

IBM Unica Campaign
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System Tables and Data Dictionary





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Table	
Name	Comment
UA_AttributeDef	<p>The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are still stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Currently Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions.</p> <p>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).</p>
UA_Calendar	<p>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.</p> <p>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.</p>
UA_Campaign	<p>This table contains campaign meta data provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record will only be created when a new flowchart is added to the campaign.</p>
UA_CampAttribute	<p>This table stores the values of the campaign custom attributes for each campaign.</p>
UA_CampToCellAttr	<p>This table is a mapping of cell custom attributes to Campaign. The AttributeIDs in that table are all of cell attributes. This table is populated only in campaigns created in IBM Unica Marketing Operations.</p>
UA_CampToOffer	<p>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.</p> <p>**Bottom-up offers (offers used in a flowchart of the campaign) are not stored in this table.</p>
UA_CampToSegment	<p>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.</p> <p>**Bottom-up segments (strategic segments used in a flowchart of the campaign) are not stored in this table.</p>
UA_CCRunLog	<p>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. For Campaign Collaborate runs, it also records information about the remote user.</p>

Table	
Name	Comment
UA_CellAttribute	<p>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).</p> <p>Attributes are displayed in the Target Cell spreadsheet in alphabetical order.</p>
UA_ContactHistory	<p>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.</p> <p>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).</p> <p>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.</p> <p>This table is required for tracking contacts. This is also used by ACO for applying Optimization to contacts.</p> <p>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.</p>
UA_ContactStatus	<p>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).</p> <p>**There is no GUI for creating, viewing, or updating contact statuses. These must be maintained directly in the system table.</p>
UA_CustomMacros	<p>This table stores custom macros for reuse across users and flowcharts. It stores the query name, query (which can be raw SQL or the Affinium macro language) and description. The custom macro can take input parameters and return a data value with each audience ID.</p>
UA_DerivedField	<p>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</p>

Table	
Name	Comment
	numeric index to stitch together the multiple rows.
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_EnumAttrValues	This table holds all the drop-down list (enumerated) data values for custom attributes where UA_AttributeDef.EnumType = 1 or 2.
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_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_FlowchartTmpl	This table stores meta data for flowchart templates. It is populated when a user chooses Tools->Stored Templates from the flowchart menu.
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_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 of the Table in the 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.
UA_Initiatives	Holds names of marketing initiatives (populates Initiative field in the Campaign Summary page).
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

Table	
Name	Comment
	parameterized attributes are assigned at the flowchart design time or at the flowchart run time.
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_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_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_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_OfferListMember	<p>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.</p> <p>The members can be any of these:</p> <ul style="list-style-type: none"> o an individual offer o an offerList o a folder <p>Each offer list member must be exactly one of the above.</p>
UA_OfferListRes	This table stores the offerIDs that a dynamic offer list resolves to at run-time.
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_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

Table	
Name	Comment
	attributeType defined in the UA_AttributeDef table.
UA_OfferToProduct	This table stores the information about the relationship between offers and products, specified by the "Relevant offers" field (required for an offer). It is only populated if the user specifies a value for the Relevant Offers field of an offer.
UA_Personalization	Stores the personalization settings on the homepage. Personalization items includes recently viewed items for campaigns and sessions.
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).
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 IBM Unica Manager Platform (list parameters).
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_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 ACO to function. It is updated to contain the latest members each time the CreateSeg process that creates it is run in production.
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_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_SegRefType	A lookup table that is prepoluated with the valid references types.
UA_SesnRunType	This enumerates the Campaign session run types (excluding test mode)
UA_Session	Stores information on sessions created in Campaign.

Table	
Name	Comment
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 Campaign server.
UA_TableCatalog	This table stores information on all table catalogs available in Affinium Campaign.
UA_TargetCells	This table stores information on target cells created in all flowcharts. Target cells are defined as cells that are attached to an output process (Mail List, Call List, Recommend, eMessage, Snapshot, or Optimize). It stores meta data information (name, code), source info (campaign, flowchart and cell IDs), treatment data (list of assigned offers/offer lists and whether it is a control cell), and whether the cell was created top-down in the Target Cell Spreadsheet (TCS) or bottom-up from within a flowchart.
UA_Time	This table holds time information identifying information about the hours and minutes for a particular time. It is used to facilitate reporting. This table must be populated as part of the implementation setup.
UA_TmpTablePool	System table created when installing 7.5.3/8.1.0 or upgrading to 7.5.3/8.1.0. This table is used by Temp Table Pool Manager module of the Campaign Server for storing table IDs and their schemas. Configuration: UseTempTablePool setting in campaign partitions partition1 datasources data_source controls the usage of this table.
UA_Treatment	Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there will be multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, there a treatment will be created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.
UA_Triggerlist	This table stores a name, a definition, and a note for each outbound trigger sent through the Schedule and Contact processes. A trigger executes a command line, which can be a batch file or a script file.
UA_UsrResponseType	User-defined table at implementation time that stores the list of response types with their descriptions. Once configured, the contents of this table will be displayed in the configuration of a Response process.
UA_Version	

Column(s) of "UA_AttributeDef" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
AttributeID	bigint	NOT NULL	Globally unique identifier of the attribute. This ID is assigned by the system when an attribute is created. Custom attribute IDs start at either 100 or the value of internalIDLowerLimit config parameter, whichever is higher.	Yes	No	Yes	Yes	No	No		Yes	No	No	No
Name	varchar(64)	NOT NULL	Internal name of the attribute, must be globally unique. The name is user-provided for custom attributes and is the name used in any Affinium query expression when the field is used as an AGF. The internal name is automatically provided for system-defined attributes and cannot be modified. **Changing this value after it has been used will break any query expressions referencing the prior name."	No	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special Affinium query language name characters	Yes	Yes	No	No
DisplayName	varchar(64)	NULL	Name of attribute, should be unique with offer attributes or unique within cell attribute names. The name is user-provided for custom attributes and is the label displayed to the user in forms and reports (e.g., the Custom attributes definition page).	No	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(512)	NULL	Optional, user-entered, free-form description of the attribute.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
ObjectType	int	NULL	System-generated value specifying the type of object for which this attribute is defined.	No	No	Yes	Yes	No	No	1=Session, 2=Campaign, 3=Segment, 4=Offer, 5=Product, 6=Cube, 7=ACOSession,	Yes	No	No	No

Column(s) of "UA_AttributeDef" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
										8=CustomMacro, 9=DerivedField, 10=Trigger, 11=TargetCell				
EnumType	int	NULL	<p>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.</p> <p>Type can be only be changed from 1 to 2 and vice versa after initial creation.</p> <p>*This option is currently available only for enumerated text strings (not for date, numeric, or currency data types).</p>	No	No	Yes	No	No	Yes	0=Edit Only, 1=Enumeration Only, 2=Enum with Dynamic Add	Yes	Yes	No	No
AttributeType	int	NULL	<p>User-specified data type for a custom attribute (not editable for a system-defined attribute). Types 5 and 6 can only be created from UMO or DM.</p> <p>**This value cannot be changed after initial creation of a custom attribute.</p>	No	No	Yes	No	No	Yes	1=String, 2=Number, 3=DateTime, 4=Currency, 5=Boolean, 6=Integer	Yes	No	No	No
Length	int	NULL	<p>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.</p>	No	No	Yes	No	No	Yes	Positive integer; limit of maximum 16 digits of precision available for numeric values	Yes	Yes	No	No

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

Column(s) of "UA_AttributeDef" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
isMandatory	int	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.	No	No	Yes	No	No	Yes	0,1	Yes	Yes	No	No
sortOrder	int	NULL	This flag indicates by which order values in Single Select attribute should be sorted.	No	No	Yes	No	No	Yes	0,1,2,3	Yes	Yes	No	No

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

Child Relationship(s) of "UA_AttributeDef" Table	
Child Table	
Name	Comment
	campaigns created in IBM Unica Marketing Operations.
UA_CampAttribute	This table stores the values of the campaign custom attributes for each campaign.

Parent Relationship(s) of "UA_AttributeDef" Table

Column(s) of "UA_Calendar" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
DateID	bigint	NOT NULL	Unique identifier for a row of this table.	Yes	No	Yes	No	No	No	Date represented as YYYYMMDD	No	No	No	Yes
Year	int	NOT NULL	Four-digit year for the date.	No	No	Yes	No	No	No	Positive 4-digit integer	No	No	No	Yes
FiscalYear	int	NOT NULL	Four-digit fiscal year for the date.	No	No	Yes	No	No	No	Positive 4-digit integer	No	No	No	Yes
Quarter	int	NOT NULL	Calendar quarter in which the date falls (Q1 being Jan. 1st through March 31st).	No	No	Yes	No	No	No	Integer value between 1-4	No	No	No	Yes
FiscalQuarter	int	NULL	Calendar quarter in which the date falls	No	No	Yes	No	No	No	Integer value between 1-4	No	No	No	Yes
Month	int	NOT NULL	Month in which the date falls.	No	No	Yes	No	No	No	Integer value between 1-12	No	No	No	Yes
WeekOfYear	int	NOT NULL	Week in which the date falls.	No	No	Yes	No	No	No	Integer value between 1-52	No	No	No	Yes
WeekOfMonth	int	NOT NULL	Which week within a month a date falls.	No	No	Yes	No	No	No	Integer value between 1-5	No	No	No	Yes

Column(s) of "UA_Calendar" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
DayOfYear	int	NOT NULL	Which day of the year a date falls.	No	No	Yes	No	No	No	Integer value between 1-366	No	No	No	Yes
DayOfMonth	int	NOT NULL	Which day of the month a date falls.	No	No	Yes	No	No	No	Integer value between 1-31	No	No	No	Yes
DayOfWeek	int	NOT NULL	Which day of the week a date falls.	No	No	Yes	No	No	No	Integer value between 1-7	No	No	No	Yes
ActualDate	datetime	NOT NULL	The date represented in this row.	No	No	Yes	No	No	No	Valid datetime	No	No	No	Yes
FirstDayOfWeek	datetime	NOT NULL	The first day of the week in which this date falls.	No	No	Yes	No	No	No	Valid datetime	No	No	No	Yes
LastDayOfWeek	datetime	NOT NULL	The last day of the week in which this date falls.	No	No	Yes	No	No	No	Valid datetime	No	No	No	Yes

Child Relationship(s) of "UA_Calendar" Table	
Child Table	
Name	Comment
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_ContactHistory	<p>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.</p> <p>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).</p> <p>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.</p>

Child Relationship(s) of "UA_Calendar" Table	
Child Table	
Name	Comment
	<p>This table is required for tracking contacts. This is also used by ACO for applying Optimization to contacts.</p> <p>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.</p>
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.

Parent Relationship(s) of "UA_Calendar" Table

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

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

Column(s) of "UA_Campaign" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
Initiative	varchar(255)	NULL	Optional initiative associated with this campaign.	No	No	No	No	No	Yes	Any value from the UA_Initiativess table **If values are subsequently deleted from UA_Initiativess, it is possible to have values here that do not appear in that table.	Yes	Yes	No	No
Objectives	varchar(1024)	NULL	Optional, free-form text description of the campaign objective(s).	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
CreateDate	datetime	NULL	Date and time the Campaign is created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP userId of the user who created the Campaign.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved).	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
StartDate	datetime	NULL	Date the campaign is effective. In the UI, this is the campaign Effective Date. Default value is today.	No	No	Yes	Yes	Yes	Yes	Valid datetime	Yes	Yes	No	Yes
EndDate	datetime	NULL	Date the campaign expires. In the UI, this is the campaign Expiration Date. Default value is one month from start date.	No	No	Yes	Yes	Yes	Yes	Valid datetime	Yes	Yes	No	Yes

Column(s) of "UA_Campaign" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
LastRunDate	datetime	NULL	Date and time the campaign was last run (any flowchart, branch, process run of any flowchart within the campaign). This value is NULL if never run. Test runs do NOT update this value.	No	No	No	Yes	No	No	Valid datetime	No	No	Yes	Yes
RunBy	int	NULL	UMP user ID for the user who last ran the campaign; updated whenever LastRunDate is updated. This value is NULL if never run. Test runs do NOT update this value.	No	No	No	Yes	No	No	Valid UserID in UMP **Value may be invalid if UMP user is subsequently deleted.	No	No	Yes	No
ProjectID	int	NULL	Affinium Plan project ID. This field is populated when a campaign is created from Plan. By default, this value is NULL. When a project in plan is disassociated with this campaign, the system writes a NULL to this field (based on UnlinkProjectNotification campaign service call).	No	No	No	Yes	No	No	NULL, 0, or valid ProjectID from Affinium Plan	Yes	Yes	No	No
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source	No	No	Yes	Yes	Yes	Yes	Id in IBM Unica Platform's USM_ROLE table	Yes	Yes	No	No

Column(s) of "UA_Campaign" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			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).											
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No
CreatorFlag	int	NULL	Specifies the application that created the custom campaign	No	No	No	Yes	No	No	NULL/0 = Campaign 1 = IBM Unica Marketing Operations (UMO) 2 = IBM Unica Distributed Marketing (UDM)	Yes	No	No	No

Child Relationship(s) of "UA_Campaign" Table	
Child Table	
Name	Comment
UA_Flowchart	This table stores information for all flowcharts. It has one row for each flowchart in the system and is also used for reporting on the running flowcharts (status) in the system.
UA_CampToSegment	This table stores top-down defined relationships between a campaign and its related segments (specified by the user from the Campaign summary page by clicking on "Add/Remove Segments" link). This can be a many-to-many mapping. **Bottom-up segments (strategic segments used in a flowchart of the campaign) are not stored in this table.

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

Parent Relationship(s) of "UA_Campaign" Table	
Parent Table	
Name	Comment
UA_Folder	<p>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.).</p>

Column(s) of "UA_CampAttribute" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
CampaignID	bigint	NOT NULL	The CampaignID of the campaign for whom this attribute value is associated.	Yes	Yes	Yes	Yes	No	No	Any valid CampaignID in UA_Campaign table	Yes	No	No	No
AttributeID	bigint	NOT NULL	The AttributeID of the campaign attribute whose value is being stored	Yes	Yes	Yes	Yes	No	No	Any valid AttributeID in UA_AttributeDef table where ObjectType = campaign	Yes	No	No	No
StringValue	varchar(1024)	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.	No	No	No	No	No	Yes	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.	Yes	Yes	No	No
NumberValue	float	NULL		No	No	No	No	No	Yes	Valid numeric value	Yes	Yes	No	No
DatetimeValue	datetime	NULL		No	No	No	No	No	Yes	Valid datetime	Yes	Yes	No	Yes

Child Relationship(s) of "UA_CampAttribute" Table

Parent Relationship(s) of "UA_CampAttribute" Table	
Parent Table	
Name	Comment
UA_Campaign	This table contains campaign meta data provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record will only be created when a new flowchart is added to the campaign.
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are still stored in the

Parent Relationship(s) of "UA_CampAttribute" Table	
Parent Table	
Name	Comment
	<p>UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Currently Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions.</p> <p>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).</p>

Column(s) of "UA_CampToCellAttr" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
CampaignID	bigint	NOT NULL	CampaignID for the campaign that is associated with the AttributeID.	Yes	Yes	Yes	Yes	No	No	Any valid CampaignID in UA_Campaign table where CreatorFlag = 1	Yes	No	No	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 UMO.)	Yes	Yes	Yes	Yes	No	No	Any valid AttributeID in UA_AttributeDef table where ObjectType = cell	Yes	No	No	No

Child Relationship(s) of "UA_CampToCellAttr" Table

Parent Relationship(s) of "UA_CampToCellAttr" Table	
Parent Table	
Name	Comment
UA_Campaign	This table contains campaign meta data provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record will only be created when a new flowchart is added to the campaign.
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are still stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Currently Offers (OfferTemplates, Offers, OfferHistory) and Cells use these

Parent Relationship(s) of "UA_CampToCellAttr" Table	
Parent Table	
Name	Comment
	<p>attribute definitions.</p> <p>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).</p>

Column(s) of "UA_CampToOffer" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
OfferID	bigint	NOT NULL	<p>OfferID for the offer that is associated with the campaignID. User selects offers or offer lists from the offer tree hierarchy. AC resolves any offer lists or offer names to OfferIDs and stores these automatically.</p> <p>**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.</p>	Yes	Yes	Yes	Yes	No	Yes	Any valid OfferID value in UA_Offer	Yes	Yes	No	No
CampaignID	bigint	NOT NULL	<p>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).</p>	Yes	Yes	Yes	Yes	No	No	Any valid CampaignID from the UA_Campaign table	Yes	Yes	No	No

Child Relationship(s) of "UA_CampToOffer" Table

Parent Relationship(s) of "UA_CampToOffer" Table	
Parent Table	
Name	Comment

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

Column(s) of "UA_CampToSegment" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
CampaignID	bigint	NOT NULL	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).	Yes	Yes	Yes	Yes	No	No	Any valid CampaignID from the UA_Campaign table	Yes	Yes	No	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.	Yes	No	Yes	Yes	No	Yes	Any valid SegmentID from the UA_Segment table	Yes	Yes	No	No

Child Relationship(s) of "UA_CampToSegment" Table

Parent Relationship(s) of "UA_CampToSegment" Table	
Parent Table	
Name	Comment
UA_Campaign	This table contains campaign meta data provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record will only be created when a new flowchart is added to the campaign.

Column(s) of "UA_CCRunLog" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
RunID	bigint	NOT NULL	Globally unique identifier generated every time a flowchart is run (generated from IDsbyType) for batch flowcharts. Incremented for saved change for interactive flowcharts.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	No	No	Yes	No
FlowchartID	bigint	NOT NULL	Foeign key ID of the flowchart that has been run.	No	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	No	No	Yes	No
RemoteUserName	varchar(32)	NULL	Username of the Collaborate user that ran this flowchart; NULL if flowchart was not run through Collaborate.	No	No	No	Yes	No	No	Any valid user name from UMP **If user name is subsequently changed in UMP, this value may not exist in UMP or may reference an incorrect user.	No	No	Yes	No

Column(s) of "UA_CCRunLog" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
LocalUserName	varchar(32)	NULL	Username of the OS user (configured static user) that was used to run the flowchart	No	No	Yes	Yes	No	No	Alternate login of the configured Collaborate "system user"	No	No	Yes	No
RunStartTime	datetime	NULL	System date that the flowchart run was started.	No	No	Yes	Yes	No	No	Valid datetime	No	No	Yes	Yes
RunEndTime	datetime	NULL	System date that the flowchart run stopped.	No	No	Yes	Yes	No	No	Valid datetime	No	No	Yes	Yes
RunStatus	varchar(64)	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, and "Inactive" means the flowchart has never been run.	No	No	Yes	Yes	No	No	"Run Succeeded", "Run Failed", "Running", "Inactive"	No	No	Yes	No
RunBy	bigint	NULL	UMP user ID for the user who ran the flowchart (corresponds with RemoteUserName for Collaborate flowcharts)	No	No	Yes	Yes	No	No	Valid UserID in UMP **Value may be invalid if UMP user is subsequently deleted.	No	No	Yes	No
RunType	int	NOT NULL	Foreign key ID for a Campaign session run type	No	Yes	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).	Yes	No	No	No

Child Relationship(s) of "UA_CCRunLog" Table	
Child Table	
Name	Comment
UA_Treatment	Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there will be multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, there a treatment will be created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.
UA_RunResult	Every run of a Collaborate flowchart creates a record here.

Parent Relationship(s) of "UA_CCRunLog" Table	
Parent Table	
Name	Comment
UA_SesnRunType	This enumerates the Campaign session run types (excluding test mode)

Column(s) of "UA_CellAttribute" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
AttributeID	bigint	NOT NULL	The AttributeID for the custom cell attribute for which a value is entered for a particular cell (specified by CellID). UA_AttributeDef.ObjectType must = 11 (TargetCell) for all AttributeIDs in this table.	Yes	Yes	Yes	Yes	No	No	Valid AttributeID in UA_AttributeDef	Yes	Yes	No	No
CellID	bigint	NOT NULL	The cell ID for which the attribute ID is being stored.	Yes	Yes	Yes	Yes	No	No	Valid CellID value from UA_TargetCells	Yes	Yes	No	No
StringValue	varchar(1024)	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on	No	No	No	No	No	Yes	For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list (UA_AttributeDef.EnumType = 2), any	Yes	Yes	No	No

Column(s) of "UA_CellAttribute" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue.							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.				
NumberValue	float	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.	No	No	No	No	No	Yes	Valid numeric value	Yes	Yes	No	No
DatetimeValue	datetime	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.	No	No	No	No	No	Yes	Valid datetime	Yes	Yes	No	Yes

Child Relationship(s) of "UA_CellAttribute" Table

Parent Relationship(s) of "UA_CellAttribute" Table

Parent Table	
Name	Comment
UA_AttributeDef	<p>The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are still stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Currently Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions.</p> <p>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).</p>
UA_TargetCells	<p>This table stores information on target cells created in all flowcharts. Target cells are defined as cells that are attached to an output process (Mail List, Call List, Recommend, eMessage, Snapshot, or Optimize). It stores meta data information (name, code), source info (campaign, flowchart and cell IDs), treatment data (list of assigned offers/offer lists and whether it is a control cell), and whether the cell was created top-down in the Target Cell Spreadsheet (TCS) or bottom-up from within a flowchart.</p>

Column(s) of "UA_ContactHistory" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
CustomerID	bigint	NOT NULL	This field represents the audience level (which actually may comprise one or more fields). These fields are automatically output based on the current incoming audience level of the input cell(s).	Yes	No	Yes	Yes	No	No	Any valid audience ID	No	No	Yes	No
CellID	bigint	NOT NULL	AC 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 will have one row in this table for each cell in which they are a member.	Yes	No	Yes	Yes	No	No	Any valid CellID in UA_TargetCells	No	No	Yes	No
PackageID	bigint	NOT NULL	This is a globally unique ID that ties together multiple cells treated in the same CSP and	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the	No	No	Yes	No

Column(s) of "UA_ContactHistory" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			<p>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.</p> <p>**PackageID is based on ProcessID and RunID. It changes for each flowchart run (but not branch or process run). "</p>							internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).				
ContactDateTime	datetime	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 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).	No	No	Yes	Yes	Yes	Yes	Valid datetime	No	No	Yes	Yes
UpdateDateTime	datetime	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.	No	No	Yes	Yes	No	No	Valid datetime	No	Yes	Yes	Yes
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.	No	Yes	Yes	Yes	Yes	Yes	Valid ContactStatusID in UA_ContactStatus table	No	Yes	Yes	Yes

Column(s) of "UA_ContactHistory" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			**The default contact status (one value for all CSP types) is specified by UA_ContactStatus.IsDefault=1.											
DateID	bigint	NULL	Date ID representing the date information from the UA_Date table	No	Yes	Yes	Yes	No	No	Valid DateID from UA_Date table	No	No	Yes	Yes
TimeID	bigint	NULL	Time ID information from the UA_Time table	No	Yes	Yes	Yes	No	No	Valid TimeID from the UA_Time table	No	No	Yes	No
UserDefinedFields	char(18)	NULL	This is a placeholder for one or more user-defined columns in this table. You can replace the values in this field with one or more custom fields that you want to track in this table. These fields can be populated when you run a MailList or Track process. You can use the "More Options" button on the MailList process logging tab to have contact history records logged with specific treatment IDs, package IDs, contact statuses, and so on.	No	No	No	No	No	Yes	Any value accepted by the DB based on data type	No	Yes	Yes	No
ValueBefore	bigint	NULL	Displays the values of an offer or promotion before the offer or promotion is accepted by the customer. This field can be added to the custom Cognos reports that you create for CH-RH tracking.	No	No	No	No	No	Yes	According to the datatype	Yes	Yes	Yes	No
usageBefore	bigint	NULL	Displays the values of an offer or promotion before the offer or promotion is accepted by the customer. This field can be added to the custom Cognos reports that you create for CH-RH tracking.	No	No	No	No	No	Yes	According to the data type	Yes	Yes	Yes	No

Child Relationship(s) of "UA_ContactHistory" Table

Parent Relationship(s) of "UA_ContactHistory" Table	
Parent Table	
Name	Comment
UA_ContactStatus	<p>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).</p> <p>**There is no GUI for creating, viewing, or updating contact statuses. These must be maintained directly in the system table.</p>
UA_Time	<p>This table holds time information identifying information about the hours and minutes for a particular time. It is used to facilitate reporting. This table must be populated as part of the implementation setup.</p>
UA_Calendar	<p>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.</p> <p>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.</p>

Column(s) of "UA_ContactStatus" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
ContactStatusID	bigint	NOT NULL	System-generated unique ID representing the contact status.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	No	No	No	Yes

Column(s) of "UA_ContactStatus" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
Name	varchar(64)	NULL	User-provided unique name identifying the contact status.	No	No	Yes	No	No	No	Any text characters, minus standard disallowed special name characters	No	No	No	Yes
Description	varchar(512)	NULL	Optional descriptive text describing the contact status. **Not currently used/displayed anywhere to the end-user	No	No	No	No	No	No	Any text characters minus standard disallowed special characters in text	No	No	No	Yes
ContactStatusCode	varchar(64)	NULL	Code that can be used for entering a contact status value in a CSP or Track process.	No	No	Yes	No	No	No	Any valid string (best practice is to use only A-Z and 0-9)	No	No	No	Yes
CountsAsContact	int	NULL	Specifies whether this contact status counts as a contact to the recipient; used for reporting and by ACO for managing contact fatigue.	No	No	Yes	No	No	No	0 = Does NOT count as a successful contact. 1 = DOES count as a successful contact.	No	No	No	Yes
Defaults	int	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.	No	No	Yes	No	No	No	0 = not default, 1 = default, 2 = default contact status for controls	No	No	No	Yes

Child Relationship(s) of "UA_ContactStatus" Table	
Child Table	
Name	Comment

Child Relationship(s) of "UA_ContactStatus" Table	
Child Table	
Name	Comment
UA_ContactHistory	<p>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.</p> <p>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).</p> <p>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.</p> <p>This table is required for tracking contacts. This is also used by ACO for applying Optimization to contacts.</p> <p>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.</p>
UA_DtlContactHist	<p>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.</p>

Parent Relationship(s) of "UA_ContactStatus" Table

Column(s) of "UA_CustomMacros" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
FolderID	bigint	NOT	Folder ID for the folder where the custom macro is stored.	No	Yes	Yes	Yes	No	No	Any valid FolderID	Yes	Yes	No	No

Column(s) of "UA_CustomMacros" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
		NULL	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.							value existing in UA_Folder table				
Name	varchar(255)	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)"	No	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters for Affinium expression names	Yes	Yes	No	No
Description	varchar(1024)	NULL	Optional description of custom macro 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.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text OR number 2 through N	Yes	Yes	No	No
Expression	varchar(2000)	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>"	No	No	Yes	No	No	Yes	Any valid SQL or Affinium language expression	Yes	Yes	No	No
ExpressionType	int	NULL	Type of expression (specified by the user when creating the custom macro). The expression can be an Affinium language expression that returns a list of audience IDs to be 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).	No	No	Yes	Yes	No	No	0=Affinium, 1=SQL List, 2=SQL Value	Yes	Yes	No	No
DataSrcName	varchar(255)	NULL	Name of datasource. This field is not populated if you are	No	No	No	No	No	Yes	Valid data source	Yes	Yes	No	No

Column(s) of "UA_CustomMacros" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			using an "Affinium" expression type. Configured data source names are displayed to the user for selection.							name, configured in dbconfig.lis				
DataVarType	int	NULL	Whether a returned data value in a raw SQL expression is a numeric or string data type. Required if ExpressionType = 2.	No	No	No	No	No	Yes	7=Numeric, 8=Text	Yes	Yes	No	No
DataVarNBytes	int	NULL	The length of the returned data value in bytes. Required if ExpressionType = 2.	No	No	No	No	No	Yes	Positive integer	Yes	Yes	No	No
CreateDate	datetime	NULL	Date and time when the custom macro is created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP UserId of the user who created the macro.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is	No	No	Yes	Yes	Yes	Yes	Id in IBM Unica Platform's USM_ROLE table	Yes	Yes	No	No

Column(s) of "UA_CustomMacros" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices).											
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No

Child Relationship(s) of "UA_CustomMacros" Table

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

Column(s) of "UA_DerivedField" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
FolderID	bigint	NOT NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder.	No	Yes	Yes	Yes	No	No	Any valid FolderID value existing in UA_Folder table	Yes	Yes	No	No
Name	varchar(255)	NOT NULL	Name of the derived field; must be unique within the folder in which it is stored.	No	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters for	Yes	Yes	No	No

Column(s) of "UA_DerivedField" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
										Affinium expression names				
Description	varchar(1024)	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.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text OR number 2 through N	Yes	Yes	No	No
predicateexpr	varchar(2000)	NULL	The Affinium language expression definition of the derived field.	No	No	Yes	No	No	Yes	Allowed characters in Affinium macro expression	Yes	Yes	No	No
CreateDate	datetime	NULL	Date and time when the derived field is created	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP UserID of the user who created the derived field.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the	No	No	Yes	Yes	Yes	Yes	Id in IBM Unica Platform's USM_ROLE table	Yes	Yes	No	No

Column(s) of "UA_DerivedField" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			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).											
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No

Child Relationship(s) of "UA_DerivedField" Table

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

Column(s) of "UA_DtlContactHist" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
CustomerID	bigint	NOT NULL	This field represents the audience level (which actually may comprise one or more fields). These fields are automatically output based on the current incoming audience level of the input cell(s).	No	No	Yes	Yes	No	No	Any valid audience ID	No	No	Yes	No
TreatmentInstID	bigint	NOT	Treatment instance ID identifying the specific offer version	No	No	Yes	Yes	No	No	Any valid	No	No	Yes	No

Column(s) of "UA_DtlContactHist" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
		NULL	and run instance use for offer personalization.							TreatmentInstID in UA_Treatment table				
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.IsDefault=1.	No	Yes	Yes	Yes	Yes	Yes	Valid ContactStatusID in UA_ContactStatus table	No	Yes	Yes	Yes
ContactDateTime	datetime	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 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).	No	No	Yes	Yes	Yes	Yes	Valid datetime	No	No	Yes	Yes
UpdateDateTime	datetime	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.	No	No	Yes	Yes	No	No	Valid datetime	No	Yes	Yes	Yes
UserDefinedFields	char(18)	NULL	This is a placeholder for one or more user-defined columns in this table. You can replace the values in this field with one or more custom fields that you want to track in this table. The values in this field match the values that you entered for UserDefinedFields in the UA_CONTACTHISTORY table. These fields can be populated when you run a MailList or	No	No	No	No	No	Yes	Any value accepted by the DB based on data type	No	Yes	Yes	No

Column(s) of "UA_DtlContactHist" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			Track process. You can use the "More Options" button on the MailList process logging tab to have contact history records logged with specific treatment IDs, package IDs, contact statuses, and so on.											
DateID	bigint	NOT NULL	Date ID representing the date information from the UA_Date table	No	Yes	Yes	Yes	No	No	Valid DateID from UA_Date table	No	No	Yes	Yes
TimeID	bigint	NOT NULL	Time ID information from the UA_Time table	No	Yes	Yes	Yes	No	No	Valid TimeID from the UA_Time table	No	No	Yes	No
ValueBefore	bigint	NULL	Displays the values of an offer or promotion before the offer or promotion is accepted by the customer. This field can be added to the custom Cognos reports that you create for CH-RH tracking.	No	No	No	No	No	Yes	According to the data type	Yes	Yes	Yes	No
UsageBefore	bigint	NULL	Displays the values of an offer or promotion before the offer or promotion is accepted by the customer. This field can be added to the custom Cognos reports that you create for CH-RH tracking.	No	No	No	No	No	Yes	Accoring to the data type	Yes	Yes	Yes	No

Child Relationship(s) of "UA_DtlContactHist" Table

Parent Relationship(s) of "UA_DtlContactHist" Table	
Parent Table	
Name	Comment
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

Parent Relationship(s) of "UA_DtlContactHist" Table	
Parent Table	
Name	Comment
	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_Time	This table holds time information identifying information about the hours and minutes for a particular time. It is used to facilitate reporting. This table must be populated as part of the implementation setup.

Column(s) of "UA_EnumAttrValues" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
AttributeID	bigint	NOT NULL	The AttributeID to which the value belongs.	No	Yes	Yes	Yes	No	No	Any valid AttributeID in UA_AttributeDef	Yes	No	No	No
Description	varchar(512)	NULL	Optional description of the attribute value.	No	No	No	No	No	Yes	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.	Yes	Yes	No	No
StringValue	varchar(1024)	NULL	Only one of these 3 fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated	No	No	No	No	No	Yes		Yes	Yes	No	No

Column(s) of "UA_EnumAttrValues" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue.											
NumberValue	float	NULL	Only one of these 3 fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue.	No	No	No	No	No	Yes	Valid numeric value	Yes	Yes	No	No
DatetimeValue	datetime	NULL	Only one of these 3 fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue.	No	No	No	No	No	Yes	Valid datetime	Yes	Yes	No	Yes
isDefault	int	NULL	Flag indicates if the value is a default value for attribue of type Single Select	No	No	No	No	No	Yes	0,1	Yes	Yes	No	No

Child Relationship(s) of "UA_EnumAttrValues" Table

Parent Relationship(s) of "UA_EnumAttrValues" Table

Parent Table

Name	Comment
UA_AttributeDef	<p>The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are still stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Currently Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions.</p> <p>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).</p>

Column(s) of "UA_Flowchart" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
FlowchartID	bigint	NOT NULL	Unique identifier of the flowchart. This ID is assigned by the system when a flowchart is created.	Yes	No	Yes	Yes	No	No	Any valid FlowchartID in UA_Flowchart table	Yes	No	No	No
TempFlag	int	NOT NULL		Yes	No	Yes	Yes	No	No	0 = permanent row, 1 = temporary row created during flowchart edit	Yes	Yes	Yes	No
Name	varchar(255)	NULL	Name of flowchart; must be unique within the campaign	No	No	Yes	Yes	Yes	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(1024)	NULL	Optional description of the flowchart.	No	No	No	No	No	Yes	Any text characters minus standard	Yes	Yes	No	No

Column(s) of "UA_Flowchart" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Quasid	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
										disallowed special characters in text				
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 will be populated for a single row, not both).	No	Yes	No	Yes	No	No	Valid SessionID from UA_Session table	Yes	No	No	No
FlowchartType	varchar(32)	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 Affinium Campaign Interact is installed.	No	No	Yes	Yes	Yes	Yes	"Batch", "Event Processing"	Yes	No	No	No
Status	varchar(16)	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 process waiting) (Run Pending), was paused during a run (Run Paused), or is not running (Inactive).	No	No	Yes	Yes	No	No	"Run Succeeded", "Run Failed", "Running", "Run Pending", "Run Paused", "Inactive"	Yes	Yes	Yes	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP UserID of the user who created the flowchart.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes

Column(s) of "UA_Flowchart" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
LastRunStartDate	datetime	NULL	Server date and time of the last time a run for this flowchart was started.	No	No	No	Yes	No	No	Valid datetime	No	No	Yes	Yes
LastRunEndDate	datetime	NULL	Server date and time of the last time a run for this flowchart ended. This value is NULL if never run.	No	No	No	Yes	No	No	Valid datetime	No	No	Yes	Yes
RunBy	int	NULL	UMP user ID for the user who last run this flowchart. This value is NULL if never run.	No	No	No	Yes	No	No	Valid UserID in UMP **Value may be invalid if UMP user is subsequently deleted.	No	No	Yes	Yes
FileName	varchar(255)	NULL	Name of the server binary file containing flowchart configuration and data (e.g., MyFlowchart.ses)	No	No	No	Yes	No	No	Valid filename for operating system	Yes	Yes	No	No
DataSources	varchar(1024)	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 UMP profile.	No	No	No	Yes	No	No	Valid data sources defined in dbconfig.lis	Yes	Yes	No	No
CampaignID	bigint	NULL	Campaign ID for the campaign that this flowchart is	No	Yes	No	Yes	No	No	Valid Campaign ID	Yes	Yes	No	No

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

Child Relationship(s) of "UA_Flowchart" Table

Parent Relationship(s) of "UA_Flowchart" Table	
Parent Table	
Name	Comment
UA_Campaign	This table contains campaign meta data provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record will only be created when a new flowchart is added to the campaign.

Parent Relationship(s) of "UA_Flowchart" Table	
Parent Table	
Name	Comment
UA_Session	Stores information on sessions created in Campaign.

Column(s) of "UA_FlowchartSeg" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
SegmentID	bigint	NOT NULL	Unique identifier of segment. This ID is assigned by the system when a segment is created.	Yes	Yes	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	Yes	No	No	No
FlowchartID	bigint	NOT NULL	The flowchart ID that references a particular segment.	Yes	No	Yes	Yes	No	No	Any valid FlowchartID in UA_Flowchart table	Yes	No	No	No
RefType	int	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 IBM Interact incorporated in your environment, the value will never be 2 (referencer) for batch flowcharts. A value of 2 is used only for Interactive flowcharts.	No	Yes	Yes	Yes	No	No	1=creator, 2=referencer	Yes	Yes	Yes	No

Child Relationship(s) of "UA_FlowchartSeg" Table

Parent Relationship(s) of "UA_FlowchartSeg" Table	
Parent Table	
Name	Comment
UA_SegRefType	A lookup table that is prepoluated with the valid references types.
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.

Column(s) of "UA_FlowchartTmpl" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
FolderID	bigint	NOT NULL	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.	Yes	Yes	Yes	Yes	Yes	Yes	Any valid FolderID value existing in UA_Folder table	Yes	No	No	No
Name	varchar(64)	NOT NULL	Name of the flowchart template; must be unique within the folder in which it is stored.	Yes	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(1024)	NULL	Optional, free-form description of the flowchart template.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No

Column(s) of "UA_FlowchartTpl" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
FileName	varchar(255)	NULL	Name of the server binary file containing the flowchart template (e.g., MyTemplate.tpl)	No	No	Yes	No	No	Yes	Valid filename for operating system	Yes	Yes	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP user ID for the user who created the object.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices).	No	No	Yes	Yes	Yes	Yes	Id in IBM Unica Platform's USM_ROLE table	Yes	Yes	No	No
ACLID	int	NULL	Reserved for future use.	No	No	No	No	No	No		No	No	No	No

Child Relationship(s) of "UA_FlowchartTpl" Table

Parent Relationship(s) of "UA_FlowchartTmp1" Table	
Parent Table	
Name	Comment
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

Column(s) of "UA_Folder" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
FolderID	bigint	NOT NULL	Unique identifier of the folder. This ID is assigned by the system when a new folder is created. Folder IDs start at either 100 or the value of internalIDLowerLimit config parameter, whichever is higher.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	Yes	No	No	No
Name	varchar(255)	NULL	Name of the folder; must be unique within the parent folder.	No	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(1024)	NULL	Optional description of the folder.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
ParentFolderID	bigint	NULL	FolderID of the parent folder. This field is used to trace backwards to get the absolute path name of the current folder. Only the top-level folder should have a NULL in this field. User	No	No	Yes	Yes	No	Yes	Any valid FolderID from UA_Folder table	Yes	Yes	No	No

Column(s) of "UA_Folder" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			chooses the parent folder when creating a folder.											
ObjectType	int	NULL	Type of system object stored in this folder.	No	No	Yes	Yes	No	No	1=Session, 2=Campaign, 3=Segment, 4=Offer, 5=Product, 6=Cube, 7=ACOSession, 8=CustomMacro, 9=DerivedField, 10=Trigger, 11=TargetCell	Yes	No	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP UserID of the user who created the folder	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move"	No	No	Yes	Yes	Yes	Yes	Id in IBM Unica Platform's USM_ROLE table	Yes	Yes	No	No

Column(s) of "UA_Folder" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			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).											
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No
creatorFlag	int	NULL	Used when UC-UMO offer integration is enabled. Flag indicates, if Offer is created by Campaign or UMO	No	No	Yes	Yes	No	No	0,1,2,3	Yes	Yes	No	No
creatorObjectId	bigint	NULL	Used in UC-UMO offer integration. Field is used by UMO to associate UC Folder and UMO Folder object	No	No	No	No	No	No	Long	No	Yes	No	No

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

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

Parent Relationship(s) of "UA_Folder" Table

Column(s) of "UA_IDSByType" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
TypeID	bigint	NOT NULL	Unique identifier for the specific type of object.	Yes	No	Yes	Yes	No	No	0=CampaignID, 3=CubeID, 4=FlowchartID, 5=FolderID, 6=OfferID, 9=SegmentID, 10=SessionID, 11=OptimizeSessionID, 12=OptimizeID, OfferHistoryID=16, RunID=17, TreatmentID=18, TargetCellID=19, OfferTemplateID=20, RuleID=21, OfferListID=22, AttributeDefID=23, ResponseTypeID=24, ContactStatusID=25, PackageID=26, ResponsePackID=27, CriterialID=28, OfferListResolveID=29, EmsgOutputListID=31	Yes	No	Yes	No
NextID	bigint	NULL	Next available ID for the object.	No	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	Yes	No	Yes	Yes

Child Relationship(s) of "UA_IDSBYType" Table

Parent Relationship(s) of "UA_IDSBYType" Table

Column(s) of "UA_Initiatives" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
InitiativeName	varchar(255)	NOT NULL	Name of the initiative; must be unique. **There is currently no GUI to enter these values.	No	No	Yes	No	No	No	Any text characters minus standard disallowed special characters in text	No	No	No	Yes

Child Relationship(s) of "UA_Initiatives" Table

Parent Relationship(s) of "UA_Initiatives" Table

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

Column(s) of "UA_Offer" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
										campaigns imported from another system using sesutil)				
Name	varchar(130)	NOT NULL	Name of the offer; does not have to be unique.	No	No	Yes	Yes	Yes	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(512)	NULL	Optional description of offer.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP UserID of the user who created the Offer.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
NumberOfOffer Codes	int	NULL	This field specifies the number of parts in the offer code (up to a maximum of 5). He OfferCodeX fields are populated where X <= this value (e.g., if the NumberOfOfferCodes = 2, then OfferCode1 and OfferCode2 fields will be populated; the remaining offer	No	No	Yes	Yes	Yes	Yes	A whole number between 1-5	Yes	No	No	No

Column(s) of "UA_Offer" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			<p>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.</p> <p>**There is no enforcement of global uniqueness on save (it is possible to have duplicate offer codes if users override these values).</p>											
OfferCode1	varchar(64)	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.OfferCode1Code Frmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer.	No	No	Yes	Yes	Yes	Yes	Valid string according to UA_OfferTemplate.OfferCode1Code Frmt	Yes	Yes	No	No
OfferCode2	varchar(64)	NULL	This is the first part of the offer code and is populated if NumberOfOfferCodes >=2. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode2Code Frmt. The user may override this	No	No	Yes	Yes	Yes	Yes	Valid string according to UA_OfferTemplate.OfferCode2Code Frmt	Yes	Yes	No	No

Column(s) of "UA_Offer" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			value only if they have the "Regenerate Offer Codes" permission for this offer.											
OfferCode3	varchar(64)	NULL	This is the first part of the offer code and is populated if NumberOfOfferCodes >=3. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode3Code Frmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer.	No	No	Yes	Yes	Yes	Yes	Valid string according to UA_OfferTemplate.OfferCode3Code Frmt	Yes	Yes	No	No
OfferCode4	varchar(64)	NULL	This is the first part of the offer code and is populated if NumberOfOfferCodes >=4. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode4Code Frmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer.	No	No	Yes	Yes	Yes	Yes	Valid string according to UA_OfferTemplate.OfferCode4Code Frmt	Yes	Yes	No	No
OfferCode5	varchar(64)	NULL	This is the first part of the offer code	No	No	Yes	Yes	Yes	Yes	Valid string according to	Yes	Yes	No	No

Column(s) of "UA_Offer" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			and is populated if NumberOfOfferCodes =5. A value is initially generated by the system matching the specified offer code format defined in UA_OfferTemplate.OfferCode5Code Frmt. The user may override this value only if they have the "Regenerate Offer Codes" permission for this offer.					s	s	UA_OfferTemplate.OfferCode5Code Frmt		s		
OfferTemplID	bigint	NULL	The OfferTemplID of the offer template used to generate this offer (chosen by the user when creating the offer). This value cannot be changed once the offer has been created.	No	Yes	Yes	Yes	Yes	Yes	Valid OfferTemplID value from UA_OfferTemplate table	Yes	No	No	No
Retired	int	NULL	Specifies whether an offer has been "retired," which means it can no longer be given out in any campaigns/flowcharts. Newly created offers are not retired by default. Retired offers do not appear for selection when assigning offers. The user can choose to retire an offer at any time. Offers that cannot be deleted are automatically retired instead.	No	No	Yes	Yes	Yes	Yes	0=active; 1=retired	Yes	Yes	No	No

Column(s) of "UA_Offer" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			**There is no way in the GUI to "unretire" an offer.											
FolderID	bigint	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder.	No	Yes	Yes	Yes	No	No	Any valid FolderID value existing in UA_Folder table	Yes	Yes	No	No
EffectiveDateFlag	int	NULL	Specifies whether the first date when this offer will be valid is based on an absolute date or whether it will be the flowchart run date.	No	No	Yes	Yes	Yes	Yes	0=Absolute date, 1=Flowchart run date	Yes	Yes	Yes	No
ExpirationDateFlag	int	NULL	Specifies whether the last date when this offer will be valid is based on an absolute date or whether it will be some duration (# of days) after the effective date.	No	No	Yes	Yes	Yes	Yes	0=Absolute date, 1=Duration after contact, 2=End of month after contact (not used)	Yes	Yes	Yes	No
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object	No	No	Yes	Yes	Yes	Yes	Id in IBM Unica Platform's USM_ROLE table	Yes	Yes	No	No

Column(s) of "UA_Offer" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			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).											
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No
DeleteLock	int	NOT NULL		No	No	Yes	Yes	No	No	0=not in use, 1=locked/offer in use	Yes	Yes	Yes	No
creatorFlag	int	NULL	Value indicates which application created this offer.	No	No	Yes	No	No	No	0=Campaign,1=UMO,2=UDM,3=eMessage	Yes	Yes	No	No
creatorObjectId	bigint	NULL	ID of an offer object in the creator application. If Campaign is integrated with UMO, the value indicates the ID of the corresponding offer in UMO.	No	No	No	No	No	No	Long	No	Yes	No	No

Child Relationship(s) of "UA_Offer" Table	
Child Table	
Name	Comment
UA_OfferAttribute	This table stores the values of the static attributes and default values of the parameterized attributes associated with an offer (system-generated and

Child Relationship(s) of "UA_Offer" Table	
Child Table	
Name	Comment
	custom).
UA_CampToOffer	<p>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.</p> <p>**Bottom-up offers (offers used in a flowchart of the campaign) are not stored in this table.</p>
UA_OfferListMember	<p>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.</p> <p>The members can be any of these:</p> <ul style="list-style-type: none"> o an individual offer o an offerList o a folder <p>Each offer list member must be exactly one of the above.</p>
UA_ProductIndex	<p>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.</p> <p>This table is periodically populated/updated by a java program, interval configured in IBM Unica Manager Platform (list parameters).</p>
UA_Treatment	<p>Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there will be multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, there a treatment will be created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.</p>
UA_OfferToProduct	<p>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.</p>
UA_OfferHistory	<p>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.</p>

Child Relationship(s) of "UA_Offer" Table	
Child Table	
Name	Comment
UACO_ROffer	This table contains the set of offers that constraint the given rule for the given subsection.
UACO_PCT0000000000	This is an example table, built per ACO session, based on the UACO_PCTBase table.
UACO_SesnOffer	This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.

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

Column(s) of "UA_OfferAttribute" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
OfferID	bigint	NOT NULL	The OfferID of the offer for whom this attribute value is associated.	Yes	Yes	Yes	Yes	No	No	Any valid OfferID in UA_Offer table	Yes	No	No	No
AttributeID	bigint	NOT NULL	The AttributeID of the offer attribute whose value is being stored	Yes	Yes	Yes	Yes	No	No	Any valid AttributeID in UA_AttributeDef table	Yes	No	No	No
StringValue	varchar(1024)	NULL	Only one of these 3 fields, String Value, NumberValue, or	No	No	No	No	No	Yes	For free-form text (UA_AttributeDef.EnumType = 0) or	Yes	Yes	No	No

Column(s) of "UA_OfferAttribute" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			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.							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.				
NumberValue	float	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.	No	No	No	No	No	Yes	Valid numeric value	Yes	Yes	No	No
DatetimeValue	datetime	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.	No	No	No	No	No	Yes	Valid datetime	Yes	Yes	No	Yes

Child Relationship(s) of "UA_OfferAttribute" Table

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

Column(s) of "UA_OfferHistAttrib" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
AttributeID	bigint	NOT NULL	The AttributeID of the offer attribute whose value is being stored	Yes	Yes	Yes	Yes	No	No	Any valid AttributeID in UA_AttributeDef table	Yes	No	Yes	No
OfferHistoryID	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).	Yes	Yes	Yes	Yes	No	No	Any valid OfferHistoryID in UA_OfferHistory table	Yes	No	Yes	No
StringValue	varchar(1024)	NULL	Only one of these 3 fields, String Value, NumberValue, or DatetimeValue, is populated for any	No	No	No	No	No	Yes	For free-form text (UA_AttributeDef.EnumType = 0) or modifiable drop-down list	Yes	No	Yes	No

Column(s) of "UA_OfferHistAttrib" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue.							(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.				
NumberValue	float	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.	No	No	No	No	No	Yes	Valid numeric value	Yes	No	Yes	No
DatetimeValue	datetime	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.	No	No	No	No	No	Yes	Valid datetime	Yes	No	Yes	Yes

Child Relationship(s) of "UA_OfferHistAttrib" Table

Parent Relationship(s) of "UA_OfferHistAttrib" Table	
Parent Table	
Name	Comment
UA_AttributeDef	The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are still stored in the

Parent Relationship(s) of "UA_OfferHistAttrib" Table	
Parent Table	
Name	Comment
	<p>UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Currently Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions.</p> <p>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).</p>
UA_OfferHistory	<p>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.</p>

Column(s) of "UA_OfferHistory" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen	User-	Valid Values	Stored-Create	Stored-	Stored-Execute	Configurati
OfferHistoryID	bigint	NOT NULL	The OfferHistoryID for the offer version represented by the CRC value.	Yes	No	Yes	Yes	No	No	Any valid OfferHistoryID value in UA_OfferHistAttrib table	Yes	No	Yes	No
CRC	bigint	NULL	A hashed CRC32 value created from the parameterized offer attributes; attempts to uniquely identify an offer version (represented by OfferHistoryID).	No	No	Yes	Yes	No	No	Any bigint	Yes	No	Yes	No
OfferID	bigint	NULL	The OfferID of the offer being given out for which an offer version is generated (this must be an offer created from an offer template with at least one parameterized offer attribute).	No	Yes	Yes	Yes	No	No	Any valid OfferID in UA_Offer table	Yes	No	Yes	No

Child Relationship(s) of "UA_OfferHistory" Table	
Child Table	
Name	Comment

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

Parent Relationship(s) of "UA_OfferHistory" Table	
Parent Table	
Name	Comment
UA_Offer	<p>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.</p> <p>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.</p>

Column(s) of "UA_OfferList" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
OfferListID	bigint	NOT NULL	Unique identifier for the offer list generated by the system when an offer list is created.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter	Yes	No	No	No

Column(s) of "UA_OfferList" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
										values for generated values (may be outside this range for campaigns imported from another system using sesutil)				
Name	varchar(64)	NULL	For user-created offer lists, this is the user-specified offer list name, which must be unique within the offer folder. For internally generated offer lists, this value is "Internal offer list".	No	No	Yes	Yes	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(512)	NULL	For user-created offer lists, this is the optional user-specified offer list description. For internally generated offer lists, this value is "Internal offer list".	No	No	No	Yes	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
OfferQuery	varchar(2048)	NULL	If OfferListType = 2 (dynamic), this field contains the offer query used to generate the smart offer list.	No	No	No	No	No	Yes	Valid query expression	Yes	Yes	No	No
OfferListType	int	NULL	Specifies the type of user-defined offer list: static (fixed list of offers) or smart/dynamic (matching offers generated by resolving a query based on 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.	No	No	Yes	Yes	No	Yes	1=Static, 2=Dynamic, 3=Internal	Yes	Yes	No	No
FolderID	bigint	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where	No	Yes	Yes	Yes	No	No	Any valid FolderID value existing in UA_Folder table	Yes	Yes	No	No

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

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

Column(s) of "UA_OfferList" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No
creatorFlag	int	NULL	Value indicates which application created this offer-list.	No	No	Yes	Yes	No	No	0=Campaign, 1=UMO, 2=UDM, 3=eMessage	Yes	Yes	No	No
creatorObjectId	bigint	NULL	ID of an offer-list object in the creator application. If Campaign is integrated with UMO, the value indicates the ID of the corresponding offer-list in UMO.	No	No	No	No	No	No	Long	No	Yes	No	No

Child Relationship(s) of "UA_OfferList" Table	
Child Table	
Name	Comment
UA_OfferListMember	<p>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.</p> <p>The members can be any of these:</p> <ul style="list-style-type: none"> o an individual offer o an offerList o a folder <p>Each offer list member must be exactly one of the above.</p>
UA_TargetCells	<p>This table stores information on target cells created in all flowcharts. Target cells are defined as cells that are attached to an output process (Mail List, Call List, Recommend, eMessage, Snapshot, or Optimize). It stores meta data information (name, code), source info (campaign, flowchart and cell IDs), treatment data (list of assigned offers/offer lists and whether it is a control cell), and whether the cell was created top-down in the Target Cell Spreadsheet (TCS) or bottom-up from within a flowchart.</p>
UA_OfferListMember	<p>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.</p>

Child Relationship(s) of "UA_OfferList" Table	
Child Table	
Name	Comment
	The members can be any of these: <ul style="list-style-type: none"> o an individual offer o an offerList o a folder Each offer list member must be exactly one of the above.
UACO_ROfferList	This table contains the set of offer lists that constraint the given rule for the given subsection.

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

Column(s) of "UA_OfferListMember" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
OfferListID	bigint	NOT NULL	Unique ID for the offer list to which this row is associated	No	Yes	Yes	Yes	No	No	Any valid OfferListID in UA_OfferList	Yes	Yes	No	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.	No	Yes	No	Yes	No	No	Any valid OfferListID in UA_OfferList	Yes	Yes	No	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),	No	Yes	No	Yes	No	No	Any valid OfferID in UA_Offer table	Yes	Yes	No	No

Column(s) of "UA_OfferListMember" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			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.											
FolderID	bigint	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder.	No	No	Yes	Yes	No	No	Any valid FolderID value existing in UA_Folder table	Yes	Yes	No	No
DisplayOrder	int	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).	No	No	Yes	No	No	Yes	NULL or positive integer starting with one and incrementing by one for each OfferID member of the same OfferListID	Yes	Yes	No	No

Child Relationship(s) of "UA_OfferListMember" Table

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

Parent Relationship(s) of "UA_OfferListMember" Table

Parent Table

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

Column(s) of "UA_OfferListRes" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
OLResolveID	bigint	NOT NULL	Unique ID for the this row.	No	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	No	No	Yes	No
OfferListID	bigint	NOT NULL	Specifies the OfferListID that is being resolved.	No	No	Yes	Yes	No	No	Any valid OfferListID in the UA_OfferList table	No	No	Yes	No
OfferID	bigint	NOT NULL	Lists an offer ID that is in the specified OfferListID.	No	No	Yes	Yes	No	No	Any valid OfferID in the UA_Offer table	No	No	Yes	No

Child Relationship(s) of "UA_OfferListRes" Table

Parent Relationship(s) of "UA_OfferListRes" Table

Column(s) of "UA_OfferTemplate" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
OfferTempID	bigint	NOT NULL	Unique identifier for the offer template generated by the system when an offer template is created.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	Yes	No	No	No
Name	varchar(64)	NULL	This is the unique name of the offer template.	No	No	Yes	Yes	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(512)	NULL	Optional description of offer template.	No	No	No	Yes	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
NumberOfOfferCodes	int	NULL	The number of offer code parts/components for offers to be created from this template (default = 1).	No	No	Yes	Yes	Yes	Yes	A whole number between 1-5	Yes	Yes	No	No
OfferCode1CodeFrmt	varchar(64)	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 once an offer template has been used (i.e., an offer has been created using this offer template).	No	No	Yes	Yes	Yes	Yes	<Capital letter> = constant; <Symbol> = constant; a = character A-Z; c = character A-Z or 0-9; n = number 0-9;x = any character	Yes	Yes	No	No

Column(s) of "UA_OfferTemplate" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
OfferCode2CodeFrmt	varchar(64)	NULL	This is the second part of the offer code and is populated if NumberOfOfferCodes >=2, 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).	No	No	No	No	No	Yes	<Capital letter> = constant; <Symbol> = constant; a = character A-Z; c = character A-Z or 0-9; n = number 0-9;x = any character	Yes	Yes	No	No
OfferCode3CodeFrmt	varchar(64)	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).	No	No	No	No	No	Yes	<Capital letter> = constant; <Symbol> = constant; a = character A-Z; c = character A-Z or 0-9; n = number 0-9;x = any character	Yes	Yes	No	No
OfferCode4CodeFrmt	varchar(64)	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 been created using this offer template).	No	No	No	No	No	Yes	<Capital letter> = constant; <Symbol> = constant; a = character A-Z; c = character A-Z or 0-9; n = number 0-9;x = any character	Yes	Yes	No	No
OfferCode5CodeFrmt	varchar(64)	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	No	No	No	No	No	Yes	<Capital letter> = constant; <Symbol> = constant; a = character A-Z; c = character A-Z or 0-9; n = number 0-9;x = any character	Yes	Yes	No	No

Column(s) of "UA_OfferTemplate" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			been created using this offer template).											
OfferCodeGenerator	varchar(250)	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 Campaign. **This field cannot be edited once an offer template has been used (i.e., an offer has been created using this offer template).	No	No	Yes	Yes	Yes	Yes	Any valid executable name accessible to the Campaign server	Yes	Yes	No	No
TreatmentCodeFrmt	varchar(64)	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 once an offer template has been used (i.e., an offer has been created using this offer template).	No	No	Yes	Yes	Yes	Yes	<Capital letter> = constant; <Symbol> = constant; a = character A-Z; c = character A-Z or 0-9; n = number 0-9;x = any character	Yes	Yes	No	No
TrmtCodeGenerator	char(250)	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 Campaign (same as campaign code generator). **This field cannot be edited once an offer	No	No	Yes	Yes	Yes	Yes	Any valid executable name accessible to the Campaign server	Yes	Yes	No	No

Column(s) of "UA_OfferTemplate" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			template has been used (i.e., an offer has been created using this offer template).											
Retired	int	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.	No	No	Yes	Yes	Yes	No	0=active; 1=retired	Yes	Yes	No	No
SuggestedUsageDesc	varchar(512)	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.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
DisplayIcon	varchar(255)	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.	No	No	Yes	Yes	Yes	Yes	Valid .gif file name	Yes	Yes	No	No

Column(s) of "UA_OfferTemplate" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
DisplayOrder	int	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.	No	No	Yes	Yes	Yes	Yes	Positive integer starting with one and incrementing by one for each Offer template in the system	Yes	Yes	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP UserID of the user who created the Template	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a	No	No	Yes	Yes	Yes	Yes	Id in IBM Unica Platform's USM_ROLE table	Yes	Yes	No	No

Column(s) of "UA_OfferTemplate" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			<p>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).</p> <p>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).</p>											
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No
creatorFlag	int	NULL	Number indicating which Application created the Offer Template	No	No	No	No	No	No	Positive Integer	No	Yes	No	No
creatorObjectId	bigint	NULL	ID of the corresponding Object in the creator Application	No	No	No	No	No	No	Positive Long	No	Yes	No	No

Child Relationship(s) of "UA_OfferTemplate" Table	
Child Table	
Name	Comment
UA_OfferTemplAttr	This table stores the offer attribute values associated with a particular offer template and specifies whether each attribute is hidden, parameterized, its default value, and display order. Note that only one of the fields StringValue, NumberValue and DatetimeValue contain the value for the attribute based on the attributeType defined in the UA_AttributeDef table.
UA_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

Child Relationship(s) of "UA_OfferTemplate" Table	
Child Table	
Name	Comment
	parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

Parent Relationship(s) of "UA_OfferTemplate" Table

Column(s) of "UA_OfferTemplAttr" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
AttributeID	bigint	NOT NULL	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.	Yes	Yes	Yes	Yes	No	No	Any valid AttributeID in UA_AttributeDef table	Yes	No	No	No
OfferTemplID	bigint	NOT NULL	The offer template ID to which the attributes are associated.	Yes	Yes	Yes	Yes	No	No	Any valid OfferTemplID in the UA_OfferTemplate table	Yes	Yes	No	No
StringValue	varchar(1024)	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.	No	No	No	No	No	Yes	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.	Yes	Yes	No	No
NumberValue	float	NULL	Only one of these 3 fields, String Value,	No	No	No	No	No	Yes	Valid numeric value	Yes	Yes	No	No

Column(s) of "UA_OfferTemplAttr" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			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.											
DatetimeValue	datetime	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.	No	No	No	No	No	Yes	Valid datetime	Yes	Yes	No	No
IsParameter	int	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.	No	No	Yes	No	No	Yes	0=static; 1=parameterized	Yes	Yes	No	No
IsHidden	int	NULL	Specifies whether the offer attribute is hidden (i.e., whether the offer attribute is displayed to the user when creating or	No	No	Yes	No	No	Yes	0=displayed; 1=hidden	Yes	Yes	No	No

Column(s) of "UA_OfferTemplAttr" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			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., an offer has been created using this offer template), the hidden state of offer attributes associated with the offer template cannot be changed.											
DisplayOrder	int	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.	No	No	Yes	No	No	Yes	Positive integer starting with one and incrementing by one for each offer attribute in the offer template.	Yes	Yes	No	No

Child Relationship(s) of "UA_OfferTemplAttr" Table

Parent Relationship(s) of "UA_OfferTemplAttr" Table

Parent Table	
Name	Comment

Parent Relationship(s) of "UA_OfferTemplAttr" Table	
Parent Table	
Name	Comment
UA_AttributeDef	<p>The UA_AttributeDef table contains the definitions of both system and custom attributes for offers and cells (campaign custom attributes are still stored in the UA_CampAttribute table). System-defined attributes have the field SystemDefined=1. Currently Offers (OfferTemplates, Offers, OfferHistory) and Cells use these attribute definitions.</p> <p>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).</p>
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.

Column(s) of "UA_OfferToProduct" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
OfferID	bigint	NULL	The OfferID for which the product query is being defined (criteria entered in the Related products offer attribute field.	No	Yes	Yes	Yes	No	No	Any valid OfferID in the UA_Offer table	Yes	Yes	No	No
ProductCondition	varchar(2048)	NOT NULL	The query based on one or more offer attributes that defines the set of Product IDs associated with this offer.	No	No	Yes	No	No	Yes	Text string representing a valid query built on offer attributes	Yes	Yes	No	No

Child Relationship(s) of "UA_OfferToProduct" Table

Parent Relationship(s) of "UA_OfferToProduct" Table	
Parent Table	

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

Column(s) of "UA_Personalization" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
UserID	bigint	NULL	UMP user ID that the personalization item is associated with.	No	No	Yes	Yes	No	No	Valid UserID in UMP **Value may be invalid if UMP user is subsequently deleted.	Yes	Yes	No	No
Keyword	varchar(64)	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.	No	No	Yes	Yes	No	No	Valid integer	Yes	Yes	No	No
Name	varchar(64)	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 the Homepage). If the Category is "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".	No	No	Yes	Yes	No	No	"Homepage", "Campaign", "Sessions", CustomBookMark"	Yes	Yes	No	No
Category	varchar(64)	NULL	Specifies the type of personalization category.	No	No	Yes	Yes	No	No	"CustomBookmark", "RecentlyUsed", "PagePreferences"	Yes	Yes	No	No
Data	varchar(2048)	NULL	Contains the data used to display the personalized item. Generally this is a block of xml.	No	No	Yes	Yes	No	No		Yes	Yes	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes

Column(s) of "UA_Personalization" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes

Child Relationship(s) of "UA_Personalization" Table

Parent Relationship(s) of "UA_Personalization" Table

Column(s) of "UA_Product" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System	Sys-Gen	User-	Valid Values	Stored-	Stored-	Stored-	Configurati
ProductID	bigint	NOT NULL	Unique identifier of the product.	Yes	No	Yes	No	No	No	Valid integer	No	No	No	Yes
UserDefinedFields	int	NULL	Placeholder for fields provided by the customer for use to query and identify related products.	No	No	No	No	No	No	Valid data type	No	No	No	Yes

Child Relationship(s) of "UA_Product" Table	
Child Table	
Name	Comment
UA_ProductIndex	This table stores the many-to-many UA 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 IBM Unica Manager Platform (list parameters).

Parent Relationship(s) of "UA_Product" Table

Column(s) of "UA_ProductIndex" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
OfferID	bigint	NOT NULL	Offer ID for the offer that the product is associated with.	Yes	Yes	Yes	Yes	No	No	Any valid OfferID from UA_Offer table	No	No	No	Yes
ProductID	bigint	NOT NULL	Product ID for the product that the offer is associated with.	Yes	Yes	Yes	Yes	No	No	Any valid ProductID from the UA_Product table	No	No	Yes	No

Child Relationship(s) of "UA_ProductIndex" Table

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

Column(s) of "UA_ResponseHistory" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
CustomerID	bigint	NOT	This field represents the audience level (which	Yes	No	Yes	Yes	No	No	Any valid audience ID	No	No	Yes	No

Column(s) of "UA_ResponseHistory" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
		NULL	actually may comprise one or more fields). These fields are automatically output based on the current incoming audience level of the input cell(s).							fields				
TreatmentInstID	bigint	NOT NULL	Identifies the treatment instance to which this customer responded	Yes	Yes	Yes	Yes	No	No	Any valid TreatmentInstID from UA_Treatment table	No	No	Yes	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.	Yes	No	Yes	Yes	No	No	Valid integer	No	No	Yes	No
ResponseDateTime	datetime	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).	No	No	Yes	Yes	No	No	Valid datetime	No	No	Yes	No
WithinDateRangeFlg	int	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).	No	No	Yes	Yes	No	No	"0=outside of valid date range; 1=within valid date range (inclusive of start/end dates); 99=unknown"	No	No	Yes	No
OrigContactedFlg	int	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).	No	No	Yes	Yes	No	No	"0=not in the original target group that received this treatment (viral marketing) 1=in the original target group"	No	No	Yes	No
BestAttrib	int	NULL	Identifies the "best" treatment instance to credit the response to when performance measures	No	No	Yes	Yes	No	No	"0=not credited as best treatment;	No	No	Yes	No

Column(s) of "UA_ResponseHistory" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			allow attribution to only a single treatment instance.							1=attributed as best treatment"				
FractionalAttrib	float	NULL	Identifies fractional response value attributed to the treatment instance when performance measures allow multiple possible treatment instances to share credit for the response.	No	No	Yes	Yes	No	No	Fractional numeric between 0-1; sum of these values for the same ResponsePackID = 1	No	No	Yes	No
DirectResponse	int	NULL		No	No	Yes	Yes	No	No	1 = direct, 0 = inferred	No	No	Yes	No
CustomAttrib	float	NULL	Reserved for future use	No	No	Yes	Yes	No	No		No	No	No	No
ResponseTypeID	bigint	NULL	Identifies the type of response	No	Yes	Yes	Yes	No	No	Any valid ResponseTypeID in UA_UsrResponseType table	No	No	Yes	No
DateID	bigint	NULL	Date ID representing the date information from the UA_Date table	No	Yes	Yes	Yes	No	No	Valid DateID from UA_Date table	No	No	Yes	Yes
TimeID	bigint	NULL	Time ID information from the UA_Time table	No	Yes	Yes	Yes	No	No	Valid TimeID from the Time table	No	No	Yes	No
UserDefinedFields	char(18)	NULL	This is a placeholder for one or more user-defined columns in this table. You can replace the values in this field with one or more custom fields that you want to track in this table. These fields can be populated when you run a Response or Track process. You can use the "More Options" button on the Response process logging tab to have contact history records logged with specific treatment IDs, package IDs, contact statuses, and so on.	No	No	No	No	No	Yes	Any value accepted by the DB based on data type	No	No	Yes	No
ValueAfter	bigint	NULL	Displays the values of an offer or promotion after the offer or promotion is accepted by the customer. This field can be added to the custom Cognos reports that you create for CH-RH tracking.	No	No	No	No	No	Yes	According to the datatype	Yes	Yes	Yes	No

Column(s) of "UA_ResponseHistory" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
UsageAfter	bigint	NULL	Displays the values of an offer or promotion after the offer or promotion is accepted by the customer. This field can be added to the custom Cognos reports that you create for CH-RH tracking.	No	No	No	No	No	Yes	According to the data type	Yes	Yes	Yes	No
ResponseRevenue	bigint	NULL	Additional field used for CH-RH tracking and reports	No	No	No	No	No	Yes	According to the datatype	Yes	Yes	Yes	No
SalesCost	bigint	NULL	Additional field used for CH-RH tracking and reports	No	No	No	No	No	Yes	According to the datatype	Yes	Yes	Yes	No
ResponseChannel	varchar(16)	NULL	Additional field used for CH-RH tracking and reports	No	No	No	No	No	Yes	According to the data type	Yes	Yes	Yes	No

Child Relationship(s) of "UA_ResponseHistory" Table

Parent Relationship(s) of "UA_ResponseHistory" Table	
Parent Table	
Name	Comment
UA_Treatment	Stores all treatments (intersection of offer versions to target cells at a point in time (run instance) and related data. If multiple offers are assigned to a cell, there will be multiple rows in the treatment table (one treatment for each offer version given to the cell). If offer personalization is used, there a treatment will be created for each unique permutation of offer attributes (offer version) used (and HasDetailHistory=1 and contact information is stored in a separate table, UA_DtlContactHistory). This data is populated during a production run of a CSP only when logging is enabled.
UA_UsrResponseType	User-defined table at implementation time that stores the list of response types with their descriptions. Once configured, the contents of this table will be displayed in the configuration of a Response process.
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

Parent Relationship(s) of "UA_ResponseHistory" Table	
Parent Table	
Name	Comment
	referenced in Contact history are contained in the time span covered by this table.
UA_Time	This table holds time information identifying information about the hours and minutes for a particular time. It is used to facilitate reporting. This table must be populated as part of the implementation setup.

Column(s) of "UA_SegMembership" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
SegmentID	bigint	NOT NULL	The segment ID.	No	No	Yes	Yes	No	No	Any valid SegmentID in UA_Segment table	No	No	Yes	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.	No	No	Yes	Yes	No	No	Any valid set of audience ID values	No	No	Yes	No

Child Relationship(s) of "UA_SegMembership" Table

Parent Relationship(s) of "UA_SegMembership" Table

Column(s) of "UA_Segment" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
SegmentID	bigint	NOT	Unique identifier of segment. This ID is	Yes	No	Yes	Yes	No	No	Globally unique positive integer	Yes	No	No	No

Column(s) of "UA_Segment" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
		NULL	assigned by the system when a segment is created.							within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)				
Name	varchar(64)	NULL	Name of the strategic segment; must be unique with the folder in which the segment is created.	No	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(1024)	NULL	Optional, user-entered, free-form text description of the strategic segment.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
FolderID	bigint	NULL	Folder ID for the folder where the 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.	No	Yes	Yes	Yes	No	No	Any valid FolderID value existing in UA_Folder table	Yes	Yes	No	No
CreateDate	datetime	NULL	Server date and time the segment was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP user ID for the user who created the segment.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No

Column(s) of "UA_Segment" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			the object; same as CreateBy for initial object creation.											
LastRunDate	datetime	NULL	Server date and time the segment was last run. This value is NULL if never run.	No	No	No	Yes	No	No	Valid datetime	No	No	Yes	Yes
RunBy	int	NULL	UMP user ID for the user that last run the flowchart that created the segment. This value is NULL if never run.	No	No	No	Yes	No	No	Valid UMP UserID	No	No	Yes	Yes
SegmentCount	int	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.	No	No	No	Yes	No	No	Non-negative integer	Yes	Yes	Yes	No
TempTableName	varchar(255)	NULL	Reserved for future use	No	No	No	Yes	No	No	NULL	Yes	No	No	No
CellFileName	varchar(255)	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.	No	No	No	Yes	No	No	Valid filename	Yes	Yes	No	No
AudienceName	varchar(64)	NULL	Name of the audience level used to create the segment.	No	No	No	Yes	No	No	String of valid audience level name	Yes	Yes	No	No
ActiveFlag	int	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).	No	No	No	Yes	No	No	0=inactive; 1=active	Yes	No	Yes	No
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy	No	No	Yes	Yes	Yes	Yes	Id in IBM Unica Platform's USM_ROLE table	Yes	Yes	No	No

Column(s) of "UA_Segment" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			<p>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).</p> <p>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).</p>											
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No
TempTableDB	varchar(255)	NULL		No	No	Yes	Yes	Yes	Yes	Name of a datasource defined in AM config, or a comma-separated list of datasource names.	Yes	Yes	No	No
SegmentType	int	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)	No	Yes	Yes	Yes	No	No	1 = batch, 2 = smart	Yes	No	No	No

Child Relationship(s) of "UA_Segment" Table	
Child Table	
Name	Comment
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

Child Relationship(s) of "UA_Segment" Table	
Child Table	
Name	Comment
	simply reference by the flowchart. By having this table we can ensure that FK relationships are enforced at the DB level.

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

Column(s) of "UA_SegmentType" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
SegmentType	int	NOT NULL	This is the ID for the Segment Type. There are currently two segment types, interactive and batch	Yes	No	Yes	Yes	No	No	1 - Batch, 2 - Interactive	Yes	No	No	No
Description	varchar(64)	NULL	The description of the Segment Type.	No	No	No	Yes	No	No	Any string	Yes	No	No	No

Child Relationship(s) of "UA_SegmentType" Table	
Child Table	
Name	Comment
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.

Parent Relationship(s) of "UA_SegmentType" Table

Column(s) of "UA_SegRefType" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
RefType	int	NOT NULL	The ID of the reference type. RefType ties the UA_FlowchartSeg table to the UA_SegRefType table. Batch flowcharts always have the value 1. Unless you have IBM Interact incorporated in your environment, the value will never be 2 for batch flowcharts. A value of 2 is used only for Interactive flowcharts.	Yes	No	Yes	Yes	No	No	1= creator, 2 = referencer	Yes	No	No	No
Description	varchar(64)	NULL	A description of the reference type.	No	No	No	Yes	No	No	Any string	Yes	No	No	No

Child Relationship(s) of "UA_SegRefType" Table	
Child Table	
Name	Comment
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.

Parent Relationship(s) of "UA_SegRefType" Table

Column(s) of "UA_SesnRunType" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
RunType	int	NOT	Unique ID for a	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and	Yes	No	No	No

Column(s) of "UA_SesnRunType" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
		NULL	Campaign session run type							internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil).				
Description	varchar(64)	NULL	Session run type description (not visible in UI)	No	No	Yes	No	No	Yes	Valid string	Yes	Yes	No	No

Child Relationship(s) of "UA_SesnRunType" Table	
Child Table	
Name	Comment
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. For Campaign Collaborate runs, it also records information about the remote user.

Parent Relationship(s) of "UA_SesnRunType" Table

Column(s) of "UA_Session" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
SessionID	bigint	NOT NULL	Unique identifier of the session. This ID is assigned by the system when a session is created.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration	Yes	No	No	No

Column(s) of "UA_Session" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Outside	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
										parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)				
Name	varchar(64)	NULL	Name of the session; must be unique with the folder in which the session is created.	No	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(1024)	NULL	Optional, user-entered, free-form text description of the session.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
FolderID	bigint	NULL	Folder ID for the folder where the object is stored. Value is automatically populated based on the folder where the object is stored. User can change this value by "moving" the object to a different folder.	No	Yes	Yes	Yes	No	No	Any valid FolderID value existing in UA_Folder table	Yes	Yes	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP UserID of the user who created the Session.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No

Column(s) of "UA_Session" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Overrides	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
LastRunDate	datetime	NULL	Server date and time the session flowchart was last run. This value is NULL if never run.	No	No	No	Yes	No	No	Valid datetime	No	No	Yes	Yes
RunBy	int	NULL	UMP user ID for the user that last run the flowchart. This value is NULL if never run.	No	No	No	Yes	No	No	Valid UMP UserID	No	No	Yes	Yes
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices).	No	No	Yes	Yes	Yes	Yes	Id in IBM Unica Platform's USM_ROLE table	Yes	Yes	No	No
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No

Child Relationship(s) of "UA_Session" Table
Child Table

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

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

Column(s) of "UA_SummaryCube" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
CubeID	bigint	NOT NULL	Unique identifier of cube. This ID is assigned by the system when a cube is created.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	Yes	No	No	No
TempFlag	int	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.	Yes	No	Yes	Yes	No	No	0 = not in use; 1 = in use	Yes	Yes	Yes	No

Column(s) of "UA_SummaryCube" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
SrcFlowChartID	bigint	NOT NULL	Flowchart ID of the flowchart that contains the cube process used to create this cube.	Yes	No	Yes	Yes	No	No	Any valid FlowchartID from the UA_Flowchart table	Yes	Yes	No	No
Name	varchar(64)	NULL	Name of the cube; name must be globally unique.	No	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(1024)	NULL	Optional, user-entered, free-form text description of the cube.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	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.	No	No	No	Yes	No	Yes	Any valid SegmentID from the UA_Segment table	Yes	Yes	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP USerId of the user who created the Cube.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No

Column(s) of "UA_SummaryCube" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			updated the object; same as CreateBy for initial object creation.											
LastRunDate	datetime	NULL	Server date and time the cube was last run. This value is NULL if never run.	No	No	No	Yes	No	No	Valid datetime	No	No	Yes	Yes
RunBy	int	NULL	UMP user ID for the user who last run the cube.	No	No	No	Yes	No	No	Valid UMP UserID	No	No	Yes	Yes
DataFileName	varchar(255)	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.	No	No	No	Yes	No	No	Valid filename	Yes	Yes	No	No

Child Relationship(s) of "UA_SummaryCube" Table

Parent Relationship(s) of "UA_SummaryCube" Table

Column(s) of "UA_TableCatalog" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
FolderID	bigint	NOT NULL	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.	Yes	Yes	Yes	Yes	No	No	Any valid FolderID value existing in UA_Folder table	Yes	Yes	No	No
Name	varchar(64)	NOT NULL	Name of the table catalog; name must be unique within the folder.	Yes	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(1024)	NULL	Optional, user-entered, free-form text description of the table catalog.	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
FileName	varchar(255)	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).	No	No	No	Yes	No	No	Valid filename	Yes	Yes	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP user ID for the user who created the object.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No

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

Child Relationship(s) of "UA_TableCatalog" Table

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

Column(s) of "UA_TargetCells" Table

Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
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.	Yes	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	Yes	Yes	No	No
CellName	varchar(512)	NOT NULL	Name of the cell; must be unique in the flowchart.	No	No	Yes	Yes	Yes	Yes	Any text characters, minus standard disallowed special Affinium query language name characters	Yes	Yes	No	No
Description	varchar(1024)	NULL	Optional, user-entered, free-form text description of the cell (only can be populated from the TCS).	No	No	No	No	No	Yes	Any text characters minus standard disallowed special characters in text	Yes	Yes	No	No
CellCode	varchar(64)	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).	No	No	Yes	Yes	Yes	Yes	Any string satisfying the cell code format specified by the server>system codes>CellCodeFormat config parameter	Yes	Yes	No	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	No	No	No	Yes	No	Yes	Any valid CellID in the UA_TargetCell table	Yes	Yes	No	No

Column(s) of "UA_TargetCells" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			created top-down).											
IsControl	int	NULL	Specifies whether a target cell is a hold-out control cell or not. If a cell is designated as a control, no offers may be assigned to that cell (and previously assigned offers are cleared).	No	No	No	Yes	Yes	Yes	0=target cell; 1=hold-out control cell	Yes	Yes	No	No
CampaignID	bigint	NULL	Identifies the campaign ID to which this target cell is associated with	No	Yes	Yes	Yes	No	No	Any valid CampaignID in the UA_Campaign table	Yes	No	No	No
FlowchartID	bigint	NULL	Identifies the flowchart ID to which this target cell is associated with	No	No	Yes	Yes	No	No	Any valid FlowchartID from the UA_Flowchart table	Yes	Yes	No	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.	No	Yes	No	Yes	No	Yes	Any valid OfferListID in UA_OfferList where OfferListType = 3	Yes	Yes	No	No
DisplayOrder	int	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 the TCS), but these can be manually re-ordered by the user and receive a non-NULL display order value.	No	No	No	Yes	Yes	Yes	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	Yes	Yes	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes

Column(s) of "UA_TargetCells" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Connected	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
CreateBy	int	NULL	UMP UserID of the user who created the Cell	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
IsTopDown	int	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.	No	No	Yes	Yes	No	No	0=bottom-up; 1=top-down	Yes	Yes	No	No
IsReadOnly	int	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).	No	No	Yes	Yes	No	No	0=read/write; 1=read-only	Yes	Yes	No	No
Retired	int	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	No	No	Yes	Yes	No	No	1 = Retired; 0 = Active	Yes	Yes	No	No

Column(s) of "UA_TargetCells" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			longer is treating this cell.											
Approved	int	NULL	Specifies whether this row of the Target Cell Spreadsheet (TCS) has been approved (approvals can only occur in UMO's TCS)	No	No	Yes	No	No	Yes	0 = Not approved 1/NULL = Approved (always 1 when UMO is not integrated)	Yes	Yes	No	No
CellCount	int	NULL	Contains the number of unique audience IDs in the cell (updated when user manually clicks "Get Cell Status" in the TCS)	No	No	No	Yes	No	No	Any non-negative integer	No	Yes	No	No
LastRunType	int	NULL	Specifies the type of the last run generating the cell count	No	No	No	Yes	No	No	Production Flowchart Production Branch Production Process Test Flowchart Test Branch Test Process	No	Yes	No	No
LastRunBy	int	NULL	Name of the last IBM Unica user that updated the cell count	No	No	No	Yes	No	No	Any user name stored in IBM Unica Marketing Platform	No	Yes	No	No
LastRunTime	datetime	NULL	Last server date and time the cell count was updated	No	No	No	Yes	No	No	Valid datetime	No	Yes	No	No

Child Relationship(s) of "UA_TargetCells" Table

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

Parent Relationship(s) of "UA_TargetCells" Table	
Parent Table	
Name	Comment
UA_Campaign	This table contains campaign meta data provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record will only be created when a new flowchart is added to the campaign.
UA_OfferList	This table stores both internal and user-created offer lists. User-created offer lists can be static (fixed list of offers) or smart (dynamic; based on a query). Internally generated offer lists are used to group together the actual list of offers assigned to a specific cell in a CSP when multiple offers are assigned. Internal offer lists may reference user-created offer lists (only one level of nesting supported).

Column(s) of "UA_Time" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
TimeID	bigint	NOT NULL	Unique identifier for a row of this table.	Yes	No	Yes	No	No	No	Time represented as HHMMSS (currently SS is always 00)	No	No	No	Yes
Hour	int	NULL	The hour of the specified time.	No	No	Yes	No	No	No	Positive integer between 0-23	No	No	No	Yes
Minute	int	NULL	The minute of the specified time.	No	No	Yes	No	No	No	Positive integer between 0-59	No	No	No	Yes

Child Relationship(s) of "UA_Time" Table	
Child Table	
Name	Comment

Child Relationship(s) of "UA_Time" Table	
Child Table	
Name	Comment
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_ContactHistory	<p>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.</p> <p>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).</p> <p>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.</p> <p>This table is required for tracking contacts. This is also used by ACO for applying Optimization to contacts.</p> <p>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.</p>
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.

Parent Relationship(s) of "UA_Time" Table

Column(s) of "UA_TmpTablePool" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
ID	bigint	NOT NULL	This column will store the ID of the temp tables that are in the temp table pool.	Yes	No	Yes	No	N/A	No	0-max allowed	Yes	No	Yes	Yes
DataSrcName	varchar(255)	NOT NULL		No	No	Yes	No	No	Yes		Yes	Yes	No	No
TableSchema	varchar(1024)	NOT	Stores the schema for table ID represented by the ID column.	No	No	Yes	No	N/A	No	1-max	Yes	No	Yes	Yes

Column(s) of "UA_TmpTablePool" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
		NULL	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.							allowed characters				
TableID	bigint	NULL	Keep the logical ID, supplied by the Cell, so that logical to physical map is maintained for all tables.	No	No	No	No	N/A	No	0-max allowed	No	Yes	Yes	Yes
UserID	bigint	NULL	Stores the User ID of the user who requested the temp table.	No	No	No	No	N/A	No	0-max allowed	No	Yes	Yes	Yes
FlowchartID	bigint	NULL	Stores the ID of the flowchart that requested the table.	No	No	No	No	N/A	No	0-max allowed	No	Yes	Yes	Yes
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"	No	No	No	No	N/A	No	0-max allowed	No	Yes	Yes	Yes

Child Relationship(s) of "UA_TmpTablePool" Table

Parent Relationship(s) of "UA_TmpTablePool" Table

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

Column(s) of "UA_Treatment" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
										system using sesutil)				
CellID	bigint	NULL	The cell ID being treated in the CSP.	No	Yes	Yes	Yes	No	No	Valid CellID value from UA_TargetCells	No	No	Yes	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 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.	No	No	Yes	Yes	No	No	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values (may be outside this range for campaigns imported from another system using sesutil)	No	No	Yes	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.	No	Yes	Yes	Yes	No	No	Any valid RunID from the UA_CCRunLog table	No	No	Yes	No
RunDateTime	datetime	NULL	Date & time the CSP creating the treatments was last run (any flowchart, branch, process run of any flowchart within the campaign). This value is updated on a run branch/process.	No	No	Yes	Yes	No	No	Valid datetime	No	No	Yes	Yes
TreatmentCode	varchar(64)	NULL	Globally unique, system-generated code based on the treatment code format in	No	No	Yes	Yes	No	No	Unique treatment code meeting the required format in UA_OfferTemplate.TreatmentCodeFm	No	No	Yes	No

Column(s) of "UA_Treatment" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			UA_OfferTemplate.TreatmentCodeFmt used to generate the OfferID (not overridable by the user).							t				
CntrlTreatmtFlag	int	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.	No	No	Yes	No	No	Yes	0=treatment created for target cell; 1=treatment created for control cell	No	No	Yes	No
CntrlTreatmtInstID	bigint	NULL	If CntrlTreatmtFlag=1, this field is NULL. If CntrlTreatmtFlag=0 and the user assigned a control cell to the target cell, this field contains the treatment instance ID of the control treatment.	No	No	No	Yes	No	No	Any valid TreatmentInstID from the UA_Treatment table where CntrlTreatmtFlag=1	No	No	Yes	No
TreatmentSize	int	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 personalization is used (when HasDetailHistory=1).	No	No	Yes	Yes	No	No	Non-negative integer	No	No	Yes	No
OfferID	bigint	NULL	The offer ID of the offer associated with this treatment.	No	Yes	Yes	No	No	Yes	Any valid OfferID from UA_Offer	No	No	Yes	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	No	No	Yes	Yes	No	No	Valid integer (process ID does not need to exist in the flowchart as the process box may have been deleted).	No	No	Yes	No

Column(s) of "UA_Treatment" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			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).											
HasDetailHistory	int	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.	No	No	Yes	Yes	No	No	0=no detailed history; 1=has records in UA_DtlContactHist table	No	No	Yes	No
ExpirationDateTime	datetime	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.ExpirationDateFlag=1) or may be an absolute value specified by the offer (UA_Offer.ExpirationDateFlag=0) or user (if parameterized).	No	No	Yes	No	No	Yes	Valid datetime on or after EffectiveDateTime	No	No	Yes	Yes
EffectiveDateTime	datetime	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	No	No	Yes	No	No	Yes	Valid datetime	No	No	Yes	Yes

Column(s) of "UA_Treatment" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
			(UA_Offer.EffectiveDateFlag=0) or user (if parameterized).											
OfferHistoryID	bigint	NULL	Link to the specific offer version associated with this treatment if the offer has any parameterized offer attributes.	No	Yes	Yes	Yes	No	No	Valid OfferHistoryID from UA_OfferHistory table	No	No	Yes	No
CampaignID	bigint	NULL	Identifies the campaign ID to which this treatment is associated with.	No	Yes	Yes	Yes	No	No	Any valid CampaignID in the UA_Campaign table	No	No	Yes	No
CntrlCellID	bigint	NULL	If the target cell has an associated control cell, this field holds the ID of the control cell.	No	No	No	No	No	Yes	Any valid CellID in the UA_TargetCell table	Yes	Yes	No	No
FlowchartID	bigint	NULL	Unique identifier of the flowchart that created the treatment.	No	No	Yes	Yes	No	No	Any valid FlowchartID in UA_Flowchart table	No	No	Yes	No

Child Relationship(s) of "UA_Treatment" Table	
Child Table	
Name	Comment
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.

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

Parent Relationship(s) of "UA_Treatment" Table	
Parent Table	
Name	Comment
	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_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. For Campaign Collaborate runs, it also records information about the remote user.
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_Campaign	This table contains campaign meta data provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record will only be created when a new flowchart is added to the campaign.

Column(s) of "UA_Triggerlist" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
FolderID	bigint	NOT NULL	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.	Yes	Yes	Yes	Yes	No	No	Any valid FolderID value existing in UA_Folder table	Yes	Yes	No	No
Name	varchar(255)	NOT NULL	Name of the trigger; must be unique within the folder.	Yes	No	Yes	No	No	Yes	Any text characters, minus standard disallowed special name characters	Yes	Yes	No	No
Description	varchar(1024)	NULL	Optional, user-entered free-form text description of the trigger	No	No	No	No	No	Yes	Any text characters minus standard disallowed	Yes	Yes	No	No

Column(s) of "UA_Triggerlist" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
										special characters in text				
Definition	varchar(2048)	NULL	Full file path to the location of the trigger file (e.g., "c:\Affinium\Triggers\MyTrigger.bat").	No	No	Yes	No	No	Yes	Any text characters supported by the OS	Yes	Yes	No	No
CreateDate	datetime	NULL	Server date and time the object was created.	No	No	Yes	Yes	No	No	Valid datetime	Yes	No	No	Yes
CreateBy	int	NULL	UMP UserID of the user who created the trigger.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	No	No	No
UpdateDate	datetime	NULL	Last server date and time the object was updated (edited and saved); same as CreateDate for initial object creation.	No	No	Yes	Yes	No	No	Valid datetime	Yes	Yes	No	Yes
UpdateBy	int	NULL	UMP user ID for the user who last updated the object; same as CreateBy for initial object creation.	No	No	Yes	Yes	No	No	Valid UMP UserID	Yes	Yes	No	No
PolicyID	int	NULL	Security policy ID for the object, which determines which UMP users are allowed to access this object. The security policy for the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies). It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices).	No	No	Yes	Yes	Yes	Yes	Id in IBM Unica Platform's USM_ROLE table	Yes	Yes	No	No
ACLID	int	NULL	For future use.	No	No	No	No	No	No		No	No	No	No

Child Relationship(s) of "UA_Triggerlist" Table

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

Column(s) of "UA_UsrResponseType" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System	Sys-Gen	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
ResponseTypeID	bigint	NOT NULL	Unique identifier for each response type (just unique within this table).	Yes	No	Yes	No	No	No	Unique integer within this table	No	No	No	Yes
Name	varchar(64)	NULL	Name of the response type (not displayed in AC GUI anywhere)	No	No	Yes	No	No	No	Valid string	No	No	No	Yes
Description	varchar(512)	NULL	Optional description of the response type (not displayed in AC GUI anywhere)	No	No	No	No	No	No	Valid string	No	No	No	Yes
ResponseTypeCode	varchar(64)	NULL	Unique code that identifies the response type (used in Response process to identify response type)	No	No	Yes	No	No	No	Valid string	No	No	No	Yes
CountsAsResponse	int	NULL	Specifies whether or not a response type counts as a response. For example, a response type of "purchase" may ultimate count as a response for roll-up purposes in performance reporting, but a response type of "click-through" may not.	No	No	Yes	No	No	No	0 – Doesn't count as response 1 – Counts as response 2 – Counts as reject	No	No	No	Yes
IsDefault	int	NULL	Specifies which response type to attribute responses to if the Response type is NULL/not specified in response tracking.	No	No	Yes	No	No	No	0=not default; 1=default (only a single row may have a value of 1)	No	No	No	Yes

Child Relationship(s) of "UA_UsrResponseType" Table	
Child Table	
Name	Comment
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.

Parent Relationship(s) of "UA_UsrResponseType" Table

Column(s) of "UA_Version" Table														
Name	Datatype	Null Option	Comment	Is PK	Is FK	Required Field	System Generated	Sys-Gen Override	User-Entered	Valid Values	Stored-Create	Stored-Save	Stored-Execute	Configuration
VersionID	bigint	IDENTITY		Yes	No	Yes	No	No	Yes		Yes	Yes	No	No
VersionNumber	varchar(50)	NOT NULL		No	No	Yes	No	No	Yes		Yes	Yes	No	No
Parameters	varchar(255)	NULL		No	No	Yes	No	No	Yes		Yes	Yes	No	No
CreateDate	datetime	NOT NULL		No	No	Yes	No	No	Yes		Yes	Yes	No	No

Child Relationship(s) of "UA_Version" Table

Parent Relationship(s) of "UA_Version" Table

UDP-Meta

UDP Meta - Physical