failed = 3		Stored Save? No
			flowchart run started (also continue after a pause) = 4		Stored Execute? No

Table 129. UA_History field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			flowchart run paused = 5		**Configuration?** Yes
			flowchart renamed (or change description) = 6		
			flowchart deleted = 7		
			flowchart copied = 8		
			flowchart created = 9		
			flowchart saved with comments = 10		
			branch run succeeded = 11		
			branch run stopped = 12		
			branch run failed = 13		
			branch running = 14		
			branch run pause = 15		
			process box run succeeded = 16		
			process box run stopped = 17		
			process box run failed = 18		
			process box running = 19		
			process box run pause = 20		
UpdateBy	VARCHAR	NOT NULL	UpdateBy user information for the record.	256	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 129. UA_History field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes
SaveComment	VARCHAR	NULL	Comment for the record.	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Yes

UA_Attribute_Default_Value

UA_AttributeDefaultValue table stores default value while creating or updating attribute definition. It is applicable only for SSDB and RichText attribute types.

Table 130. UA_AttributeDefaultValue field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
AttributeID	BIGINT	NOT NULL	The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID.**Valid**		**Is Primary Key?** No
					Is Foreign Key? Yes
					Required Field? Yes

Table 130. UA_AttributeDefaultValue field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Values : Any valid AttributeID in UA_AttributeDef.		**System Generated?** No
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
StringValue	VARCHAR	NULL	Only one of these 4 fields, String Value, NumberValue, DatetimeValue, or Clob Value is populated for any row. The populated field is based on the AttributeID.	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
NumberValue	FLOAT	NULL	**Valid Values**: Valid numeric value	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No

Table 130. UA_AttributeDefaultValue field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? Yes
					Stored Create? yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? Yes
DatetimeValue	DATETIME	NULL	**Valid Values**: Valid datetime	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? Yes
ClobValue	NVARCHAR	NOT NULL	Only one of these 4 fields, String Value, NumberValue, DatetimeValue, or Clob Value is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID.	MAX	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 130. UA_AttributeDefaultValue field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid Values: free-form text to store long character sequences.		**User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

UA_AttributeDependent

UA_AttributeDependent table stores dependencies between SSDB attributes selected in offer template. This dependency exists ONLY at template level.

Table 131. UA_AttributeDependent field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferTemplId	BIGINT	NOT NULL	The offer template ID to which the attributes are associated. Valid Values: Any valid OfferTemplID in the UA_OfferTemplate table.		**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
AttributeId	BIGINT	NOT NULL	The parent Attribute ID selected to define dependency at template level. **Valid Values**: Any valid AttributeID in the UA_AttributeDef table.	1024	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes

Table 131. UA_AttributeDependent field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
DependentAttrId	BIGINT	NOT NULL	The dependent Attribute ID selected to define dependency at template level. **Valid Values**: Any valid AttributeID in the UA_AttributeDef table.	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No

UA_JourneyESInfo

UA_JourneyESInfo table stores the Information of CampaignID, FlowcharID and EntrySourceID of campaign flowchart.

Table 132. UA_JourneyESInfo field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CampaignID	BIGINT	NOT NULL	composite Primary key for this table.		**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
FlowchartID	BIGINT	NOT NULL	Composite Primary key for this table.	1024	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
EntrySourceID	BIGINT	NOT NULL	Composite Primary key for this table	19	**Is Primary Key?** Yes
					Is Foreign Key? No

Table 132. UA_JourneyESInfo field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No

UA_TableMappingXRef

UA_TableMappingXRef, table is used to store the information about table mapping used in flowchart.

Table 133. UA_TableMappingXRef field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
TableMappingXRef_ID	bigint	NOT NULL	Is primary key for this table	1024	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No

Table 133. UA_TableMappingXRef field descriptions (continued)

					Stored Execute? No **Configuration?** No
FlowchartID	bigint	NOT NULL	This field is used to store flowchart id of in which configured table is being used	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No
Datasource	nvarchar	NOT NULL	Data source field is used to store the name of data source of configured table	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No

Table 133. UA_TableMappingXRef field descriptions (continued)

						Stored Save? No **Stored Execute?** No **Configuration?** No
Audience	nvarchar	NOT NULL	Audience field is used to stored the audience names	255		**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No
Type	nvarchar	NOT NULL	Type column is used to store the type of used table. Valid values: Base Recored Table, Dimention Table,General Table etc	64		**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No

Table 133. UA_TableMappingXRef field descriptions (continued)

					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No
UserTablename	nvarchar	NOT NULL	User Table Name column is used to save the actual name of used table	255	Is Primary Key? No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No
IDs	nvarchar	NOT NULL	IDs column indicates name of audience Ids	1024	Is Primary Key? No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No

Table 133. UA_TableMappingXRef field descriptions (continued)

					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No

UA_Audiences

This table store the information about all the Audience Level defined in unica campaign. Every audience level has its own Contact History Table, Detail Contact History Table, Response History Table, Segment Membership Table. If those table mapped then it's mapped table name store in respective column of table. If not mapped then NULL value inserted in respective column of table.

Table 134. UA_Audiences field descriptions

Field Name	Type	NULL?	Description	Length	Additional Attributes
ID	bigint	NOT NULL	Is primary key for this table	1024	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No

Table 134. UA_Audiences field descriptions (continued)

					Configuration? No
Name	nvarchar	NOT NULL	Store the Audience Name	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No
Fields	nvarchar	NOT NULL	Store the field name list	1024	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No

Table 134. UA_Audiences field descriptions (continued)

					Stored Execute? No **Configuration?** No
CHTableName	nvarchar	NULL	Stored the Mapped Contact History Table Name	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No
RHTableName	nvarchar	NULL	Stored the Mapped Response History Table Name	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No

Table 134. UA_Audiences field descriptions (continued)

					Stored Save? No **Stored Execute?** No **Configuration?** No
SEGTableName	nvarchar	NULL	Stored the Mapped Segment Membership Table Name	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No

UA_STO_METRICS

For Send time optimization feature, Deliver will populate best send time of each user being targeted via Deliver in a table called as UA_STO_METRICS and Campaign will use this time to populate OLT.

Since identification of user in Campaign is based on AudienceLevel, so this table needs to be AudienceLevel specific. User needs to create this table per audience level and map it under Campaign Settings -> Manage Audience levels section. This table needs to have audience id fields and STO calculation related fields.

Table 135. UA_STO_METRICS field descriptions

Field Name	Type	NULL?	Description	Length	Additional Attributes

Table 135. UA_STO_METRICS field descriptions (continued)

CustomerID	bigint	NOT NULL	valid audience ID - primary key for this table	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No
ContactEmail	varchar	NOT NULL	Full recipient email address of the message recipient, including the email domain.	890	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No

Table 135. UA_STO_METRICS field descriptions (continued)

					Configuration? No
CustomerStatus	int	NOT NULL	For use by marketing users and their system administrators. Unica applications do not populate or use this column. Marketers can use this column to store values related to downstream processing.For example, to mark a record as processed after you	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Execute?** No **Configuration?** No
PreferredSendTime	varchar	NOT NULL	Calculated STO hour in (hh:mm) format for audience ID	8	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No

Table 135. UA_STO_METRICS field descriptions (continued)

					Stored Execute? No
					Configuration? No
STOOpenCount	int	NOT NULL	Number of times user has opened email at calculated PreferredSendTime	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No
STOGenDate	datetime	NOT NULL	Date and time of last Deliver STO ETL run	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No

Table 135. UA_STO_METRICS field descriptions (continued)

					Stored Save? No
					Stored Execute? No
					Configuration? No

UA_Offer_Variant_CRC

This table stores CRC value calculated from offer attributes or offer variant attributes values.

Field Name	Type	NULL?	Description	Length	Additional Attributes
offerid	BIGINT	NOT NULL	OfferID for the offer that is associated with the campaignID. User selects offers or offer lists from the offer tree hierarchy. Campaign resolves any offer lists or offer names to OfferIDs and stores these automatically.		Primary Key, Required
variantid	BIGINT	NOT NULL	Display the Offer variant id.		Primary Key, Required
crc	BIGINT	NOT NULL	CRC value calculated from attributes values		Primary Key, Required

UA_Offervariant_Attr_Published

This table stores published state of offer variant attributes. It's same as ua_offer_variant_attribute

Field Name	Type	NULL?	Description	Length	Additional Attributes
variantid	BIGINT	NOT NULL	Id of created offer variant		Primary Key, Required
attributeid	BIGINT	NOT NULL	Id of selected attribute		Primary Key, Required

Field Name	Type	NULL?	Description	Length	Additional Attributes
stringvalue	VARCHAR	NULL	Value if selected attribute is of type string	1024	
numbervalue	DOUBLE	NULL	Value if selected attribute is of Number type		
datetimevalue	TIMESTAMP	NULL	Value if selected attribute is of type Date or DateTime		
clobvalue	CLOB	NULL	Value if selected attribute is of type Rich Text or URL		

UA_Offervariant_Published

This table stores published state of offer variants. It's same as ua_offer_variant.

Field Name	Type	NULL?	Description	Length	Additional Attributes
variantid	BIGINT	NOT NULL	Unique identifier for offer variant, copied from ua_offer_variant		Primary Key, Required
Offereid	BIGINT	NOT NULL	Parent offer id		Required
Name	VARCHAR	NOT NULL	Name for the offer variant		Required
effectivedateflag	INTEGER	NULL	Specifies whether the first date when this offer will be valid is based on an absolute date or whether it will be the flowchart run date. Valid Values: 0=Absolute date,		Required

Field Name	Type	NULL?	Description	Length	Additional Attributes
			1=Flowchart run date		
expirationdateflag	INTEGER	NULL	Specifies whether the last date when this offer will be valid is based on an absolute date or whether it will be some duration (# of days) after the effective date.		Required
deletelock	INTEGER	NOT NULL	Valid Values: 0=not in use, 1=locked/offer in use		Required
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. Valid Values: Valid datetime		Required
CreateBy	INTEGER	NULL	Platform UserId of the user who created the Template Valid Values: Valid Platform UserID		Required
UpdateDate	TIMESTAMP	NULL	Server date and time the object was created. Valid Values: Valid datetime		Required
UpdateBy	INTEGER	NULL	Platform UserId of the user who created the Template Valid Values: Valid Platform UserID		Required

UA_Approval_Object_Mapping

This table stores mapping between plan's approval object and COM's offer or offerlist object

Field Name	Type	NULL?	Description	Length	Additional Attributes
approvalid	BIGINT	NOT NULL	Plan's approval object id		Primary Key, Required
objectid	BIGINT	NOT NULL	COM's offer or offerlList id		Primary Key, Required
objecttype	BIGINT	NOT NULL	Whether it is Offer or OfferList. Possible values are: 6 for Offer and 22 for OfferList		Primary Key, Required

UA_OfferTemplate_Thumbnail

This table stores thumbnail image url for an OfferTemplate.

Field Name	Type	Null?	Description	Length	Additional Attr3ibutes
OfferTemplID	BIGINT	NOT NULL	Offer template id		Primary Key, Foreign Key, Required
application_id	VARCHAR	NULL	Application/system identifier of second application. This identifier is defined by the respective application's CIF plugin. For example, DX-CORE	50	
object_type	VARCHAR	NULL	Type of second domain object. For example, ContentTemplate	50	
object_id	VARCHAR	NULL	System identifier of second object.	750	

Field Name	Type	Null?	Description	Length	Additional Attr3ibutes
			For example, in case of DX's ContentTemplate, it would be unique identifier generated by HCL DX for the respective content template.		
url	VARCHAR	NOT NULL	manually entered thumbnail url or selected url from CMS		Required
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. Valid Values: Valid datetime		Required
CreateBy	INTEGER	NULL	Platform UserId of the user who created the Template Valid Values: Valid Platform UserID		Required
UpdateDate	TIMESTAMP	NULL	Server date and time the object was created. Valid Values: Valid datetime		Required

UA_Offer_Thumbnail

This table stores thumbnail image url for an OfferTemplate.

Field Name	Type	NULL?			
OfferID	BIGINT	NOT NULL	Offer id		Primary Key, Foreign Key, Required
application_id	VARCHAR	NULL	Application/system identifier of second application. This identifier is defined by the respective application's CIF plugin. For example, DX-CORE	50	
object_type	VARCHAR	NULL	Type of second domain object. For example, ContentTemplate	50	
object_id	VARCHAR	NULL	System identifier of second object. For example, in case of DX's ContentTemplate, it would be unique identifier generated by HCL DX for the respective content template.	750	
url	VARCHAR	NOT NULL	Manually entered thumbnail url or selected url from CMS	1024	Required
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. Valid Values: Valid datetime		Required
CreateBy	INTEGER	NULL	Platform UserId of the user who		Required

Field Name	Type	NULL?			
			created the Template Valid Values: Valid Platform UserID		
UpdateDate	TIMESTAMP	NULL	Server date and time the object was created. Valid Values: Valid datetime		Required
UpdateBy	INTEGER	NULL	Platform UserId of the user who created the Template Valid Values: Valid Platform UserID		Required

UA_Com_Upgrade

This table introduced to audit feature run date during upgrade. It will help us to understand what all feature upgraded successfully.

Field Name	Type	NULL?	Description	Length	Additional Attributes
feature_name	VARCHAR	NOT NULL	Some constant string as feature name. For example, HIDDEN_BEHAVIOR_CHANGE	256	Primary Key, Required
is_upgrade	INTEGER	NOT NULL	0 for false, 1 for true		Required
run_date	TIMESTAMP	NOT NULL	Datetime when feature upgraded		Required

UA_Offer_Rev_History

Audit table for offer entity. This same table used for plan migrated offer history too.

Field Name	Type	NULL?			
seq_num	BIGINT	NOT NULL	Auto increment number		Primary Key
offer_id	BIGINT	NOT NULL	Offer id		Required
event_type	VARCHAR	NOT NULL	Constant event types. For example, CREATE_AS_DRAFT	64	Required
user_id	VARCHAR	NOT NULL	Platform username of the user who performed the action. For example, asm_admin	256	Required
on_behalf_user_id	VARCHAR	NULL	On behalf user_id	256	
event_date	TIMESTAMP	NOT NULL	Datetime when event audited		Required
status_code	VARCHAR	NULL	For legacy purpose, plan migrated objects	20	
Comments	VARCHAR	NULL	Comments given by user at time of action	4000	
event_json	VARCHAR	NULL	Event details in json format. For example, for state change event it will be {"fromStateId":0,"toStateId":-10}	4000	

UA_Offerlist_Rev_History

Audit table for offerlist entity. This same table used for plan migrated offerlist history too.

Field Name	Type	NULL?	Description	Length	Additional Attributes
seq_num	BIGINT	NOT NULL	Auto increment number		Primary Key
offerlist_id	BIGINT	NOT NULL	OfferList id		Required
event_type	VARCHAR	NOT NULL	Constant event types. For example, CREATE_AS_DR AFT	64	Required
user_id	VARCHAR	NOT NULL	Platform username of the user who performed the action. For example, asm_admin	256	Required
on_behalf_user_id	VARCHAR	NULL	On behalf user_id	256	
event_date	TIMESTAMP	NOT NULL	Datetime when event audited		Required
status_code	VARCHAR	NULL	For legacy purpose, plan migrated objects	20	
Comments	VARCHAR	NULL	Comments given by user at time of action	4000	
event_json	VARCHAR	NULL	Event details in json format. For example, for state change event it will be {"fromStateId":0,"toStateId":-10}	4000	

UA_Webhook

This table stores webhook to be invoked associated with offer events.

Field Name	Type	NULL?	Description	Length	Additional Attributes
webhook_id	BIGINT	NOT NULL	Unique identifier for webhook generated by system when webhook is created		Primary Key, Required, System Generated
Name	VARCHAR	NOT NULL	Name of the webhook	768	Unique, Required
Description	VARCHAR	NULL	Description of the webhook	3072	
webhook_URL	VARCHAR	NOT NULL	Webhook url	1024	Required
api_auth_mode	VARCHAR	NOT NULL	Authentication mode. Possible values are: 1 for Manager, 2 for Basic and 3 for Bearer_Token	128	Required
auth_details	VARCHAR	NULL	Authenticate details for Basic or Bearer_Token auth mode	2048	
Status	INTEGER	NULL	Status of webhook. Possible values are: 1 for ENABLE and 2 DISABLE		
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. Valid Values: Valid datetime		Required
CreateBy	INTEGER	NULL	Platform UserId of the user who created the Template Valid		Required

Field Name	Type	NULL?	Description	Length	Additional Attributes
			Values: Valid Platform UserID		
UpdateDate	TIMESTAMP	NULL	Server date and time the object was created. Valid Values: Valid datetime		Required
UpdateBy	INTEGER	NULL	Platform UserId of the user who created the Template Valid Values: Valid Platform UserID		Required

UA_Webhook_Entity

This table stores webhook and entity mapping.

Field Name	Type	Null?	Description	Length	Additional Attributes
webhook_id	BIGINT	NOT NULL	Webhook id from ua_webhook table		Primary Key, Required
entity_type_id	INTEGER	NOT NULL	Entity type. For example, 6 for Offer		Primary Key, Required
parent_id	BIGINT	NOT NULL	Parent entity id of selected entity type. For example, if entity_type_id is 6 (Offer) then parent_id should be selected OfferTemplate id, if entity_type_id is 100 (OfferVariant) then parent_id should be selected Offer id		Primary Key, Required

UA_Webhook_Event

This table stores webhook and entity event mapping.

Field Name	Type	Null?	Description	Length	Additional Attributes
webhook_id	BIGINT	NOT NULL	Webhook id from ua_webhook table		Primary Key, Required
entity_type_id	INTEGER	NOT NULL	Entity type. For example, 6 for Offer		Primary Key, Required
event_id	INTEGER	NOT NULL	Event type for which webhook is associated. Possible values are: -1 for All, 1 for Create, 2 for Put, 3 for Patch, 4 for Delete and 5 for State_Change		Primary Key, Required

UA_Offer_Variant

This table stores basic details about an offer variant.

Field Name	Type	NULL?	Description	Length	Additional Attributes
variantid	BIGINT	NOT NULL	Unique identifier for offer variant generated by system when it's created		Primary Key, Required, System Generated
Offered	BIGINT	NOT NULL	Parent offer id		Unique, Foreign Key, Required
Name	VARCHAR	NOT NULL	Name for the offer variant	130	Unique, Required
effectivedateflag	INTEGER	NULL	Specifies whether the first date when this offer will be valid is		Required, System Generated

Field Name	Type	NULL?	Description	Length	Additional Attributes
			based on an absolute date or whether it will be the flowchart run date. Valid Values: 0=Absolute date, 1=Flowchart run date		
expirationdateflag	INTEGER	NULL	Specifies whether the last date when this offer will be valid is based on an absolute date or whether it will be some duration (# of days) after the effective date.		Required, System Generated
deletelock	INTEGER	NOT NULL	Valid Values: 0=not in use, 1=locked/offer in use		Required
CreateDate		NULL	Server date and time the object was created. Valid Values: Valid datetime		Required
CreateBy	INTEGER	NULL	Platform UserId of the user who created the Template Valid Values: Valid Platform UserID		Required
UpdateDate		NULL	Server date and time the object was created. Valid Values: Valid datetime		Required

Field Name	Type	NULL?	Description	Length	Additional Attributes
UpdateBy	INTEGER	NULL	Platform UserId of the user who created the Template Valid Values: Valid Platform UserID		Required

UA_Offer_Variant_Attribute

This table store attribute values for created offer variant.

Field Name	Type	NULL?	Description	Length	Additional Attributes
variantid	BIGINT	NOT NULL	Id of created offer variant		Primary Key, Foreign Key, Required
attributeid	BIGINT	NOT NULL	Id of selected attribute		Primary Key, Foreign Key, Required
stringvalue	VARCHAR	NULL	Value if selected attribute is of type string	1024	
numbervalue	DOUBLE	NULL	Value if selected attribute is of Number type		
datetimevalue	TIMESTAMP	NULL	Value if selected attribute is of type Date or DateTime		
clobvalue	CLOB	NULL	Value if selected attribute is of type Rich Text or URL		

UA_Offer_Published

This table stores published state of offers. It's same as UA_Offer excluding Retired column only

Field Name	Type	NULL?	Description	Length	Additional Attributes
Offered	BIGINT	NOT NULL	Unique identifier for offer, copied from UA_Offer		Primary Key, Required
Name	VARCHAR	NOT NULL	Name for the offer variant	130	Required
description	VARCHAR	NULL	Description for the offer	512	
numberofofferco des	INTEGER	NULL	Valid Values: A whole number between 1-5		Required
offercode1	VARCHAR	NOT NULL	This is the first part of the offer code and is always populated. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate. OfferCode 1CodeFrmt. Users may override this value only if they have the "Regenerate Offer Codes" permission for this offer.	64	Required
offercode2	VARCHAR	NULL	Second part of offer code	64	
offercode3	VARCHAR	NULL	Third part of offer code	64	
offercode4	VARCHAR	NULL	Fourth part of offer code	64	

Field Name	Type	NULL?	Description	Length	Additional Attributes
offercode5	VARCHAR	NULL	Fifth part of offer code	64	
offertemplid	BIGINT	NULL	OfferTemplate id from which offer is created		Required
Folderid	BIGINT	NULL	Folder under which offer is present		Required
effectivedateflag	INTEGER	NULL	Specifies whether the first date when this offer will be valid is based on an absolute date or whether it will be the flowchart run date. Valid Values: 0=Absolute date, 1=Flowchart run date		Required, System Generated
expirationdateflag	INTEGER	NULL	Specifies whether the last date when this offer will be valid is based on an absolute date or whether it will be some duration (# of days) after the effective date.		Required, System Generated
Policyid	INTEGER	NULL	Security policy id		Required
Aclid	INTEGER	NULL	For future use		
deletelock	INTEGER	NOT NULL	Valid Values: 0=not in use, 1=locked/offer in use		Required

Field Name	Type	NULL?	Description	Length	Additional Attributes
creatorflag	INTEGER	NULL	Number indicating which Application created the Offer		Required
creatorobjectid	BIGINT	NULL	ID of the corresponding Object in the creator Application		
CreateDate	TIMESTAMP	NULL	Server date and time the object was created. Valid Values: Valid datetime		Required
CreateBy	INTEGER	NULL	Platform UserId of the user who created the Template Valid Values: Valid Platform UserID		Required
UpdateDate	TIMESTAMP	NULL	Server date and time the object was created. Valid Values: Valid datetime		Required
UpdateBy	INTEGER	NULL	Platform UserId of the user who created the Template Valid Values: Valid Platform UserID		Required

UA_Offer_Attr_Published

This table stores published state of offer attributes. It's same as UA_OfferAttribute.

Field Name	Type	Null?	Description	Length	Additional Attributes
Offered	BIGINT	NOT NULL	Id of created offer variant		Primary Key, Required
attributeid	BIGINT	NOT NULL	Id of selected attribute		Primary Key, Required
stringvalue	VARCHAR	NULL	Value if selected attribute is of type string	1024	
numbervalue	DOUBLE	NULL	Value if selected attribute is of Number type		
datetimevalue	TIMESTAMP	NULL	Value if selected attribute is of type Date or DateTime		
clobvalue	CLOB	NULL	Value if selected attribute is of type Rich Text or URL		

UA_AudienceTables

This table holds primary information pertaining to the user table mappings created via Unica Audience Central.

Field Name	Type	Null?	Description	Length	Additional Attributes
TABLE_ID	BIGINT	NOT NULL	Unique identifier for a row of this table.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
AUDIENCE_LEVEL	VARCHAR	NOT NULL	Name of the Audience level to which respective user table belongs. **Valid values –** Must be one the existing Audience levels.	250	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
DATA_SOURCE_NAME	VARCHAR	NOT NULL	Name of the data source where	250	**Is Primary Key?** No
					Is Foreign Key? No

Field Name	Type	Null?	Description	Length	Additional Attributes
			corresponding user table exists.		**Required Field?** Yes
			Valid values **-** It must be one of the data sources configured under Campaign | partitions | partition{n} | dataSources		**System Generated?** No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
PHYSICAL_TABLE_ NAME	VARCHAR	NOT NULL	Fully qualified name of mapped database table. **Valid values** **–** A table with given name must exist in the data source specified in UA_AudienceTable s .DATA_SOURCE_ NAME column.	250	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
TYPE	VARCHAR	NOT NULL	Type of user table. **Valid values** – Base, Dimension, General	250	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No

UA_AudienceTableFields

This table holds information about the fields of user tables mapped via Unica Audience Central.

Field Name	Type	Null?	Description	Length	Additional Attributes
FIELD_ID	BIGINT	NOT NULL	Unique identifier for a row of this table.	19	**Is Primary Key?** Yes
					Is Foreign Key? No
					Required Field? Yes

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
TABLE_ID	BIGINT	NOT NULL	Identifier of the corresponding user table. **Valid values** - Must a valid value from UA_AudienceTables.TABLE_ID column.	19	**Is Primary 5Key?** No
					Is Foreign Key? Yes
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No

Field Name	Type	Null?	Description	Length	Additional Attributes
FIELD_NAME	VARCHAR	NOT NULL	Table field name. **Valid values –** A column with the given name must be present in the corresponding database table.	250	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
ID_FIELD_NAME	VARCHAR	NULL	Name of the corresponding Audience ID field if the table column contains relevant identity information. Can be NULL if the field contains non-identity information. **Valid values –** Must be one of the ID fields of respective	250	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No

Field Name	Type	Null?	Description	Length	Additional Attributes
			Audience level. Each Audience ID field must appear only once for the given table.		**Stored Execute?** No **Configuration?** No
DISPLAY_NAME	NVARCHAR	NOT NULL	Human readable display name for the field. **Valid values** – Any natural language text with applicable character restrictions.	250	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save? Yes** **Stored Execute?** No **Configuration?** No
CREATE_DATE	DATETIME	NOT NULL	Server date & time recorded when user table is mapped.	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
CREATED_BY	BIGINT	NOT NULL	Platform user ID for the user who created the user table mapping.	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
UPDATE_DATE	DATETIME	NULL	Server date & time recorded when table mapping information is updated.	23, 3	**Is Primary Key?** No
					Is Foreign Key? No

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
UPDATED_BY	BIGINT	NULL	Platform user ID for the user who updated the user table mapping.	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

UA_Segment_Criteria

This table holds information about the segment criteria (rule based or composite) of the segments created via Segment Central.

Field Name	Type	Null?	Description	Length	Additional Attributes
SegmentID	BIGINT	NOT NULL	Unique identifier of segment. This ID is assigned by the system when a segment is created. **Valid Values:** Any valid SegmentID from UA_Segment table	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
criteria	NVARCHAR	Null	Stores segment criteria as json string.	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
TABLE_ID	BIGINT	NULL	Unique identifier of audience table.	10	**Is Primary Key?** No
			Valid values −Contains any valid value from UA_AudienceTables only for rule-based segments, i.e "SubType" must be 1 for the given segment.		**Is Foreign Key?** No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

UA_SegmentTag

This table holds information about usage categories(tags) of segments created via Unica Segment Central.

Field Name	Type	Null?	Description	Length	Additional Attributes
TAG_ID	BIGINT	NOT NULL	Unique identifier for a row of this table.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Execute?** No **Configuration?** No
TAG	VARCHAR	NOT NULL	Usage category(tag) **Valid values –** A column with the given name must be present in the corresponding database table.	250	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? No
CREATE_DATE	DATETIME	NOT NULL	Server date & time recorded when user table is mapped.	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
CREATED_BY	BIGINT	NOT NULL	Platform user ID for the user who created the user table mapping.	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No
UPDATE_DATE	DATETIME	NULL	Server date & time recorded when table mapping information is updated.	23, 3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
UPDATED_BY	BIGINT	NULL	Platform user ID for the user who updated the user table mapping.	19	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

UA_Segment_SegmentTag

This table used as mapping table, to maintain Many-to-Many association between Segment and Tags created via Unica Segment Central.

Field Name	Type	Null?	Description	Length	Additional Attributes
TAG_ID	BIGINT	NOT NULL	Unique identifier for a row of UA_SegmentTag table.	19	**Is Primary Key?** Yes **Is Foreign Key? Yes** **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No
					Stored Execute? No
					Configuration? No
SegmentID	BIGINT	NOT NULL	Unique identifier for a row of UA_Segment table.	19	**Is Primary Key?** Yes
					Is Foreign Key? Yes
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No

UA_Locks

The UA_Locks is used to identified locked objects (flowcharts, campaign). The UA_Locks table contains information about locked objects. Locked objects may have batch , session flowcharts and campaign objects as well.

Table 136. UA_Locks field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
ID	BIGINT	NOT NULL	Unique id to represent unique entry in table	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
ObjectID	BIGINT	NOT NULL	Object id . Flowchart id ,campaign id etc.	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No

Table 136. UA_Locks field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
ObjectType	SMALLINT	NOT NULL	Type of locked object . Flowchart or Campaign		**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
LastUpdateDate	DATETIME	NOT NULL	Last server date andtime the object wasupdated		**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes

Table 136. UA_Locks field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
UpdatedBy	INT	NOT NULL	Unica Platform UserId of the user who locked flowchart		**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 137. UA_FlowchartVersion field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
FlowchartId	BIGINT	NOT NULL	Unique id to represent unique entry in table		**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
FlowchartVersion	VARCHAR	NOT NULL	Displays the flowchart version	765	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No

Table 137. UA_FlowchartVersion field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Comments	VARCHAR	NULL		3076	**Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No **Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No
CreateDate	DATETIME	NULL			**Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No **Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 137. UA_FlowchartVersion field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
CreatedBy	INT	NULL			**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 137. UA_FlowchartVersion field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
createdIn	VARCHAR	NULL		50	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No
FlowchartDetails	VARCHAR	NULL			**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No

Table 137. UA_FlowchartVersion field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 138. UA_TableMappingXColRef field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
TableMappingXRef _ID	BIGINT	NOT NULL	Unique id to represent unique entry in the table. Foreign key(UA_TableMap pingXRef)		**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Table 138. UA_TableMappingXColRef field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
ColName	VARCHAR	NOT NULL	This column holds used column names in the flowchart	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Execute?** No **Configuration?** No

Spring batch metadata tables

Following tables prefixed by USC_BATCH_ belong to the Spring Batch framework used by Unica Segment Central. These tables collectively hold execution metadata about segment publishing jobs initiated by Segmentation Engine.

- USC_BATCH_JOB_EXECUTION
- USC_BATCH_JOB_EXECUTION_PARAMS
- USC_BATCH_JOB_EXECUTION_CONTEXT
- USC_BATCH_JOB_INSTANCE
- USC_BATCH_STEP_EXECUTION
- USC_BATCH_STEP_EXECUTION_CONTEXT

Refer Spring Batch documentation for detailed information about these tables - https://docs.spring.io/spring-batch/docs/4.3.3/reference/html/schema-appendix.html